



**SADANAM INSTITUTE OF COMMERCE  
AND MANAGEMENT STUDIES**

Pathiripala, Palakkad District, Kerala

**2025 ADMISSIONS**

**POST GRADUATE DIPLOMA  
IN MANAGEMENT**

**AICTE-APPROVED TWO-YEAR  
POST GRADUATE PROGRAMME**

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## ABOUT US

Sadanam Institute of Commerce and Management Studies (SICOMS) was established in 2008 under the umbrella of the Gandhi Seva Sadan Charitable Trust (GSSCT) to impart high quality education with industry-relevant specialisations in management studies. The curriculum is benchmarked to the best management institutes in the country with a judicious mix of theoretical knowledge and practical industry experience. In its 16th year now, SICOMS has a remarkable success rate of 100% placement for graduating students.

## OUR PROGRAMME

SICOMS offers a two-year PG Diploma in Management (PGDM) programme approved by the All India Council for Technical Education (AICTE). We follow an outcome-based pedagogy aligned with the SICOMS core mission and values. The following Programme Educational Objectives (PEOs) have been developed for the PGDM programme:

- To transform the students into competent leaders and managers for Indian as well as global businesses and industries
- To develop a spirit of innovation and problem-solving by stimulating the intellect and aptitude of the students, and encouraging life-long learning
- To impart ethical and value-based learning that will create socially-conscious managers and productive citizens

# CURRICULUM

## SPECIALISATIONS

We offer three functional specialisations:

- **Finance Management**
- **Marketing Management**
- **Human Resources Management**

A student is expected to specialise in any two of the above. The specialisations are offered subject to minimum enrolments.

The programme includes a super competency module in **Logistics and Supply Chain Management**.

## CREDIT REQUIREMENT

A student must earn 130 credits to successfully complete the PGDM programme. The first two terms cover the core subjects. In their third and fourth terms, the students can choose their specialisations from the elective clusters in three functional domains. The core component includes a 12-credit super competency programme in Logistics and Supply Chain Management.

Over the first two terms the students do a field project where they apply managerial skills to solve community-level problems. Across the third and fourth terms the students do another field project in their area of specialisation.

The students complete a Summer Internship Programme after their second term, and a capstone project in the last two terms giving them an opportunity to experience managerial practices in the real world.

## ACADEMIC SCHEDULE

### TERMS

The two-year PGDM programme is organised into six terms in the trimester format, including a Summer Internship Programme (SIP) and a Capstone Project. The academic year typically begins in July after the completion of the admission process.

|           |  |
|-----------|--|
| JULY      | : Bridge Course & Induction                |
| AUG - NOV | : Term 1 - Core Foundation Courses         |
| DEC - MAR | : Term 2 - Core Foundation Courses         |
| APR - MAY | : Summer Internship Programme (SIP)        |
| JUN - SEP | : Term 3 - Specialisation Elective Courses |
| OCT - JAN | : Term 4 - Specialisation Elective Courses |
| FEB - JUL | : Terms 5 & 6 - Capstone Project           |

### MINI PROJECTS

In addition to the SIP and Capstone Project, the students are required to do on-field mini projects that earn academic credits and enable them to apply management learnings to solve real-life problems. The projects are guided by the faculty.

Our programme encourages community-oriented projects with panchayats, Self-help Groups, Voluntary Organizations, NGOs and Youth Organisations for their core project spread across the first two terms. In their third and fourth terms the students will take up specialisation industry projects related to their sector.

## VALUE-ADDED COURSES

### ADD-ON CERTIFICATIONS

SICOMS puts strong emphasis in practical, skill-based learning and making the students fully jobs-ready by the time they graduate. We offer workshops and additional certification courses in industry-relevant software such as **Tally Prime**, **SAP** (Materials Management & Financial Accounting and Controlling), **Data Visualisation** programmes such as **Power BI**.

Hands-on training is provided to students through workshops in advanced **digital marketing** and **retail management**. Our students are encouraged to pursue entrepreneurship activities including participation in business plan competitions and management skill competitions.

We have certification partnerships with reputed and government-recognised training partners.

### PERFORMING ARTS TRAINING

GSSCT, the parent trust of SICOMS, has a commitment to encouraging culture and arts, particularly Indian performing art forms, and supporting artist communities. The SICOMS campus also hosts the Sadanam Academy for Performing Arts (SAPA) which has training programmes in music, dance and instruments by professional artists.

