SSN SCHOOL OF MANAGEMENT
MBA Batch Profile 2014-16
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I’m a product of the Indian education system. I owe my success to the opportunities that I had in my country. I firmly believe that there is a lot of young talent in India. With good stewardship, guidance and encouragement, the youth can rise to the highest levels of global leadership in all fields of activity.

What better means to render back to the system that nurtured you than to create an educational institution that can offer great opportunities to the best students in your country!

It is a constant endeavour to bring to SSN Institutions the best in technology, infrastructure and other resources to fulfill our vision of creating a centre of excellence in education and research.
There are more than 3500 B-Schools in India spanning a wide spectrum of student profile, program content and reputation each has gathered. Over the last 16 years, we have made a mark as one of the top institutions in Tamil Nadu.

Ours is a much sought after destination among students aspiring to enter the management profession. Our efforts to mould young people into successful managers and citizens go far beyond academics alone.

We aspire to be a launching pad for many successful careers in the Indian Industry and look forward to the day when some of our Alumni will be among the Narayananurthys and the Premzis of India.

Mrs. Kala Vijayakumar
President
Dear Recruiters,

I welcome you to the SSN School of Management Placement services and it is my pleasure to introduce the SSN MBA batch of 2016.

Launched in the year 2000, SSN MBA Program is a 2 year fully residential course with emphasis on value based holistic learning and training for industry readiness. The students graduating in 2016 have been selected strictly on merit through a combination of a rigorous selection process and from the top rankers in TANCET examinations ensuring the brightest talent from among peer institutions.

At SSN students have been exposed to a rigorous, broad based academic process that goes beyond the classrooms.

Our students in the earlier batches have been placed across a wide spectrum of industries and organizations and have been well appreciated for their enthusiasm and skills.

The students are moulded into future ready management professionals through a combination of academics, personality workshops and industry exposure to fit in naturally into management profiles in your organization.

As the Director of the program, I have closely followed the academic journey of the students of this batch and I am confident that you will find them highly motivated, confident and capable executives who can add value to your organization.

Prof. B. Srinivasan
Director
ABOUT SSN SCHOOL OF MANAGEMENT

SSN School of Management has been established with the vision of nurturing the next generation of industry ready managerial talent. The institution has been founded by Dr. Shiv Nadar, Chairman HCL Technologies and one of the pioneers in the field of Information Technology in India.

SSN School of Management is a much sought after destination for students aspiring to do a MBA program. The School shares the campus and infrastructure with other institutions of SSN. The 250 acre campus with all modern infrastructure and facilities make it an ideal place to hone one’s skills, expand one’s horizon and transform into a leader. The residential nature of the program offers an ideal opportunity for peer interaction and learning leading to an unforgettable experience. The school is ranked highly among the peer institutions and is consistently among the top performers in terms of Anna University academic results.

ADMISSIONS

The school follows two way admission process. Both the processes are based only on merit. Under the government quota, students are admitted through rankings based on TANCET (Tamil Nadu Common Entrance Test) conducted by Anna University. SSN is one among the few B-Schools whose seats get filled in the first day of counseling much ahead of other institutions.

Students applying through the management quota must have written one of the entrance tests – CAT, XAT, MAT, C-MAT or TANCET. The selection process is based on the scores in the entrance test as well as past academic record and performance at the Group Discussion and Personal interview organized by the Institution.

MBA PROGRAM

The SSN School of Management is affiliated to Anna University, approved by AICTE and accredited by NAAC. The program with an annual intake of 120 students offers specialization in four areas – Marketing, HR, Finance and Operations. The students must complete dual specialization with marketing as one of the specializations. The first year comprises of core courses covering all the functions of management. In the second year, apart from the four compulsory courses, students are free to choose their electives based on their specializations.
LEARNING METHODS

A combination of classroom session, seminar sessions and tests and assessments are employed for effective teaching-learning process. The classroom pedagogy involves lectures, case method, group discussions and role plays.

Seminars are an integral part of the academic schedule. Emphasis is laid on the current affairs and developments in the world of economics and business. Students make presentations on the topics assigned after thorough analysis and research.

The students are encouraged to actively participate and challenge themselves in the learning process. Students are continuously assessed to meet the University guidelines and beyond. Extensive use is made of technology in the teaching process with a centralized repository of academic resources called GARC (Graduate Academic Resource Centre).
Guest Lectures
Distinguished speakers grace SSN and throw light on a variety of interesting topics. The students always look forward to these interactive sessions.

Industrial Exposure
Regular visits to the industry bring the students closer to real life business situations.

Book Review
Books are man's best friends. SSN book lovers participate enthusiastically in reviewing books every week.

Industry Analysis
The class is divided into groups and each group performs an in-depth analysis of any one industry. This provides an opportunity to the student body to gain exposure to a cross-section of sectors and segments.

Inter Collegiate Fests
Students actively participate in a number of events in other B - Schools and colleges to bring laurels to the institution by winning awards and prizes.

Internships
Though these are part of the academic curriculum, extra importance is given to these. This is guided by the famous quote from Mallcom Gladwell, the well known author "We learn by example and by direct experience because there are real limits to the adequacy of verbal instruction". To minimize the gap between concepts and reality, students of MBA have two internships as a part of their curriculum. The first is a 4-week internship program between their first year and second year followed by a longer 16-week internship in the final semester. Faculty members are actively involved in these internships to ensure that the projects undertaken by students are both substantial and rigorous.

