

PLACEMENT BROCHURE

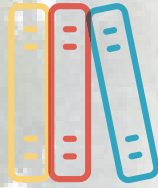
2021-2023







ssn





SCHOOL OF MANAGEMENT
www.ssn.edu.in

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Dr. Kala Vijayakumar

President

PRESIDENT'S MESSAGE

"Today's business, economic and social landscapes face questions that are multidisciplinary and complex. Management education is going through a paradigm shift due to the rapid changes in the industry requirements. At SSN School of Management, we lay a strong foundation for our graduates to empower them and enable them to develop managerial talent, co-create new ideas and understanding, and innovate and establish new business. The testimony of this is the success of our alumni in various roles across diverse industries."

I am happy to inform you that the School has enhanced its curriculum and academic framework since it became autonomous in the year 2018.

The School has lengthened the internship window for the students. This provides them the much-needed exposure to bridge the gap between theory and practice. The specialization baskets for functional areas of management have been expanded and a new stream of specialization, Business Analytics has been added.

I am proud that the SSN School of Management is a favored destination among aspiring students. Our aim is to develop well-rounded, confident, and socially responsible individuals who will achieve their full potential. We aspire to be a launching pad for many successful careers in the global Industry.



Dr. Hariharanath K

Director

DIRECTOR'S MESSAGE

Dear Recruiters,

I welcome you to the SSN School of Management's placement initiative and it is my pleasure to introduce the SSN MBA Batch 2021- 23. The MBA program is a two-year fully residential program with an emphasis on value-based holistic learning.

The MBA students at SSN are drawn from varied academic and economic backgrounds.

The holistic approach to the admission process guarantees all the inclusivity needed for the overall growth of the students. We strive to ensure equal opportunities and provide an independent environment conducive to nurturing leadership abilities.

It is a preferred institution amongst students aspiring for admission to a leading business school. At SSN School of Management, students are exposed to a rigorous, broad-based academic curriculum that goes beyond the classrooms. There is excellent feedback about the performance of our students from a wide spectrum of industries and organizations. Our students are lauded for their capabilities, skill sets, and enthusiasm for teamwork. In addition, our students have also become entrepreneurs, establishing successful start-ups.

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

I have closely monitored the academic journey of the students and am sure that you will find them highly motivated, confident, and capable.

I invite you to our campus for recruitment and assure you of our full cooperation and support in this Endeavour.

WHY RECRUIT AT SSN ?

Having 20 years of prominence, reputation, and excellence, SSN SoM has a brand name of its own that stands tall amongst other B-schools. Through decades of transcendence, our progressive philosophy and core values remain unchanged.

The curriculum at SSN SoM is structured in a way that our students are provided with a robust discipline of various subjects and streams that enables them to face the corporate world with confidence by focusing on the development of students' soft and technical skills through various activities - such as clubs, committees, live projects, and internships, etc.

We prepare our students to make data-driven and logical decisions holistically so that they are business ready and are the primary choice of employers.



FOUNDATION & CORE COURSES

SEMESTER 1	SEMESTER 2
Economic Analysis for Business	Marketing Management
Statistics for Managerial decisions	Human Resource Management
Organizational Behaviour	Financial Management
Accounting for Management	Operations Management
Legal Aspects of Business	Business Research Methods
Principles of Management	Introduction to Business Analytics
Business Communication	Applied Operations Research
Data Analysis and Modelling	CFE(Business Analysis/Business Ethics/Entrepreneurship Development)
Information Management	Data Analysis and Visualization
Seminar I (Newspaper Analysis)	Seminar II

