



SADANAM INSTITUTE OF COMMERCE AND MANAGEMENT STUDIES

Pathiripala, Palakkad District, Kerala



TWO-YEAR POST GRADUATE DIPLOMA IN MANAGEMENT

APPROVED BY AICTE

WITH ADDITIONAL SKILL CERTIFICATIONS IN:



ADMISSIONS 2026

Skills for the Future

We have designed an employment-focused programme that gives you the double advantage of a post-graduation and future-ready skill certifications

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Message from the Director

It is my pleasure to welcome you to SICOMS and introduce you to our revised Post Graduate Diploma in Management (PGDM) programme. In a rapidly transforming world it is not just enough for institutions to impart knowledge; we need to empower the students to take on the challenges of tomorrow. We have revised our curriculum to fully align with the vision of the National Education Policy, and our goal is to create an ecosystem of hands-on learning, practical skills, innovation and excellence for the next generation of industry leaders.

As a guiding philosophy of the Gandhi Seva Sadan Charitable Trust, our institute has always believed that quality education and job opportunities must be available to everyone, irrespective of their background.

Our guiding framework includes:

Vision

To become a centre of excellence in management education in India by ensuring highest academic standards through functional programmes and best practices relevant to the changing global business requirements

Mission

To enable today's youth to transform themselves into competent and ethical global managers through intensive training using modern tools and techniques in management.

I hope your onward journey is full of purpose, and towards a bright future.

Warm regards,

Professor Ravikumar K., PGDM (IIM-A)
Director, SICOMS



Quick Facts



Legacy

18 years of excellence in management education



Excellence

focus on practical learning and hands-on skilling



Experience

faculty with a wealth of industry and academic experience



Networks

industry partnerships for internships and placements



Placements

100% placement record since the institute's inception



Community

graduates and alumni in leadership roles

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DUAL SPECIALISATION

UP TO 6 SKILL CERTIFICATIONS

8 MONTHS OF INDUSTRY INTERNSHIP

100% PLACEMENT RECORD

LOW FEE STRUCTURE

EDUCATION LOAN FACILITY

NORKA ROOTS ATTESTATION



01 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 18th year now, SICOMS has a remarkable success rate of 100% placement for graduating students.

02 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 our PGDM:

- 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

03 Curriculum

Curriculum Framework

Our newly revised curriculum integrates core and elective courses in management with opportunities for acquiring dual specialisation - one core specialisation and one super-competency specialisation*.

In addition we have incorporated a range of skilling courses for each specialisation, that are both integrated into the PGDM credit structure and lead to additional, industry-relevant skill certifications.

The functional domains offered are:

**Implementation is subject to minimum enrolments for the specialisation/super-competency*

- **Finance Management (FM)**
- **Marketing Management (MM)**
- **Human Resources Management (HRM)**
- **Logistics and Supply Chain Management (LSCM)**

A student is expected to choose one of these as a core specialisation and a second one as their super-competency specialisation.

For each PGDM specialisation we offer a set of industry-recognised skill certifications that will both reinforce classroom learnings with practical training and will provide significant advantages during the placements process.

A key strength of the programme lies in its progressive learning design—beginning with foundational management concepts, advancing to application-oriented learning, and culminating in specialisation and capstone projects. Students also benefit from a mandatory summer internship, enabling real-world exposure and professional skill development. The flexibility to choose dual specialisations further enhances employability and domain expertise.

The SICOMS PGDM Certificate is also approved for attestation by the Government of Kerala's NORKA Roots authority for the benefit of overseas jobseekers.

04 Skills Integration

The SICOMS revised curriculum integrates contemporary industry requirements through embedded certifications, digital tools, and analytics training, supported by partnerships with skill providers. Additionally, innovative teaching methodologies such as case-based learning, simulations, and project-based work enrich the learning experience.

For each core specialisation, our programme offers skills training modules that are either integrated into the course or implemented as add-ons. By the time a student graduates, they will have reinforced classroom learnings with practical skills in their chosen area.