THE SSN ADVANTAGE
<table>
<thead>
<tr>
<th>Name</th>
<th>Date</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. Nagarajan S</td>
<td>27th Aug, 2015</td>
<td>Deputy GM(Service Delivery) &amp; Mr. Rajesh R</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Deputy GM(Finance), Idea Cellular</td>
</tr>
<tr>
<td>Topic:</td>
<td></td>
<td>Telecom industry-Past, present and Future</td>
</tr>
<tr>
<td>Mr. AGV Narayanan</td>
<td>22nd Aug, 2015</td>
<td>Dean of Management Studies EBET Group of Institutions</td>
</tr>
<tr>
<td>Topic:</td>
<td></td>
<td>Breaking Marketing Clutter through Innovation</td>
</tr>
<tr>
<td>Mr. Venkat Aravamudhan</td>
<td>7th Aug, 2015</td>
<td>CEO, Smartmegh Solutions</td>
</tr>
<tr>
<td>Topic:</td>
<td></td>
<td>Enterprise Resource Planning</td>
</tr>
<tr>
<td>Mr. Glen Mason</td>
<td>24th Jul, 2015</td>
<td>Executive VP, Strides Consulting Inc</td>
</tr>
<tr>
<td>Topic:</td>
<td></td>
<td>Active Listening Skills</td>
</tr>
<tr>
<td>Ms. Anuranjita Kumar</td>
<td>23rd July, 2015</td>
<td>MD and CHRO, Citi-South Asia</td>
</tr>
<tr>
<td>Topic:</td>
<td></td>
<td>Can I have it all?</td>
</tr>
<tr>
<td>Mr. MCR Praveen</td>
<td>12th May, 2015</td>
<td>Executive Search Consultant, Tata Leadership Consulting</td>
</tr>
<tr>
<td>Topic:</td>
<td></td>
<td>Career Opportunities in different functional streams</td>
</tr>
<tr>
<td>Mr. Bhaskar Chandran</td>
<td>18th Apr 2015</td>
<td>Regional Sales Manager-HCL Tech</td>
</tr>
<tr>
<td>Topic:</td>
<td></td>
<td>Demystifying sales in IT</td>
</tr>
</tbody>
</table>
Mr. Chandrasekaran Chakrapani
Sr. Manager HR, Latent View Analytics

**Topic:** Quintessential Professional – Prerequisites

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Mr. Ramesh S
Faculty Member- CAG Office

**Topic:** Union Budget 2015

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Mr. Parthasarathy Srinivasan
Functional Consultant, Oracle

**Topic:** ERP Implementation

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Mr. Chandrashekar Kupperi
Founder- ANOVA Corporate Services

**Topic:** Smart Leadership

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Mr. R. Natarajan
IIT-M, IIM-B

**Topic:** Just in Time- Merits and Myths

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Dr. M. Mathisekaran
Member- Forward Markets Commission (Ministry of Finance) &
Mr. V.V Ganeshan
VP-NCDEX Ltd.

**Topic:** Commodities Market
FACILITIES AT SSN

The Campus:
A sprawling 250-acre campus on the IT corridor combines the best of two worlds – proximity to a metro city and being away from the hustle and bustle. The landscaping and greenery along with aesthetically designed buildings contribute significantly to the ambience for learning.

The Sports Complex & The Gym:
A sound mind is incomplete without a sound body. SSN prides itself in having one of the best sports facilities – both indoor and outdoor. A world-class indoor sports complex as well as extensive outdoor facilities are available to the students for their physical well-being. Separate gymnasia for boys and girls are also available.

Library:
A well stocked library containing 8000 books, ranging from academics to non-academics, business journals and magazines of world standard are available at the disposal of the students. Resources covering a wide range of subjects are available to provide an in-depth knowledge to the students. Access to online journals through Ebsco and to corporate and industry information through Capitaline adds the resource base available to the students.

Wi-Fi:
SSN is a fully wi-fi enabled institution. This promotes anywhere and anytime learning, be it the classroom blocks, the library or the hostel. There is 24-hour internet connectivity.

The Auditorium:
The campus boasts of one of the finest auditoria among educational institutions in Chennai. The 1000-seater air-conditioned facility with state-of-the-art equipment is available for all major events and functions in the campus.

The Hostels:
Well-furnished, spacious and comfortable hostel facilities are available. All postgraduate programs are residential and all efforts are made to ensure students’ comfort during their academic journey.
SSN Students excel not only on the academic front but are also encouraged to be competitive by means of physical games and sports. A testimony to this is the several national and international players who have studied at SSN.

Daksha:

The MBA students organize a national level management fest. This well known one day event attracts the best talent from spectrum of institutions who compete in a variety of events to pitch themselves against the best. Through this event, the students of SSN get their first experience of organizing, planning, team-work and leadership. The event is entirely funded by SSN Trust.

MMA:

The students' chapter of Madras Management Association provides a window to the students to meet and interact with people from the industry and enhance their networking skills.

Market Rovers – Exploring marketing:

A club formed to explore the world of marketing. The objective of this club is to further develop the marketing skills of the students by extending the learning beyond class room. The club provides an engaging forum for students interested in marketing to develop the appropriate business acumen.

Pustak- Book Club:

We are readers and aspiring leaders. The Book club is an initiative of the MBA students to cultivate and develop the reading habit. The students have a blog where they post their book reviews regularly.

Speak out- Communication Club:

The main purpose of the "Speak out" is to provide a platform to students to interact and improve their communication skills. Several activities like extempore and group discussion are conducted regularly. We also gave a small twist to the way the communication activities were held. We divided ourselves into small teams and each team represented a company (like Coke/Hyundai). This made the session interactive and at the same time we learnt more about each industry.