ELECTIVES

MARKETING

Advertising and Public Relations

Consumer Behaviour

Customer Relationship Management

Sales and Distribution Management

Services Marketing

Strategic Brand Management

International Marketing

Retail Management

Marketing Research

Marketing Analytics

ELECTIVES

BUSINESS ANALYTICS

Artificial Intelligence for Business

Application of Analytics

Python for Business Analytics

Business Analytics Project

Big Data Analytics

Social Media Web Analytics

BlockChain Technology and Applications

ELECTIVES

FINANCE

Banking Services Management

Corporate Finance

Financial Statement Analysis

Financial Services

Security and Portfolio Management

Financial Modelling and Analysis

Behavioral Finance

HUMAN RESOURCE

Industrial Relations and Labour Laws

Organizational Theory, Design and Development

Strategic Human Resource Management

Compensation and Benefits

International Human Resource Management

Performance Management

Training and Development

OPERATIONS

Supply Chain and Logistics Management

Total Quality Management

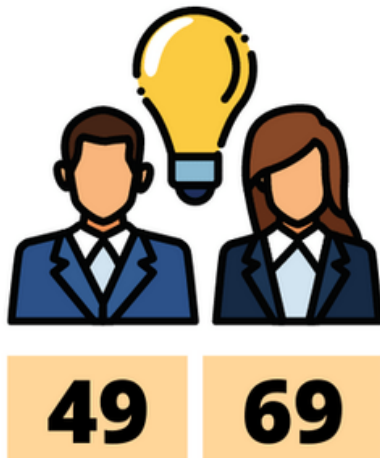
Services Operations Management

Project Management

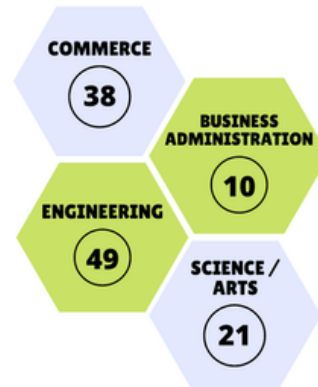
Materials Management

BATCH DIVERSITY

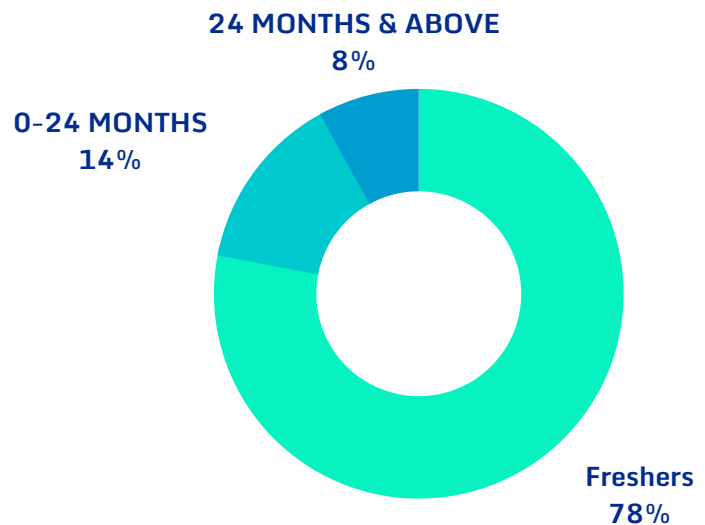
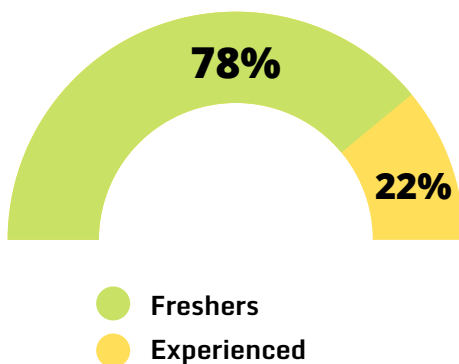
GENDER DIVERSITY



