



Placement Brochure Batch 2018 - 20



About SSN Institutions

- Founded by Dr.Shiv Nadar, Chairman HCL
 - College of Engineering
 - School of Management
 - School of Advanced Career Education
- A philanthropic venture by HCL Foundation
- Meritocracy in every facet of functioning
- NAAC accredited with A++ grade
- Sprawling 250-acre green campus
- State-of-art infrastructure

About School of Management

- First batch in year 2000
- Now, autonomous program under Anna University
- Leading among AU institutions
- Faculty from academics & industry backgrounds
- Adjunct faculty from industry
- Successful placement record over many years

Past Recruiters*



* Last two years only

SPECIALIZATIONS & CERTIFICATIONS

- Specializations offered in
 - Marketing
 - Finance
 - Human Resources Management
 - Operations
- Dual specialization by students
- Certificate courses by SSN
 - Business Analysis
 - Data Analytics

CURRICULUM

SEMESTER I

Economic Analysis for Business
Statistics for Managerial decisions
Organizational Behavior
Accounting for Management
Legal Aspects of Business
Principles of Management
Indian Business Environment
Managerial Communications I*
Data Analysis I (Lab)
Seminar I

SEMESTER II

Marketing Management
Financial Management
Operations Management
Human Resource Management
Applied Operations Research
Business Information Systems
Indian Business Environment
Managerial Communications I*
Data Analysis I (Lab)
Seminar I

SEMESTER III & IV

Strategic Management
8 electives
Research Project

CURRICULUM

MARKETING (*any three*)

Sales & Distribution Management

Customer Relationship Management

Consumer Behavior

Services Marketing

Brand Management

Advertising & Public Relations

Finance

Financial Statement Analysis

Corporate Finance

Banking Services

HRM

Strategic HRM

Labor Legislations & IR

Org Theory, Design & Dev

OPERATIONS

Supply Chain & Logistics

Services Operations Management

Total Quality Management

IV Semester electives under finalization

CERTIFICATE COURSE

Business Analysis

30-hour course offered by Fhyzics Business Consultants Private Limited, an accredited training partner of BCS. Content aligned to Foundation Certification by BCS.

- What is Business Analysis?
- The Competencies of a Business Analyst
- Strategy Analysis
- The Business Analysis Process Model
- Investigation Techniques
- Stakeholder Analysis and Management
- Modelling Business Processes

- Defining the Solution
- Making a Business and Financial Case
- Establishing the Requirements
- Documenting and Managing Requirements
- Modelling Requirements
- Delivering the Requirements
- Delivering the Business Solution.

CERTIFICATE COURSES

Business Analytics:

An intensive 30-hour program to learn methods and techniques involved in data analytics and machine learning. The course will cover:

- Introduction to R programming
R data structures, programming concepts, Statistics, graphics and analytics models using R.
- Exploratory Data Analysis and Visualization
Data summarization and visualization, treatment of missing values and outliers.
Correlations, confidence intervals. Data partitioning.
- Supervised Machine Learning Techniques
Classification using Logistic Regression, decision trees and neural networks. Business applications.
- Unsupervised Machine Learning Techniques
Automatic Cluster detection. Market Basket Analysis. Case studies in segmentation & association.
- Time Series Analysis
Forecasting using Time series decomposition. Measuring forecast accuracy. Smoothing techniques.
Box-Jenkins (ARIMA) methodology.

This course will be an appropriate mix of theoretical concepts and hands-on practical sessions using Excel and R platforms.

SUMMER INTERNSHIPS

- Compulsory for all students after first year
- Duration of internship : 8 weeks full time
- Active involvement by companies
- Designed to give “real life” exposure to students
- Scope could be Professional Practice or Research
- Guidance by company person and faculty

SUMMER INTERNSHIPS

(Partial list of companies)

Air India	First Steps Babyware	Fleetguard	L&T ECC	Roots India	TNPL	Brakes India
Amararaja	Chaikanth	Flinto	Lambodhara Textiles	Safe Express	Trivent Systems	ESAF
Aorta	Chennai Metco	Fortune-in	Lateshipment	SAIL	Tube Investments	Isuzu
Ashok Leyland	Cholamandalam Finance	GSK	Lucas Indian Service Ltd.	Secova	Turbo Energy	Park Hyatt

SUMMER INTERNSHIPS

(Partial list of companies)

