

STAND TALL IN THE CROWD



SSN SCHOOL OF MANAGEMENT

Founded By Dr. Shiv Nadar, Chairman HCL Technologies

www.som.ssn.edu.in

ssn

ABOUT SSN SCHOOL OF MANAGEMENT

SSN School of Management is a much sought after destination for students aspiring to do an MBA program. The 250 acre green campus with all modern infrastructure and facilities makes it an ideal place to hone one's skills, expand one's horizon and transform into a leader. The Institution has a well-stocked library with around 10000 volumes as well as access to online content and databases.

The residential program offers an ideal opportunity for peer interaction and an unforgettable learning experience. Well-designed hostels, world-class sports facilities, campus-wide wi-fi access to internet, expansive lawns and landscaping provide an ideal ambience for learning and personal transformation.



THE MBA PROGRAM

SSN School of Management was established in the year 2000 and shares the mission and vision of SSN in imparting high quality education to the students.

SSN is an autonomous institution under Anna University. The program is approved by AICTE and accredited by NAAC with an A++ grade.



The program consists of four semesters. SSN believes in the overall development of students who are well-equipped with a sound foundation of conceptual knowledge and essential skills for a successful career. The pedagogy adopted is a mix of lectures and case studies. Class participation and student presentations are actively encouraged to enable students develop the necessary articulation skills and a pro-active bent of mind.

CURRICULUM

The first year provides for learning the foundation areas and professional core courses. The second year provides an opportunity for students to do a deep-dive in functional areas of interest by way of specialization and electives. SSN offers four specializations which are ever-green – marketing, finance, operations and human resources. The students are expected to specialize in two areas.

Marketing

HRM

Finance

Operations



The curriculum also includes Managerial Communications and Seminars which provide an opportunity for students to develop and strengthen the essential skills that play a major role in shaping careers advancements.

All this is supplemented by guest lectures by eminent people from the industry which provides an opportunity for students to interact with thought leaders.

Some certificate courses are also offered outside the curriculum to enable students acquire contemporary skills.

FACULTY

SSN School of Management has an excellent group of full-time faculty with extensive experience in teaching, research and industry. Adjunct faculty from the industry handle some of the courses to provide a blend of different teaching methodologies. A unique culture of SSN is the easy accessibility of faculty members to facilitate a great learning experience.

The details of faculty profiles can be accessed on Faculty Section on our website www.som.ssn.edu.in

LIFE BEYOND ACADEMICS

SSN offers a number of opportunities for students to develop themselves holistically.

Guest Lectures: The Guest Lectures are intended to bridge the gap between the academia and the corporate world wherein senior corporate professionals and leaders are invited to share their practical business insights with students to impart experiential learning.

Few guest speakers at the campus:

Speaker	Coverage
Chandrasekaran R , Founding Member, Cognizant Technology Solutions	Batch 2019-21 Inaugural session.
Prasad MSD , Director, Zoho Corporation	Batch 2019-21 Inaugural session.
Maria Selvam T , Manager Tube Investments Ltd (SSN Alumnus batch 2014-16)	TI organization into various business units and the importance of umbrella branding
Dr David Jawahar P , XIME	Organizational behaviour, Transaction Analysis
Ram Viswanathan , IBM Distinguished Engineer and CTO	Application of Blockchain Technology in Business
Raj Munuswamy , General Manager, CAMS	Workshop on Management and Leadership
VM Rajasekaran , Former CEO, ITC	ITC's entry into Agarbathies



LIFE BEYOND ACADEMICS

Certification Courses: With recruiters looking beyond an MBA for additional skillsets, students are encouraged to take up Certification Programs to gain the much needed expertise to succeed in their careers.

Daksha: Daksha is a management fest organized by MBA students to exhibit their organization skills. It attracts participants from various reputed management institutions. The Business Quiz program, Sangram, is a flagship event of Daksha and is conducted by SSN's alumnus since the inception of the event in 2004. Some of the best quizzing teams in other institutions participate.

Clubs: The clubs act as foundation for building personality and communication traits. MBA students of every batch organize themselves into various clubs – Newspaper, Speak-out, Marketing and Book reading.

Participation in External Events: SSN actively encourages students who wish to participate in events organized outside. These offer a great avenue to improve their competitiveness.



Few achievements by our students

Ms Nandhini Varadaraj, Deepa Sree P and Abinaya R got **1st Prize in HR event**, a students' symposium organised by MOP Vaishnav College, Chennai.

Ms. Naadhiya Begum, A.R, Laxmi Priya V and Naveen Kumar B got **1st Prize in the Digital Round** in SBI Numero Quiz

Ms. Anjana Dineshkumar and Abirami Senthil Kumar won **1st Prize in 'Build your Firm' event** at Synergy 2k18 held at University of Madras, Chennai.

Ms. Swathi M, Frederic Lourdu Raja and Madhan Kumar won **3rd Prize in CSR event** in Yukti'19 a students' symposium organized by TSM, madurai

Sports Facility: The healthy body acts as a catalyst in the process of gaining knowledge. SSN has one of the best indoor and outdoor sports facilities among educational institutions.



Madras Management Association: This is one of the more active management associations in the country which organizes a range of activities throughout the year. SSN students, as members, have a great opportunity to attend their sessions in person or, in many cases, through a live web-cast.



INTERNSHIPS

The program provides for two industry internships. Students do an 8-week internship after the first year which gives an opportunity to “experience corporate world in action” where survival depends on the value provided by an employee to the organization. Skills such as of pro-activity, initiative, critical thinking, observation and willingness to take responsibility are the necessary ingredients for a successful internship. The students return to the program to continue their third semester with an enriched state-of-mind about realities in the corporate world.

List of companies that have sought the talent for summer internship 2019:

Air India	Cholamandalam Finance	Hi-Tech Arai	MakeMyTrip	Sundaram Clayton
Amararaja	CommuniTRee	Home First Finance	Moreind Automation	Supreme Industries
Aorta	Congruent Solutions	IIFL	Nenmak	TAFE
Ashok Leyland	CRISIL	In22	Olympia Tech Park	TCS
Ashok Notebooks	Dalmia Cements	IP Rings	Pixel 2 Print Pvt Ltd	The Hindu
Aster DM Healthcare	Eastern Condiments	Isuzu	Preethi Appliances	Times of India
Atomberg Tech	Elastic Tree	ITC	Ramco	TNPL
Bhawan Cybertech	EASF	JK Fenner	Repco Home Finance	Trivent Systems
BHEL	Ezone	JSW	Roots India	Tube Investments
BPCL	Facilio	K7 Computing Pvt Ltd	Safe Express	Turbo Energy
Brakes India	Fashion Point	L&T ECC	SAIL	TVS Tyres
Butterfly	First Steps Babywear	Lambodara Textiles	SECOVA	Ultramarine
Canara Bank	Fleetguard	Lateshipment	Siemens Gamesa	Valeo
Casa Grand	Flinto	Lucas Indian Service Ltd	Social Eagle	Visteon
Chaikanth	Fortune-In	Maarga Systems	SPIC	Wabag
Chennai Metco	GSK	Maintwiz	Sri Vishnu Shankar Mill	Xubence

The second internship is a 12-week internship in the fourth semester which consists of a capstone project in a company. This internship is all about identifying an area collaboratively with the company and carrying out a systematic research to either solve a problem or create a better state of affairs. This internship gives an opportunity for students to apply all their learning in a functional domain to design and implement methods to make data-driven recommendations or decisions.

SUMMER INTERNSHIP 2019 - FEEDBACK

Flinto	Awesome and excellent student and future professional
Aorta	A first learner. Was able to grasp the digital marketing concepts easily. Was frequently asking questions which showed the urge of to learn more and learn concepts effectively
Visteon	She has all the traits of becoming a successful HR professional. She has a good learning aptitude and applies thought to her deliverable. She will be an asset to any organisation.
Chennai Metco	Quick learner. Grasping power is high. Attitude also good. Her communication and thoughts to improve a company are very well suits for management roles.
Turbo Energy	Dedicated and sincere student, excellent commitment and willing to take challenges
Elastic Tree	Confident, outspoken, hardworking and good team player
SPIC	The student has good attitude, attentive and has more learning potential. Able to grasp and deliver the results.
IP Rings	Knowledgeable. Willing to learn and quick in grasping the subject
Facilio	She was a quick learning and has an eye for detail. She was able to research extensively and deliver on short notice.

PLACEMENTS

SSN recognizes that placement is the most important culmination in the two-year journey of the student that provides a great validation of the two years' effort by the institution and students. SSN School of Management adopts a pro-active strategy to identify opportunities for students in reputed companies. The preparation for this is an integral part of the program and includes special modules on general awareness of industry and environment and a variety of training on communications, soft skills, group-discussion, aptitude and facing interviews. Alumni of SSN also contribute to this effort through counseling and mock activities.

The placement for the class of 2017-19 closed at around 90 % of the students being recruited by reputed companies. Students were placed in a variety of roles in IT, Banks & Financial Services and FMCG. The average CTC was Rs 5.0 lacs per year.

That many of these companies are regular recruiters from SSN is a testimony to the quality of the students graduating from SSN.

RECRUITING COMPANIES

						
						
						
						
						
						

ADMISSION 2020-22 (XXI BATCH)

Admission to its two year, full time residential MBA program is through a rigorous selection process.

Eligibility

Above 60% in 10th, 12th and UG and consistent academic records, preferably with no history of arrears.

All applicants are required to take any of the admissions tests listed below and have a valid score.

- CAT 2019-20
- XAT 2020
- CMAT 2020
- MAT (Sept / Dec 2019/ Feb / May 2020)
- ATMA 2020
- TANCET 2020, Other State Level Admission Tests 2020.



Application Process

Candidates can apply online through the link provided in the website of the Institution. They have the flexibility to update multiple entrance test scores as and when they complete the tests. This gives an opportunity to candidates to improve their chances of shortlisting.

Selection Process

Shortlisting of candidates is done based on the entrance test scores and academic track record. The selection process consists of a group discussion and personal interview in addition to a test on reading comprehension.

Admission is done in multiple phases to coincide with the announcement of results of the various entrance tests.

There is no difference in the fees for students joining in the management quota and government quota. For more details, please visit the admissions section of our website www.som.ssn.edu.in

MBA 2017-19 BATCH



Shiv Nadar was born and raised in mofussil Tamil Nadu, in an India awakening to its first Prime Minister, Jawaharlal Nehru's 'Tryst with Destiny'. In 1976, Nadar along with seven others created HCL in a Delhi Barsati "akin to a garage startup". Today HCL has evolved into a \$7 billion global enterprise with over 110,000 professionals from 102 diverse nationalities, who operate from 70 countries, including over 500 points of presence in India.

In 1994, Nadar established the philanthropic Shiv Nadar Foundation by creating the SSN Institutions in Chennai. SSN comprises top ranked engineering and management colleges among other institutions. The foundation is a significant driver of social change and transformational education through its landmark institutinos spanning the entire education spectrum from schools to universities.

Dr. Shiv Nadar

Founder and Managing Trustee, SSN Trust, Chairman, HCL Technologies



SCHOLARSHIPS

SSN Institutions have a thriving practice of awarding scholarships based on various parameters. For more details, please check the scholarships section on our website www.ssn.edu.in

MBA Program is covered under overall SSN Scholarship initiative. About 5-6 scholarships are awarded every year for MBA program. The first year students are awarded scholarships based on various admission parameters as explained in selection process. The second year MBA students are awarded scholarships based on their first year performance.

SSN SCHOOL OF MANAGEMENT

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