All students of SICOMS can enroll in a SAPA programme of their choice for FREE. The programmes currently on offer at SAPA include Bharatanatyam, Mohiniyattam, Carnatic Classical Vocal, Mridangam, Veena, Guitar, Keyboard, Violin and the martial art form of Kalaripayattu.

# PLACEMENTS

## 100% PLACEMENT RECORD

SICOMS has maintained an enviable 100% placement record since the first 2008-10 batch. Many of the SICOMS alumni are serving in key roles in their professional domains.

We are committed to ensuring that our students are both ready for employment and are able to get a good start to their career, paving the way for future growth. A dedicated Training & Placement Cell (TPC) facilitates Summer Internship Programme and the Capstone Project. We try and get students paid internships when possible. Classroom instruction by experienced faculty, combined with hands-on training through projects, SIP and Capstone, as well as add-on courses are designed to make students job-ready. Regular curriculum revisions ensure that the programme is attuned to the needs of the industry.

We place a lot of emphasis on soft skills, leadership and personality development as part of the programme. We have competency development sessions and presentation skills modules every week. The TPC organises placement readiness workshops, mock interviews, aptitude test and group discussion training by subject experts ahead of the placement season.

Our recruiters are from diverse sectors including banking and finance, insurance, retail, logistics, hospitality, commerce and e-commerce, HR and IT.



## CAREER PATHWAYS

Management studies, particularly the practical-oriented learning emphasised by our PGDM programme, enables students to aspire for achieve future careers in major functional areas of management such as:

**STRATEGY** - Governance, Planning, Entrepreneurship...

**FINANCE** - Investments, Revenues, Accounting, Taxation...

**OPERATIONS** - Production, Sourcing, Supply Chain, Logistics...

**MARKETING** - Sales, Service, Promotions, Research...

**HUMAN RESOURCES** - Manpower Planning, Hiring, Training...

Most supervisory and leadership level jobs require a post-graduate degree in management.

### CAREER PROGRESSION

Most management graduates, in all functional domains, will begin their careers as trainees or on-probation employees. You are most likely to work under experienced mentors/managers, understanding and doing the core/basic functions of your business or organization.

This early training is critical before moving into mid- or top- managerial roles which involve leadership, strategic planning and decision-making.

At the topmost levels of management, every decision you make has an impact on large groups of people, both inside and outside your organisation; it is a position of great responsibility.

# ADMISSION PROCESS

## APPLICATIONS

SICOMS has a four-month, rolling applications cycle with the admission programme commencing on March 1. Eligible candidates are free to submit applications throughout the period. The institute will review the applications, complete the selection process, and inform the candidate on their admission status within 4.5 weeks. The applications process ends by June 30 and the PGDM programme induction commences on July 1.

## ELIGIBILITY

Students who have a Bachelors Degree of minimum 3 years' duration from any recognised university, in any discipline, are eligible to apply. Candidates must have secured at least 50% marks (45% for candidates belonging to the reserved category) in the qualifying examination.

**Students appearing for their final examinations may also apply and secure provisional admission.**

## SELECTION PROCESS

Selection of the candidates is on the basis of scores in the aptitude test, qualifying examination and personal interview. Candidates who have qualified from the CAT, CMAT, GMAT, MAT, or K-MAT\* can apply. The weighted components for shortlisting are:

- Scores in Aptitude Test: 35%
- Marks obtained in the qualifying Bachelor's degree: 20%
- Personal Interview: 35%
- Experience, Portfolio & Achievements: 10%
- Total 100 Marks

*\*For students who have confirmed admissions at SICOMS pending clearing of MAT/K-MAT, we provide free coaching assistance*

## FEE STRUCTURE

SICOMS has among the lowest fee for a PGDM programme anywhere in India. GSSCT has a core mission of providing affordable and quality education for students of all backgrounds. The fee for the entire programme is Rs. 4,00,000. The following is the standard fee structure for the programme:

|                                       | YEAR 1          | YEAR 2          |
|---------------------------------------|-----------------|-----------------|
| TUITION FEE                           | 175,000         | 175,000         |
| EXAMINATION FEE                       | 5,000           | 5,000           |
| LAB, IT & INTERNET                    | 5,000           | 5,000           |
| UNIFORM, BOOKS &<br>LEARNING MATERIAL | 10,000          | 10,000          |
| PROJECTS & PLACEMENTS                 | 5,000           | 5,000           |
| <b>TOTAL</b>                          | <b>2,00,000</b> | <b>2,00,000</b> |

The fee includes the cost of certification programmes, workshops and placement training, field visits etc. The institute does not charge the students anything over and above the stipulated fee for the academic programme.