Ashok Notebooks	CommuniTree	Hedge funds finance	Maarga Systems	Siemens Gamesa	TVS Tyres	Supreme Industries
Aster DM healthcare	Congruent Solutions	HI-Tech Arai	Maintwiz	Social Eagle	Ultramarine	Butterfly
Atomberg Tech	CRISIL	Home First Finance	MakeMy Trip	SPIC	Valeo	Ezone
Bhawan Cybertech	Dalmia Cements	IIFL	Moreind automation	Sri Vishnu Shankar Mill	Visteon	ITC

SUMMER INTERNSHIPS

(Partial list of companies)

BHEL	Eastern Condiments	In22	Nenmak	Sundaram Clayton	Wabag	Pixel 2 Print Pvt Ltd
BPCL	Elastic tree	IP Rings	Olympia Tech Park	Sundaram Fastners	Xuberence	TAFE
Canara Bank	Facilio	J K Fenner	Preethi Appliances	TCS	K7 Computing Pvt Ltd.	Repco Home Finance
Casa Grand	Fashion point	JSW	Ramco	The Hindu	Times of India	

What companies say about our students

- ❖ Very Dedicated and has the mindset to learn. She has put in genuine efforts and never hesitates to reach out for clarity in tasks assigned.
- ❖ Has all the traits to become a successful HR professional. Very good learning aptitude and am sure will be an asset to any organization.
- ❖ Was able to understand the basic concepts during the internship period and regular hands on experience may be needed to gain expertise in her chosen field.
- ❖ She was handling the social media marketing project and did her job well. Her Instagram contest for Friendship day helped us improve our Brand Awareness.

What companies say about our students

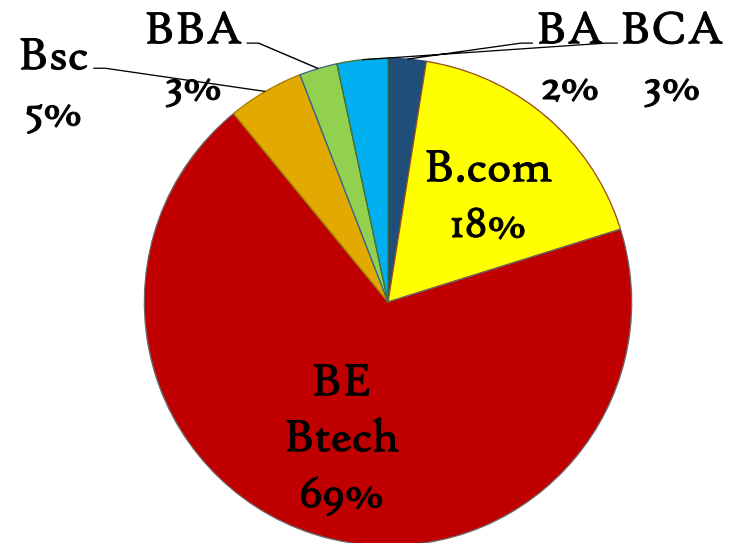
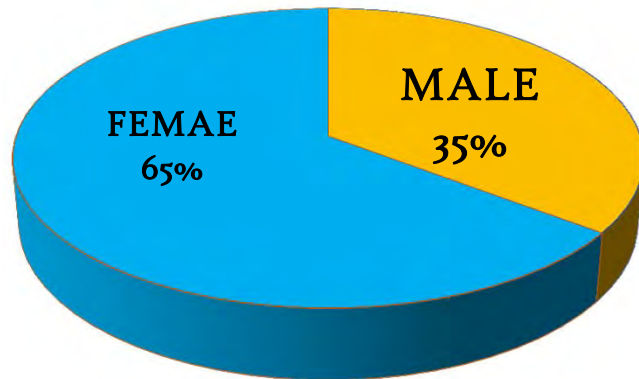
- ❖ We were all very impressed by her ability to assess the work and get things accomplished in a short work day. Our department trusted her to deal with our artists and the promoters on her own, and she always delivered above and beyond. I expected her to come in each day and know exactly what had to get done. She also did this with ease and was great about updating me, asked intelligent questions and picked everything up very quickly, which was the biggest advantage. She surpassed all expectations and really ran with everything we handed to her.