TCS Hackathon' 15:

It was a business analytics competition wherein data had to be collected based on any business problem, analysis had to be made and a possible solution had to be submitted. A team of 5 members- Venkatesh P, Sriram C, Sankar B, Madhumita M and Shanmugapriya G participated and won 3rd prize by presenting their project on Real Estate Supply and Demand Analysis.
Industrial visits:

1. Reliance Warehouse, Red Hills, Chennai – April 2015
   We had an exposure to the various warehouse related operational activities like inbound movement of materials (finished goods), storage of goods in aisles based on product movement to the retailers, segregation of products based on its consumption nature and had an overall understanding of a typical warehouse.

2. Turbo Energy Limited, Thiruporur, Chennai – April 2015
   We had a production floor visit to the Turbocharger manufacturing plant and got to understand the various production and testing techniques. We had a visit to the inventory and the warehouse which gave us an idea of how the operational activities happen at TEL.

Samuday – Social service initiative, October 2014, Chengalpet Chennai:
Samuday is a survey conducted by HCL as a part of its CSR initiative to identify people’s social status and their basic needs. A group of 20-30 students were a part of this survey and helped in collecting data by going in person to various villages near Chengalpet. This gave us an idea of how surveys are conducted to perform research studies.

Onion Insights – Market Survey at Shoppers Stop, Chennai – February 2015
SSN School of Management gives hands-on experience in marketing by providing opportunity to do market research/survey assignments to their students. This opportunity was offered by Onion Insights, a reputed Global Customer Experience Measurement company. This year, 8 students participated in the market survey held at Shoppers Stop across various outlets in Chennai. It was a good real time learning experience for us. The students who participated were awarded with a certificate and stipend.

TATA Crucibles – National Business Quiz, Chennai – March 2015
This event seeks to bring together sharpest young corporate minds as well as management students across India to take on the heat of the toughest business quiz in India. Our students Soham Kuila and Gokul Sundar were among the top 6 finalists.

Economic Times Quiz, VIT Chennai – 2015
ETiC Quiz was conducted by the Times Group in association with VIT University Chennai campus. Giri ‘Pick Brain’ Balasubramanian of the well renowned Grey Caps India was the Quiz Master. Soham Kuila and Gokul Sundar were among the top 6 Finalists.

Business Plan – Grainolina Bar
The theme of the plan was to provide nutritious product to consumers which was healthier, natural, and cheaper. The product was a combination of various traditional grains of India. The product was rich in essential nutrients to lead a healthy life. The business plan was made by Seshan.S and Karthikeyan.M and they won 1st Prize in colleges like TSM, SRM University, Mop Vaishnav and 2nd Prize in the Idea contest conducted by Kongu College of Technology.
## Achievements and Laurels attained by our students (2014-16 Batch)

<table>
<thead>
<tr>
<th>NAME</th>
<th>AWARD</th>
<th>TITLE</th>
<th>ORGANIZER</th>
<th>CONDUCTED ON</th>
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<tbody>
<tr>
<td>Soham Kuila and Karthikeyan M</td>
<td>II Prize</td>
<td>Business Quiz</td>
<td>Galaxy Institute of Management</td>
<td>Oct 2014</td>
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<tr>
<td>Soham Kuila and Gokul</td>
<td>I Prize</td>
<td>Business Quiz</td>
<td>ITM Business School</td>
<td>Dec 2014</td>
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<tr>
<td>Karthikeyan M and Seshan S</td>
<td>II Prize</td>
<td>Idea Contest</td>
<td>Kongu Engineering College</td>
<td>Feb 2015</td>
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<tr>
<td>Karthikeyan M and Seshan S</td>
<td>I Prize</td>
<td>Business Plan</td>
<td>MOP Vaishnav College</td>
<td>Feb 2015</td>
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<tr>
<td>Karthikeyan M and Maria Selvam T</td>
<td>I Prize</td>
<td>Paper Presentation</td>
<td>MOP Vaishnav College</td>
<td>Feb 2015</td>
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<tr>
<td>Soham Kuila and Gokul</td>
<td>I Prize</td>
<td>Business Quiz</td>
<td>Galaxy Institute of Management</td>
<td>Feb 2015</td>
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<tr>
<td>Karthikeyan M and Seshan S</td>
<td>I Prize</td>
<td>Business Plan</td>
<td>TSM Madurai</td>
<td>Feb 2015</td>
</tr>
<tr>
<td>Krishna Moorthy E, Swathi N and Haripriya S</td>
<td>II Prize</td>
<td>Kaizen Blits</td>
<td>TSM Madurai</td>
<td>Feb 2015</td>
</tr>
<tr>
<td>Swithin Immanual Jebasing, Venkatesh P and Manoj T</td>
<td>I Prize</td>
<td>Business Quiz</td>
<td>SRMC&amp;RI</td>
<td>Feb 2015</td>
</tr>
<tr>
<td>Karthikeyan M and Seshan S</td>
<td>I Prize</td>
<td>Business Plan</td>
<td>Measi Institute of Management</td>
<td>Mar 2015</td>
</tr>
<tr>
<td>Midhun Kumar P and Soham Kuila</td>
<td>I Prize</td>
<td>Business Quiz</td>
<td>Measi Institute of Management</td>
<td>Mar 2015</td>
</tr>
<tr>
<td>Karthikeyan M and Seshan S</td>
<td>I Prize</td>
<td>Business Plan</td>
<td>SRM University</td>
<td>Mar 2015</td>
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<tr>
<td>Soham Kuila and Gokul S</td>
<td>I Prize</td>
<td>Business Quiz</td>
<td>Anna University</td>
<td>Mar 2015</td>
</tr>
<tr>
<td>Haripriya S and Abinaya PR</td>
<td>II Prize</td>
<td>Legal Mock Court</td>
<td>Anna University</td>
<td>Mar 2015</td>
</tr>
<tr>
<td>Midhun Kumar, Kaoushick.S and Soham Kuila</td>
<td>III Prize</td>
<td>Sweden-India Nobel Memorial Quiz</td>
<td>Embassy of Sweden</td>
<td>Aug 2015</td>
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<tr>
<td>M.S. Sollinselvan and Madhumita M</td>
<td>I Prize</td>
<td>Business Quiz</td>
<td>St. Joseph’s College of Engineering</td>
<td>Sep 2015</td>
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<td>Mr. Karthikeyan.M and Maria Selvam T</td>
<td>I Prize</td>
<td>Paper Presentation</td>
<td>Department of Management Studies, IFET</td>
<td>Sep 2015</td>
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Aditya Birla Money
Airport Authority of India
Apollo Hospitals
Ashok Leyland
BHEL India Ltd.
Big Bazaar
Brakes India
CB Richard Ellis
CC Bank
Celebrity Fashions
Christian Medical College and Hospital
Daimler India
Diamond Sea Foods
E.I DuPont India Pvt. Ltd.
ELGi Equipments Ltd.
Ezone India
Fairmacs Shipping & Transport Services
Freightcan Global Logistics
GIC Housing Finance
Grupo Antolin Pvt.Ltd
Harita-NTI
Hatsun Agro Products
Hindustan Coca-Cola Beverages
ICICI Securities Ltd.
IDEA Cellular
Indian Overseas Bank
Indium Software
Integral Coach Factory
Intellect Design Arena
Isha Homes
ITC Grand Chola
KG ISL
L & T Finance
L&T Constructions
L&T IDPL
Modine Thermal Systems
Naga Foods Ltd.
NIIT Ltd.
NLC India Ltd.
Nokia Siemens and Networks
Polaris Software
Pondicherry Co-Op Sugar Mills
Pothys Textiles
PRD Exporters
Rajam Industries Pvt. Ltd.
Rane Brake Linings
Rane TRW Steering Systems
Religare Securities Ltd.
Reydel Automotives
Salem Steel Plant
SBI Mutual funds
Secova Solutions
Sharekhan
Shipping Corporation of India
Sivasakthi Agro Hybrid Seeds
SMP Forex Pvt. Ltd.
State Bank of India
Sundaram Finance Ltd.
TNPL
TNSTC
Touchsoft Enterprises
Trivent Systems
TVS Sundaram Fasteners
U.A.E Exchange
Wealth Advisors
TESTIMONIALS