Costs related to off-campus SIP and Capstone Project, including food and accommodation, have to be borne by the student.

A nominal amount may be charged annually towards a Student Council fund that will be used for programmes/events organised and conducted by the students.

### PAYMENT SCHEDULE

The total fee is payable in two instalments - the first at the time of admission (before June) and the second before the start of the SIP (in March).

# FINANCING EDUCATION

## EDUCATION LOAN

Students enrolled in the PGDM programme are eligible for education loans from most banks provided they meet other general criteria of the lending institutions. Many SICOMS students avail of the loan facility due to the ease and convenience it affords.

For students who need it, the SICOMS Student Affairs section provides all support and guidance for students in getting the loans - from the application process to follow ups with the lenders. The department also assists with identifying government educational schemes and incentives that the students can avail of.

Loan repayments generally start one year after completion of the studies. With the SICOMS programme, since the students proceed for capstone project after placements, they have an additional six months of job earnings before they need to start paying back the loan. Most banks have a repayment window of up to nine years, with manageable EMIs. Interest on education loans is tax-deductible.

We encourage students to take education loans, as they are a means of financing your own education without depending on anyone else.



## FACULTY

Our PGDM programme is heavily focused on industry-relevant training and most SICOMS faculty come with years of practical industry experience. We have networks within the industry and alumni mentors to provide both academic and professional support for the students.

SICOMS Director Prof. Ravikumar K. is an alumnus of Indian Institute of Management - Ahmedabad and has decades of experience in the industry and academia.

His areas of interest are Marketing, Strategy, International Business, Ethical issues in Business and Agri Business Management.



**Prof. Ravikumar K.**  
Director  
PGDM, IIM-A



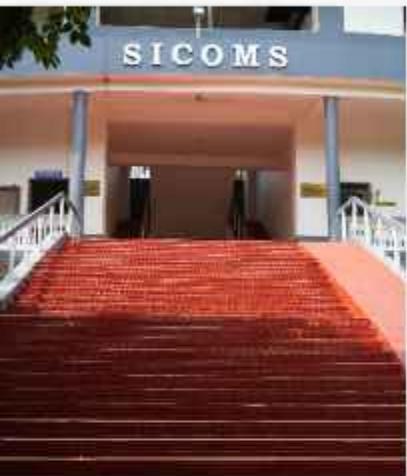
**Dr. Balagopal P. K.**  
Dean  
Ph.D.

Dean Dr. Balagopal P. K. has a PhD in Banking & Financial Institutions. He has worked for over 35 years in Indian and foreign banks.

He is an expert in foreign exchange dealings and trade finance. His areas of interest are Money & Banking, International Finance, Export-Import Management, etc.

In addition, workshops and sessions are conducted by visiting and guest faculty who are either working professionals or have years of industry experience. Students also have the opportunity to network with professionals during industry visits and study tours.

## CAMPUS



SICOMS is located in Pathiripala township just 100mts off the Palakkad-Pattambi highway, some 25 kilometres from Palakkad Town. The nearest major railway stations are Ottapalam, Shornur Jn. and Palakkad Jn., and the nearest airport is Coimbatore.

The institute is located in the GSSCT's green and serene Sarojini Amma campus away from the hassles of the city, promising tranquility and peace. The building itself is designed aesthetically to merge with the environment. The campus includes a ground and sporting facilities.

The PGDM classrooms are equipped with smartboards and LCD projectors. There are two large computer labs. The library is a well maintained repository of books, journals, magazines, case studies, course materials and other manuals that support management learning and teaching. The library also has a large collection of books on various non-management topics, fiction and classics in various languages.

SICOMS is not a residential campus. However, the institute facilitates accommodation for outstation students and has mess services. Pathiripala is a small township with affordable, shared and single rental accommodation readily available within commuting distance of the campus.





## CONTACT US

FOR ADMISSION INQUIRIES YOU MAY CONTACT US VIA  
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**KICK-START YOUR CAREER IN MANAGEMENT  
WITH THE SICOMS PGDM PROGRAM**

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