More feedback in end of this file - Pages 27-32

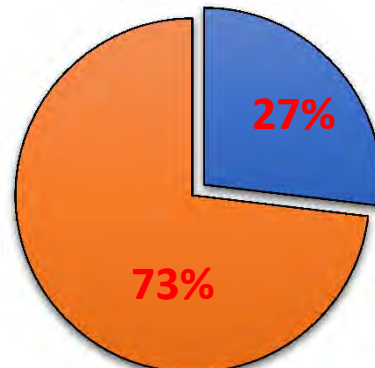
BATCH PROFILE MBA 2018-20

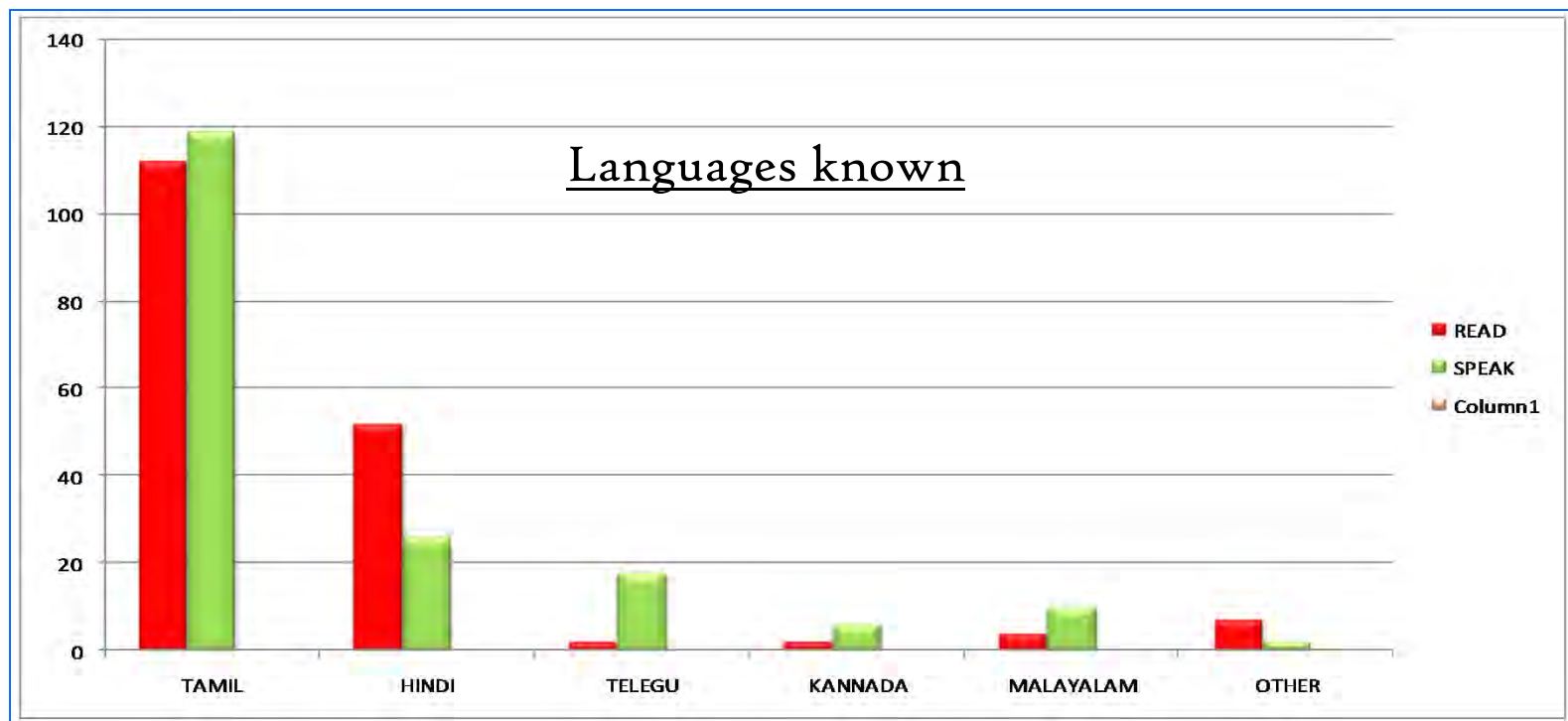


STUDENT'S PROFILE



■ EXPERIENCED ■ FRESHERS





STUDENT'S ACHIEVEMENT

Student Name	Event	Prize Awarded	Event Organiser	Conducted On
Anjana Dineshkumar& Abirami Senthilkumar	Synergy 2k18-Build Your Firm	1st	Madras university	Oct-18
Sabatini Roy.B	Paper Presentation	2nd	Measi Institute of Management	Oct-18
Frederic Lourdu Raja S,Swathi M, Mathan Kumar. S	Corporate Social Responsibility	3rd	TSM	Feb-19
Devadoss.V	Bureaucrat	3rd	TSM	Feb-19
Angel Cyril	Yukthi 2k19	1st	TSM	Feb-19
Pavithra Karthikeyan,Shradha Sundaresan	Manidham	3rd	TSM	Feb-19
Sathish Kumar R	Hr Event	3rd	TSM	Feb-19
Devadoss.V	Business Quiz	1st	Chennai business school	Feb-19
Abinaya.R, P.Deepa Sree	Invictus-Hr Event	1st	M.O.P Vaishnav College For Women	Mar-19

MBA 2018-20 BATCH INAUGURATION



Reliance Warehouse Visit



Rotaract Republic Day



DAKSHA-MANAGEMENT EVENT



THANK YOU

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What companies say about our students

- Eager to learn new processes and functions.
- Awesome and excellent student and future professional
- Bright Resource in analytics
- Communication& interpersonal skills can be strengthened
- Talented student, has Ability to survive & adopt in new technology and he has a bright future in HR field.
- Quick learner, Grasping power is high. Attitude also good. Her communication and thoughts to improve a company are very well suits for management roles..
- Was very attentive and keen in learning and was good in interacting with team a good team player
- Dedicated and sincere student, excellent commitment and willing to take challenges
- Very Good and always Eager to work

What companies say about our students

- Exceptional and Brilliant student
- Knowledgeable. Willing to learn and quick in grasping the subject.
- Good potential to learn about the HR practices
- Completed task as expected. Shown curious interest to learn and do the work.
- Very proactive and organized
- Smart, focused and result oriented
- Focus and perseverance.
- Cheerful and wiling to learn.
- Good Intern who supported my team in recruitment activities. I always suggest them to look at their Internship as an opportunity for an employment.

What companies say about our students

- Very keen in learning the HR functions. Works in proactive manner. Expecting him for more internships here
- Shown great interest in learning. Willing to take up challenges. Excellent Student
- Very Much interest ware house activity and also System learning (physically see the activities)