Recruiting Partners:

“The current employment opportunity requires good academic records and excellent interpersonal skills to get the desired offer. The students are well prepared for this requirement and we find the standard of overall population at SSN to be highly competitive. SSN will be on top of the list for all employers for recruiting fresh MBA graduates in near future”
~ Kishore S, HR- Madras Cements

“It was really good to meet young Managers with loads of positive energy and enthusiasm. The interest shown towards our company and the response was awesome”
~ Vijayaraj.P , HR- Real Image Technologies

“ZOHO has recruited a few bright & young talents from SSN in both engineering & Marketing streams. These students have positive approach towards their work, committed and are open to feedback (positive & negative). Excellent team players who add value to ZOHO’s engineering & Marketing minds. ZOHO is extremely happy to have been associated with SSN College and wish to continue working with you in future too. Thank You”
~ Jevitha Sathyanarayanan, HR - ZOHO Corp

“The Institute has got all the merits to be branded as one amongst the best ‘B’ Schools in Southern India. The plethora of talents that your institute has developed will certainly be invaluable assets to Organizations like ours which seeks the best talent Kudos to the Management”
~ Ashok AC, Strategic Resourcing Group- L&T Infotech Ltd.

“We are an organization focused on Enterprise solutions. We recruited 6 MBA students from SSN this year to be part of our business development and ERP consulting team. Our basic criteria for choice was their high level understanding of enterprise solutions, attitude, communication/articulation capabilities and their willingness to learn. We are very happy that all of them excel in all the attributes mentioned above. Besides attracting right students, SSN seems to have right curriculum and teaching techniques to ensure their students come out successfully.”
~ Venkat Aravamudan, Founder & Executive Director- SmartMegh Solutions

“Your 2nd year MBA student- Niranjan has successfully completed his internship titled’ Company Analysis and Equity Valuations’. He was hard working, diligent and methodical in his approach. His work was detailed and well presented. Projects were completed within deadlines. He was proactive and initiated the learning required to complete the assignment within time. His final presentation was well researched covering multiple sources of information. We wish him all the best for future endeavors!”
~ Pramod Kumar A, CEO- Wealth Advisors Pvt. Ltd
“This is to appreciate the efforts of Iswarya M for her performance as an Industrial Trainee in the Learning Services Dept. During her tenure she was found punctual and was able to perform exceptionally well as team member. Not only did she complete all her tasks assigned to her effectively but she also exceeded our expectations. We take this opportunity to wish her all success in her future endeavours.”
~ Mr. Piyush Adeshra, Assistant Manager- Learning Services at ITC Grand Chola.

Guest Speakers:

**Mr. MCR Praveen**  
Executive Search Consultant, Tata Leadership Consulting  
**Remarks:** “Fantastic Experience. Warm and Receptive students”

**Mr. Bhaskar Chandran**  
Regional Sales Manager - HCL Technologies  
**Remarks:** “Best students who listened and well disciplined”

**Mr. Chandrasekaran Chakrapani**  
Sr. Manager HR, Latent View Analytics  
**Remarks:** ”Very receptive set of students! Showed interest in learning and growing themselves. Wish them and the Institution all the very best!”

**Mr. Ramesh S**  
Faculty Member - CAG Office  
**Remarks:** “Extremely attentive and interactive students. Knowledge level was good in general. Some scope is there for improvement. Wish the Batch all the success!”