SKILLS CLUSTERS (Powered by ICA Edu Skills)

Financial Management

- Advanced Accounts
- Direct Taxes & GST
- Advanced Excel
- Tally Prime
- Zoho Books
- Power BI
- SAP FICO

Marketing Management

- Advanced Diploma in Digital Marketing
- Business Accounts
- Tally Prime
- Zoho Books
- Power BI
- SAP SD

HR Management

- Data Analytics
- Digital Marketing
- Business Accounts
- Tally Prime
- Zoho Books
- Power BI
- SAP HCM

Logistics Management

- Data Analytics
- Digital Marketing
- Business Accounts
- Tally Prime
- Zoho Books
- Power BI
- SAP MM



05 Credits

A student must earn 110 credits to successfully complete the SICOMS 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 four functional domains.

The credit structure includes two industry-embedded training programmes. 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. The students also work on field projects where they apply managerial skills to solve community-level problems. The skilling modules are integrated into the core programme as practical learning.

Assessments are through Continuous Internal Evaluation which constitutes 30% of total evaluations for a course and Term-end Evaluations which include examinations or jury assessments.

06 Academic Schedule

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

07 Value Adds

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.

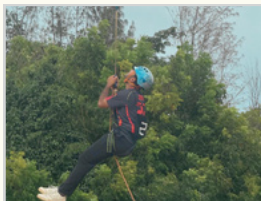
All students of SICOMS can enroll in a SAPA programme of their choice for FREE. The programmes currently on offer at SAPA include Bharatanatyam, Mohiniyattam, Carnatic Classical Vocal, Mridangam, Veena, Guitar, Keyboard, Violin and the martial art form of Kalaripayattu.

The institute organises industry visits, study trips, outbound learning programmes for learning and holistic development of the students. Students are actively encouraged to participate in sporting and extra-curricular pursuits. We support an active and vibrant campus.



Performing arts Training

Opportunity to learn dance and music art forms free-of-cost from practising instructors. SAPA organises regular stage programmes for all its students



Outbound Learning Programme

Students attend a residential training programme that builds leadership skills, team spirit, and resilience required before initiating their management studies



Industry Visits & Tours

Networking and connecting directly with the industry is an essential part of the curriculum. Students observe and understand industry workings first hand

08 Placements

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.



09 Career Pathways

Management studies, particularly the skill-focused 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.

Skill Certifications

SICOMS graduates will also leave with a range of actual skills and certifications to add value to their management education:



10 Admissions

Applications

SICOMS has a four-month, rolling applications cycle with the admission 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 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

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**

11 **Financing**

SICOMS has one of the most affordable fee structures for any PGDM programme in India. Enrolled students 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 PGDM, 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.



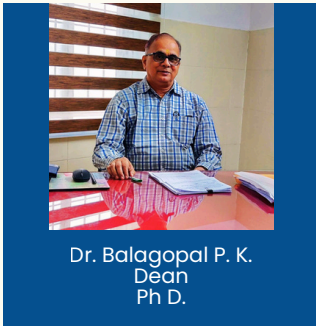
“Whatever you do, throw yourself into it. Throw your head, heart, and hands into it.”
– Indra Nooyi, Ex Chairperson & CEO of Pepsico (PGDM, IIM Calcutta)

12 Faculty

Our PGDM program 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.



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 & Fintech 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, as well as their internships.

SICOMS alumni, working in leadership roles across the industry also provide mentorship and guidance to the students.



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.



Library

Well maintained repository of books, journals, magazines, case studies, course materials and other manuals that support management learning and teaching



Sports

Sports facilities include a large shared ground for athletics, cricket and football. Facilities available for badminton and indoor games including chess & carrom



Computer Labs

The campus has more than 150 computer systems across five labs, equipped with relevant software and high speed networks. Suitable for both faculty and student projects.

13 Campus & Student Support



Education Loan Support

Our programme is eligible for educational loans and we facilitate and encourage students to fund their own education without dependencies



Paying Guest Accommodation

Although not a residential programme, we facilitate students to get PG accommodation in nearby localities with easy access to the campus



Career Services

Career counseling, internship programmes, and employment workshops are designed to help students transition successfully into their careers.



“The best way to predict the future is to create it.”
– Varun Alagh, Founder, Mamaearth (PGDBM, XLRI Jamshedpur)



CONTACT US

FOR ADMISSION INQUIRIES YOU MAY CONTACT US VIA
E-MAIL, PHONE, WEBSITE OR A VISIT TO OUR CAMPUS



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**KICK-START YOUR CAREER IN MANAGEMENT
WITH THE SICOMS PGDM PROGRAMME**