- Quick learner
- Eager to learn
- Self-motivated and her overall contribution on tasks assigned during the span of internship was good.
- Over all a good candidate having Great analyzing skills
- Excellent candidate and very keen observer.

What companies say about our students

- Great having her around. Excited to learn new trends in marketing.
- Quick Learner, Strong analytical skills
- She is adaptable and a quick learner with a self motivated mindset
- Committed towards work and good reasoning skills
- Good sense of ownership and willingness to learn. Need to do a lot of reading and learning
- Dependable, Learnability is high .
- Her performance during the period was good. We wish him every success in life.
- Focused and hardworking
- Very inquisitive. Had the urge to learn to new concepts in Digital Marketing.

What companies say about our students

- Expected more focused work from. Because of one or the other reason, didn't made the efforts to meet the expectation
- The student has good attitude, attentive and has more learning potential. Able to grasp and deliver the results.
- He needs to be holistically aware of the work that he has been assigned. Being restricted to the set of tasks given will lead to stagnation.
- Very focused and dedicated towards work. Should make efforts to grow more through initiatives at work.
- He has learnt the art of cold calling and he is excited to do many things
- She should understand what company expects from her before throwing an idea or starting a conversation. She is a quick learner, adaptable and maintains a good rapport with the team while working.

What companies say about our students

- A sincere aspiring student with professional acumen. With his quick-learning abilities and execution, he accomplished the tasks entrusted to him on time. Best Wishes for a bright future and career.
- Self-motivated with high aspirations to learn more in financial world. Has shown interest in stock market and concepts such as futures and options and has a very strong understanding of Trading.
- She is brilliant and understands the concepts thoroughly and work towards the task assigned. The quality of work was extremely good. Though still a student, her knowledge on marketing is amazing like an experienced person. She has bright future and we wish her all success.
- Has good learning attitude and have command on understanding the concepts and implement the same. She has done a decent good job in executing the assigned work and was really helpful for developing learning and development calendar for 2 wheeler plant. I wish her all the best in her career journey.