**Mr. Chandrashekar Kupperi**  
Founder- ANOVA Corporate Services  
**Remarks:** “Good Participation and attentive students. Hats off!”
Mr. B. Srinivasan  
B.Tech, PGDM  
Director & Professor

Dr. Srinivas Gumparthi  
MBA, M.Phil., Ph.D  
Professor

Dr. Vijaya Mani  
M.S, Ph.D, MBA  
Professor

Dr. K. Sampath Kumar  
Professor

Mr. B. Asokumar  
PGDM  
Professor

Dr. K. Hariharanath  
MBA, Ph.D  
Professor

Mr. R. Natarajan  
B.Tech, PGDM  
Professor

Dr. Vani Haridasan  
B.E, MBA, Ph.D  
Associate Professor

Dr. T. Thiruvenkadam  
MBA, M.HRM., PGDPM & IR., M.Phil., Ph.D  
Associate Professor

Mr. Amit Tyagi  
B. Tech, PGDM  
Associate Professor

Dr. Kavitha Muthukumaran  
B.Sc, MBA, M.Phil., Ph.D  
Asst Professor

Mr. Sudarsan Jayasingh  
B.Sc, MBA  
Asst Professor

Dr. T. Giriya  
MBA, PGDHRM, M.Phil., Ph.D  
Asst Professor

Mr. Rajagopalan  
MMS  
Asst Professor

Ms. P. Asha  
B.Sc, DHRDM, MBA  
Asst Professor

Ms. R. Radha  
B.A(Hons)  
PGDIM, MBA  
Asst Professor

Faculty Profile- Adjunct

Mr. Jagannath Ramaswamy  
B.Tech, PGDM

Mr. R. Kasturi Rangan  
B.Sc, MBA

Mr. V. K. Kumar  
B.Tech, PGDM

Ms. Kalpana Sridhar  
B.Sc, MHRM

Mr. S. Ravi  
B.Sc, M.A

Mr. S. Rajendran  
B.Com, FCS, FCMA

Mr. PL Subramanian  
B.Com, ACA
PROFILE OF BATCH 2014-16

UG Profile

MBA Specialization

Work Experience
COURSES OFFERED

Core Management Courses covering all functional areas

1st Year

- Strategic Management
- Enterprise Resource Planning
- International Business Management
- Business Ethics, Corporate Social Responsibility & Governance

2nd Year

MARKETING

- Integrated Marketing Communications
- Strategic Brand Management
- Services Marketing
- Customer Relationship Management

FINANCE

- Corporate Finance
- Securities Analysis and Portfolio Management
- Banking and Financial Services Management

OPERATIONS

- Project Management
- Supply Chain and Logistics Management
- Services Operations Management

HUMAN RESOURCES

- Strategic HRM
- Industrial Relations and Labour Welfare
- Organizational Theory, Design and Development
<table>
<thead>
<tr>
<th>Name</th>
<th>MBA Specialization</th>
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<td>Marketing &amp; Finance</td>
<td>B.Com</td>
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<td>A study of SBI mutual funds</td>
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<td>B.E</td>
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<td>BBA</td>
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<td>Demerger- Impact on Shareholder's Wealth and on Demerged Companies</td>
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<td>Dharani J</td>
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<td>B.E</td>
<td>E.C.E</td>
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<td>Comparison of SBI Transaction Products for SME Customers with those Offered by other Banks</td>
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<td>Dhinesh Kumar C</td>
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<td>E.E.E</td>
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<td>Overall Organisational Study</td>
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</table>
Dhivya D

MBA Specialization
Marketing & Finance

UG Course
B.E

UG Specialization
E.C.E

Internship at
TNPL

Title
Overall Organisational Study

Durgadevi R

MBA Specialization
Marketing & Finance

UG Course
B.Com

UG Specialization
Commerce

Internship at
SMP Forex Pvt. Ltd.

Title
Study on Financial Performance

Gokul S

MBA Specialization
Marketing & Finance

UG Course
B.Tech

UG Specialization
E.C.E

Internship at
Trivent Systems

Title
Sales Promotion Strategies in Medicolegal Services

Experience
8 Months

Haripriya S

MBA Specialization
Marketing & Finance

UG Course
B.Com

UG Specialization
Commerce

Internship at
L&T Finance

Title
Study of Banking Penetration in India and its Uses to Microfinance

Iswarya B

MBA Specialization
Marketing & Finance

UG Course
B.E

UG Specialization
C.S.E

Internship at
State Bank of India

Title
Analysis on Loan Products and their NPA

Jamal Mohammed N

MBA Specialization
Marketing & Finance

UG Course
B.Com

UG Specialization
Commerce

Internship at
PRD Exporters

Title
An Overall Organizational Study
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<td>E.E.E</td>
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<td>A Study on Pattern of Admissions to NIIT</td>
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<td>E.E.E</td>
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<td>Karthikeyan M</td>
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<td>B.E</td>
<td>C.S.E</td>
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<td>E.C.E</td>
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<td>A Study on Retail Investment Management</td>
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</table>
**Studnet’s Profile - Marketing & Finance**

**Krishna Moorthy E**
- MBA Specialization: Marketing & Finance
- UG Course: B.E
- UG Specialization: Automobile Engineering
- Internship at: Ashok Leyland
- Title: Analysis of Management functions in Ashok Leyland
- Experience: 8 Months

**Lakshmi N**
- MBA Specialization: Marketing & Finance
- UG Course: B.Com
- UG Specialization: Commerce
- Internship at: IDEA Cellular
- Title: Prepaid Revenue Accounting