BACHELOR'S DEGREE DISTRIBUTION



WORK EXPERIENCE



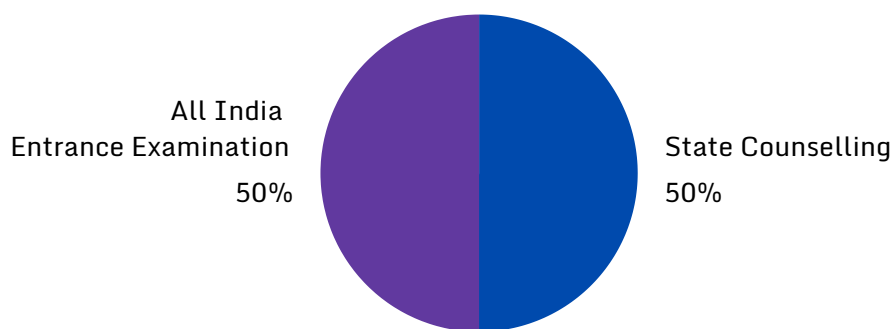
BATCH DIVERSITY

WORK EXPERIENCE DIVERSITY

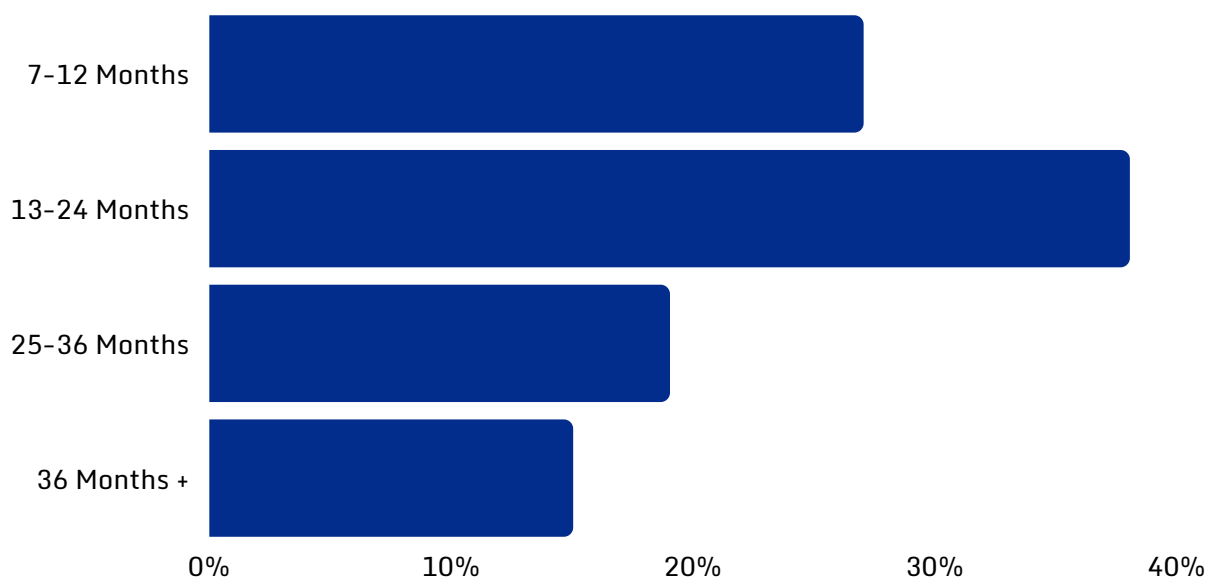
INFORMATION TECHNOLOGY	46%
AUTO-MOTIVE	23%
CONSTRUCTION	4%
FIN-TECH	8%
HEALTH	4%
HEAVY FABRICATION	4%
PHARMACEUTICAL	4%
PRINTING	4%
OTHERS	4%

BATCH DIVERSITY

ENTRANCE EXAMINATIONS



WORK EXPERIENCE DISTRIBUTION



FACULTY PROFILE

ACCOUNTING & FINANCE

Dr. Srinivas Gumparathi
(Ph.D, M.Phil and MBA)

Dr. K Sampath Kumar
(BA, BGL, M.Com., MBA, M. Phil.,
CAIIB, ACS, FCMA, Ph.D.,)

Dr. Theerthaana P
(B.E., MBA., PhD)

Dr. Kavitha Muthukumaran
(B.Sc., MBA, PhD)

Mr. Kishore Chidambaram (Adjunct)
(B.Sc., MBA)

Mr. Rajesh Raghavan (Adjunct)
(B.Com., AICWA, ACS, PGDFM)

STRATEGIC MANAGEMENT & BUSINESS ANALYSIS

Dr. Hariharanath K
(MBA., Ph.D)
M.Phil and MBA)

Mr. Manoharan M (Adjunct)
(M.E)

MARKETING MANAGEMENT

Dr. Thiruvankadam T
(MBA., Ph.D)

Dr. Sudarshan Jayasingh
(B.Sc., MBA., Ph.D)

Dr. Kirubaharan B
(B.E., MBA., Ph.D)

Prof Jagannath Ramaswamy (Adjunct)
B.Tech., PGDM (IIM-C)

Dr. Kasthurirangan R (Adjunct)
(B.Sc., MBA)

Mr. Satish Tampi (Adjunct)
B.E., PGDM (IIM-A)

Mr. Easwaran M (Adjunct)
(B.E., PGDBA)

Mr. Chandraprakash V (Adjunct)
B.E., (NIT-Trichy) PGDM (IIM-B)

FACULTY PROFILE

BUSINESS ANALYTICS & DIGITAL TRANSFORMATION

Dr. Girija T
(B.Sc., MBA, M.Phil, PhD)

Mr. Lakshmi Narayanan G (Adjunct)
B.E., PGDM (IIM-L)

OPERATIONS & SUPPLY- CHAIN MANAGEMENT

Mr. Natarajan R
B. Tech (IIT-M), PGDM (IIM-B)

Dr. Vani Haridasan
B.Tech (NIT-J), MBA., PhD

PERSONALITY & LEADERSHIP

Mr. Raghuraman
(B.E., PGDM.)

Dr. Jayshree Suresh (Adjunct)
(MBA., Ph.D)

HUMAN RESOURCE MANAGEMENT

Dr. Sriji ES
B.Sc.,MBA., PhD (IIT-M)

Dr. Ravi Thilagan (Adjunct)
(DJE, MBA, PhD)

Mr. GD Sharma (Adjunct)
B.com, MA, PIMR (TISS, Mumbai)

LEGAL ASPECTS OF BUSINESS

Mr. Srivatsan NC (Adjunct)
(B.Com.,FCA,FCMA)

Prof. Palanisamy K
(FCA, ACMA, ACS, LLM)

BEYOND CLASSROOMS

CLUBS

TASKMASTERS:

The main idea of this club is to emphasize Managerial skills through various technical, and non-technical events and Managerial games. Key activities include:

- