

STAND TALL IN THE CROWD

PREFERRED INSTITUTION
TAMIL NADU
NAAC A++
AUTONOMOUS UNDER
ANNA UNIVERSITY



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.

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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:

Speakers	Coverage
Mr. Shankar Srinivasan Head HR Heidelberg India Pvt Ltd	Linking HR Strategy with Business Strategy
Chandrasekaran R Founding Member, Cognizant Technology Solutions	Batch 2019-2021 Inaugural Session
Prasad MSD, Director, Zoho Corporation	Batch 2019-2021 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
Ram Viswanathin, IBM Distinguished Engineer and CTO	Application of Block chain Technology in Business
VM Rajasekaran Former CEO, ITC	ITC's Entry into Agarbathies



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 alumni 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

Anagha V, Annie Christina, Dharani K, Dharsini R, Kavitha P, Krithika G, Subasri T got the overall championship for winning prize in various event in Samrajaim 2020, a student symposium conducted at Alagappa University.

Poornashri A, got 1st prize for the best manager event conducted at Voyage 2020 organised by AMET University

Aravind Kumar S, and Harshini. H, got 1st prize for the event "Re Brand War" at Kriyates, a symposium organized by ITM Business School.

Shreevidhya Ramesh, and Sriram Aravindh K A, got 3rd prize for the International Online Case Study Competition organized by Savitribai Phule Pune University

Anitha K, Harine. K, Pillai Mohanraju. K, Priyanka. S, Sanjeev Kumar DM, Sathya Narayanan. K.L

Sowntharya. K, Thananjai KM, got various prizes in Finance and Marketing events conducted at Infiniti, a student symposium organized by VIT Vellore

Durga Dharshini. R, Harshini.S got 2nd prize for Business quiz conducted at Prometheus, a symposium organized by XIME Chennai.

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 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 2020

Aavin dairy	Face	Lavazza	Picartzo	Sureti IMF
ACDC	HakunaMatata	Learnovate	Proclivis Technology Solutions	TAB
Adani Port	Harkin Global Solutions	Lifestyle Limited	Pruoo Care	TCS
Aorta Digital	HexawareTechonology	Mahindra HF	R.V.Stores	TDi
Big Tapp	Hidesign India Private Limited	Malabar Cements	Rage	TIDC
Central Cooperative Bank	ICube Consortium Pte Ltd	MCG	SankalpSoft solutions	TNPL
Charu Homes	ITC	Multicore Ware	SAS Hotels & Enterprise Ltd	TOI
Congruent Solutions	JK Smart Solutions	Nataraj Oil Mills	Smart Advisors	Vaeto
Drshti	Kalakar App	PEPS	SPS	Vioomi
Equad Engineering	L&T Infrastructure	Phifer	Supermed Pharmacy	Zalaris

SUMMER INTERNSHIPS 2020 - FEEDBACK

Aorta	He is a creative person who comes up with "out of box" ideas. A few of his marketing ideas helped Aorta Digital Services add more Instagram followers and get more post engagement. His ideas for our client AbacusMaster Edmonton social media posts worked out really well.
Equad Engineering	She executed the instructions to the Team & also took many self-initiative. If right guidelines provides & with sound knowledge of labor laws, she can be efficient HR professional.
Harkin	Performed very well, Good grasping power and interested towards learn new things.
Face	She showed great responsibility and took initiatives to promote our lead generation activities
Vioomi	He is a reliable and talented individual. He showed great professionalism during the entire course of the internship. He showed great interest and initiative by seeking out to his friends and family to help with our project. He was instrumental in understanding the local market and played a vital role in the project.
Hexaware Techonology	She was very inquisitive to learn new concepts, did a lot of research and self-study and was very keen to learn to new things and forthcoming with ideas
Big Tapp	Very enthusiastic, has good thought process. She was given an opportunity to work on live client presentation and she delivered them well.
MCG	She is good and sincere in her work. She needs to enhance her professional communication skills.
Vaeto	The student performed very well in a short time period. He have lot of hard work in a digital marketing. Overall performance very good.
Rage	Very good student. She was prompt and showed the interest consistently during the program. Exhibited interest to learn and tried the best at all times.

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.

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 2018-20 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. 5.5 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 2021-2023 (XXII BATCH)

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

GOVERNMENT QUOTA:

Admissions to the Government Quota are handled by the Directorate of Technical Education, Government of Tamil Nadu. Candidates seeking admission under the Government Quota must have written the TANCET exam (Tamil Nadu Common Entrance Test) conducted by the Anna University. The single-window counselling normally takes place in the months of July / August every year at the Government College of Technology, Coimbatore.

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Seats for the MBA program at SSN normally get filled up on the first day of counselling much ahead of its peer institutions. At the end of Day 1 of the counselling, there were only two institutions with all its seats taken up and SSN was one among them.

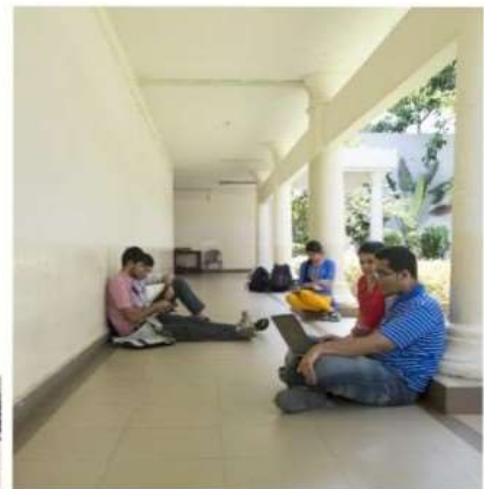
MANAGEMENT QUOTA:

Admissions under the Management Quota to SSN School of Management are made purely on merit. Candidates seeking MBA admissions under the Management Quota must have written one of the entrance tests as listed under the eligibility given below. 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.

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 2020-21
- XAT 2021
- CMAT 2021
- MAT (Sept/Dec 2020/ Feb/May 2021)
- ATMA 2021
- TANCET 2021, Other State Level Admission Tests 2021.



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.

MBA 2018-20 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 Barseetha "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 institutions 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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