**Lavanya K S**
- MBA Specialization: Marketing & Finance
- UG Course: B.Com
- UG Specialization: Commerce
- Internship at: State Bank of India
- Title: A study on the financial analysis of State Bank of India

**Niranjan L**
- MBA Specialization: Marketing & Finance
- UG Course: B.E
- UG Specialization: Automobile Engineering
- Internship at: State Bank of India
- Title: Analysis of Management functions in State Bank of India
- Experience: 8 Months

**Nithin R**
- MBA Specialization: Marketing & Finance
- UG Course: B.Com
- UG Specialization: Commerce
- Internship at: IDEA Cellular
- Title: Prepaid Revenue Accounting

**Pavithraa S**
- MBA Specialization: Marketing & Finance
- UG Course: B.Com
- UG Specialization: Commerce
- Internship at: Ashok Leyland
- Title: A study on the financial analysis of Ashok Leyland

**Experience**

**Nithin R**
- MBA Specialization: Marketing & Finance
- UG Course: B.Tech
- UG Specialization: Mechanical Engineering
- Internship at: Wealth Advisors
- Title: Company Analysis and Equity Valuations
- Experience: 10 Months

**Pavithraa S**
- MBA Specialization: Marketing & Finance
- UG Course: B.Com
- UG Specialization: Commerce
- Internship at: GIC Housing Finance
- Title: A study on the Loan Sanction Process
- Experience: 10 Months
<table>
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<td>B.E</td>
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<td>CC Bank</td>
<td>A Overall Study on Banking Operations</td>
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<td>Pranath S</td>
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<td>B.Com</td>
<td>General</td>
<td>Airport Authority of India</td>
<td>Financial Performance Analysis</td>
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<td>Sankar B</td>
<td>Marketing &amp; Finance</td>
<td>B.E</td>
<td>Civil</td>
<td>L &amp; T Finance</td>
<td>Market Study for Two Financial Product Launches</td>
<td>24 Months</td>
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<td>Saranya M</td>
<td>Marketing &amp; Finance</td>
<td>B.Com</td>
<td>Commerce</td>
<td>State Bank of India</td>
<td>A study on Banking Operations (Core &amp; Finance)</td>
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<td>Sriram C</td>
<td>Marketing &amp; Finance</td>
<td>B.Com</td>
<td>Commerce</td>
<td>Sundaram Finance Ltd.</td>
<td>Overview of various Departments in Sundaram Finance</td>
<td>24 Months</td>
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</table>
STUDENT’S PROFILE - MARKETING & FINANCE

Thilagavathi M

MBA Specialization
Marketing & Finance

UG Course
B.Com

UG Specialization
Commerce

Internship at
Indium Software

Title
Financial Performance Analysis

Thushara Sasidharan

MBA Specialization
Marketing & Finance

UG Course
B.Sc

UG Specialization
Computer Science

Internship at
Indian Overseas Bank

Title
A study on General Banking

Vaheed Zaman K J

MBA Specialization
Marketing & Finance

UG Course
B.Com

UG Specialization
Commerce

Internship at
Aditya Birla Money

Title
Stock Broking

Karthikeyan S

MBA Specialization
Marketing & Operations

UG Course
B.E

UG Specialization
C.S.E

Internship at
PRD Exporters

Title
Overall Organisational Study

Experience
34 Months
STUDENT’S PROFILE - MARKETING & HR

Anjana K S

MBA Specialization
Marketing & HR

UG Course
B.E

UG Specialization
E.C.E

Internship at
TNPL

Title
Overall Organisational Study

Deepthi U

MBA Specialization
Marketing & HR

UG Course
B.Sc

UG Specialization
Bio - Technology

Internship at
Big Bazaar

Title
Organisational Study

Divyabharathi N

MBA Specialization
Marketing & HR

UG Course
B.Tech

UG Specialization
I.T

Internship at
L&T IDPL

Title
A study on the Human Resource Functions

Iniya S P

MBA Specialization
Marketing & HR

UG Course
B.Tech

UG Specialization
I.T

Internship at
L&T Constructions

Title
A study on the Recruitment process in L&T Constructions

Iswarya M

MBA Specialization
Marketing & HR

UG Course
B.E

UG Specialization
C.S.E

Internship at
ITC Grand Chola

Title
A study on the Training Department in ITC Grand Chola

Jayanthi C

MBA Specialization
Marketing & HR

UG Course
B.E

UG Specialization
Materials Science

Internship at
Integral Coach Factory

Title
A Study on Employee Welfare Measures at ICF

Experience
12 Months
Joe Abhishek P
MBA Specialization: Marketing & HR
UG Course: B.A
UG Specialization: English Literature
Internship at: Rajam Industries Pvt. Ltd.
Title: A market study on Oorvasi Detergent Soap

Jotheeswaran K
MBA Specialization: Marketing & HR
UG Course: B.E
UG Specialization: E.C.E
Internship at: Rane Brake Linings
Title: Overall Organizational Study

Kavyalakshmi S R
MBA Specialization: Marketing & HR
UG Course: B.E
UG Specialization: E.C.E
Internship at: Rane TRW Steering Systems
Title: A Study on Recruitment Process

Lavin Yuvaraj X
MBA Specialization: Marketing & HR
UG Course: B.E
UG Specialization: Mechanical Engineering
Internship at: Ezone India
Title: Organizing Employee Engagement Programs

Madhumita M
MBA Specialization: Marketing & HR
UG Course: B.E
UG Specialization: E.I.E
Internship at: Apollo Hospitals
Title: A study on Employee Welfare Measures with reference to Apollo Hospitals Enterprise

Mageswar R
MBA Specialization: Marketing & HR
UG Course: B.Tech
UG Specialization: I.T
Internship at: Secova Solutions
Title: Career Development Framework
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<td>Marketing &amp; HR</td>
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<td>Big Bazaar</td>
<td>Study on HR Functions at Big Bazaar</td>
<td>30 Months</td>
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<td>Meenakshi R</td>
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<td>Overview on all the HR activities and a detailed study on On-Boarding (Recruitment)</td>
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<td>B.A</td>
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<td>Radha Priya R</td>
<td>Marketing &amp; HR</td>
<td>B.E</td>
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<td>Shruthi Maniraj</td>
<td>Marketing &amp; HR</td>
<td>B.E</td>
<td>Computer Science</td>
<td>CB Richard Ellis</td>
<td>Recruitment Process in CBRE and Effectiveness of Sources of Recruitment</td>
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Soham Kuila
MBA Specialization
Marketing & HR
UG Course
B.Tech
UG Specialization
E.E.E
Internship at
L&T Constructions
Title
A study on the Recruitment Practices

Srinivasan V P
MBA Specialization
Marketing & HR
UG Course
B.Tech
UG Specialization
Bio - Technology
Internship at
Hindustan Coca-Cola Beverages
Title
Overall Study On the HR Functions at HCCBPL

Sujitha V
MBA Specialization
Marketing & HR
UG Course
B.Tech
UG Specialization
C.S.E
Internship at
Apollo Hospitals
Title
Study on Employee Satisfaction

Surya M
MBA Specialization
Marketing & HR
UG Course
B.Sc
UG Specialization
Fashion Technology
Internship at
Touchsoft Enterprises
Title
General study on Touch Soft Tissue Paper Industry

Swetha B
MBA Specialization
Marketing & HR
UG Course
B.E
UG Specialization
E.E.E
Internship at
Religare Securities Ltd.
Title
Study on general HR functions

Vinodhini P S
MBA Specialization
Marketing & HR
UG Course
B.Tech
UG Specialization
I.T
Internship at
Salem Steel Plant
Title
Stainless Steel in Automobile Industry
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Akshaya M

**MBA Specialization**
Marketing & Operations

**UG Course**
B.Tech

**UG Specialization**
Power System Engineering

**Internship at**
Hatsun Agro Products

**Title**
Overall Organisational Study

---

Anjali R

**MBA Specialization**
Marketing & Operations

**UG Course**
B.E

**UG Specialization**
E.C.E

**Internship at**
Trivent Systems

**Title**
Sales Promotion Strategies in Medicolegal Services

---

Aruna C

**MBA Specialization**
Marketing & Operations

**UG Course**
B.E

**UG Specialization**
I.C.E

**Internship at**
BHEL India Ltd.

**Title**
Organisational Study

---

Azharuddeen A

**MBA Specialization**
Marketing & Operations

**UG Course**
B.E

**UG Specialization**
E.E.E

**Internship at**
NLC India Ltd.

**Title**
A Study on Organisational Structure of NLC

---

Balaji S

**MBA Specialization**
Marketing & Operations

**UG Course**
B.E

**UG Specialization**
Mechanical Engineering

**Internship at**
TNSTC

**Title**
Study on the Management of Branch Operations

---

Bharathi Raja P

**MBA Specialization**
Marketing & Operations

**UG Course**
B.E

**UG Specialization**
C.S.E

**Internship at**
Modine Thermal Systems

**Title**
Supply Chain Management & Logistics, (MD-07 process)

**Experience**
18 Months
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<td>Divya Dharani M</td>
<td>Marketing &amp; Operations</td>
<td>B.Tech</td>
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<td>ELGi Equipments Ltd.</td>
<td>Study on the Organization Functions</td>
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**Experience**

- 3 Months
- 12 Months
Hinduja V

MBA Specialization
Marketing & Operations

UG Course
B.E

UG Specialization
E.C.E

Internship at
Trivent Systems

Title
Sales Promotion Strategies in Medicolegal services

Jameel Ahamed M

MBA Specialization
Marketing & Operations

UG Course
B.E

UG Specialization
C.S.E

Internship at
Rane Brake Linings

Title
An Overall Organizational Study

Jasper Reem A

MBA Specialization
Marketing & Operations

UG Course
B.E

UG Specialization
E.E.E

Internship at
E.I DuPont India Pvt. Ltd.

Title
Reliability Improvement in the End Packing Unit

Kaoushick S

MBA Specialization
Marketing & Operations

UG Course
B.E

UG Specialization
Mechanical Engineering

Internship at
Hatsun Agro Products

Title
Market Research on Curd and Ghee in Chennai

Kapila V

MBA Specialization
Marketing & Operations

UG Course
B.E

UG Specialization
Computer Science

Internship at
Freightcan Global Logistics

Title
Study of Logistics and Shipping Activities

Experience
13 Months

Karthiga L

MBA Specialization
Marketing & Operations

UG Course
B.E

UG Specialization
E.I.E

Internship at
Grupo Antolin Pvt.Ltd.

Title
Process Study in Productions and Quality
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<tr>
<td>Venkatesh P</td>
<td>Marketing &amp; Operations</td>
<td>B.Tech</td>
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<td>CB Richard Ellis</td>
<td>Analysis on the Supply of the Residential projects and the Residential(Real Estate) Buyer Demand</td>
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<td>A Brief study of the General HR Activities</td>
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<td>Sales Promotion Strategies in Medicolegal services</td>
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<td>E.C.E</td>
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<td>A Brief study of the General HR Activities</td>
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<td>Marketing &amp; Finance</td>
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<td>Naga Foods Ltd.</td>
<td>Market Study for the Food Products of Naga</td>
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</table>
STUDENT’S PROFILE - MARKETING & OPERATIONS

Manoj T

MBA Specialization
Marketing & Operations

UG Course
B.E

UG Specialization
Aeronautical Engineering.

Internship at
Harita-NTI

Title
To Analyse & Improve the Productivity of Rust Preventive Oil

Experience
21 Months

Martin New Begin G

MBA Specialization
Marketing & Operations

UG Course
B.E

UG Specialization
E.C.E

Internship at
Shipping Corporation of India

Title
A Study on Repairs & Bills in SCI

Experience
34 Months

Midhun Kumar P

MBA Specialization
Marketing & Operations

UG Course
B.E

UG Specialization
Mechanical Engineering

Internship at
CB Richard Ellis

Title
Analysis on the Supply of Residential Projects in Chennai and the Residential (realestate) Buyer Demand

Experience
9 Months

Nandhini M

MBA Specialization
Marketing & Operations

UG Course
B.E

UG Specialization
E.E.E

Internship at
TNPL

Title
Overall Organizational study

Experience
9 Months

Pradeepan P

MBA Specialization
Marketing & Operations

UG Course
B.E

UG Specialization
E.C.E

Internship at
TNPL

Title
Overall Organizational Study

Experience
34 Months

Ragavendra A P

MBA Specialization
Marketing & Operations

UG Course
B.Tech

UG Specialization
I.T

Internship at
Intellect Design Arena

Title
Recruitment Process Outsourcing—an Analysis

Experience
34 Months
STUDENT’S PROFILE - MARKETING & OPERATIONS

Rajasekar G

MBA Specialization
Marketing & Operations

UG Course
B.E

UG Specialization
E.C.E

Internship at
Hatsun Agro Products

Title
Market Research on Ghee and Curd in Chennai

Randhir Singh G

MBA Specialization
Marketing & Operations

UG Course
B.E

UG Specialization
C.S.E

Internship at
Harita-NTI

Title
To reduce the WIP Inventory through Line Balancing Techniques

Experience
34 Months

Seshan S

MBA Specialization
Marketing & Operations

UG Course
B.E

UG Specialization
Bio - Technology

Internship at
Hindustan Coca-Cola Beverages

Title
Observation Study on Sales Department of HCCBPL in Modern Trade

Shanmugapriya G

MBA Specialization
Marketing & Operations

UG Course
B.E

UG Specialization
C.S.E

Internship at
Isha Homes

Title
Overall Organizational Study

Shanmuga Sundaram S

MBA Specialization
Marketing & Operations

UG Course
B.E

UG Specialization
Mechanical Engineering

Internship at
Brakes India

Title
Paintshop Shell Buffer Layout Modification (Based on Production Changes)

Shivashankari R M

MBA Specialization
Marketing & Operations

UG Course
B.E

UG Specialization
E.C.E

Internship at
Big Bazaar

Title
A study on customer satisfaction in Big Bazaar
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<td>Swithin Immanuel Jebasingh S</td>
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“My years at SSN SoMCA were undoubtedly the most enriching ones of my life. The positive and merit oriented ambience helped me develop certain traits which hold me in good stead to this date. In the industry interaction sessions, we had the opportunity to meet up close with stalwarts like Mr. Shiv Nadar, Mr. Jagadish Seth and Mr. G.V.Ramakrishna. Participating actively in ‘Rotaract’ and sports events developed a sense of camaraderie which is very essential when it comes to working in teams and delivering tough targets amidst constraints.”

Mr. Vivek Venugopalan (MBA Batch 2003-05)
Vice President – Transaction Banking, YES Bank Ltd.

“Management Studies in SSN SoMCA, a decision which I do admire. Stepping in with lot of uncertainties, SSN guided me in many possible ways enabling me to take the larger responsibilities of both corporate and personal life. I am extremely happy in being associated as an active alumni, which helps me in connecting with not only the MBA batches but also with the alumnus and students of Engineering, their faculty & Management Board members of the likes of Dr.Shiv Nadar. I would continue to be associated with SSN as it has and will always be a learning experience in many walks of my life!!”

Mr. S.Ravi Shankar (MBA Batch 2007-09)
Regional Alliance Manager – Nordics & Benelux
Tata Consultancy Services

“It is commonly said that MBA is not a course or a career. It is a way of life. I have to fully agree. Education at SSN molded me as a person, enriched me with experiences and provided a spring board for my career. I was placed in TCS through very effective campus interviews. I am extremely happy to have done something in return by going back multiple times as TCS Campus Lead and recruiting many more of SSN peers”

Mr. Shreekaanth S (MBA Batch 2006-08)
Talent Acquisition Lead, TCS Ecuador, South America

“If I were to explain my experience of studying in School of Management then words would not suffice. Little did I know that MBA would be a life changing experience. The best things about SoM are the faculty who guide you; the library, where you find a good collection of books and opportunities to initiate lot of interactive clubs. The best might come to us, but it is in our hands to utilize it to its fullest. All the domain knowledge I got, are from the reputed faculty and the college. I am a proud SoM Alumni”.

Ms. Deepika.R (MBA Batch 2013-15)
Management Trainee, Tata Consultancy Services

“Whether it’s the palpable vibe of an alma mater or that my college is a great place to learn and explore, I have a lot of experiences to share about SSN School of Management. The facilities are impeccable; a beautiful campus setting, classmates from different cultures, professors with interesting insights, an intimate class-tutor environment and multiple company projects. All of these made the SSN MBA program a truly stimulating experience in terms of both individual and professional development. I am now in a highly responsible and challenging position in a leading company. I have an increased sense of self-esteem, a feeling of accomplishment and personal satisfaction. Thank you SSN”

Ms. Dhivya Bharathy. R (MBA Batch 2012-14)
Management Trainee, HCL B-Serv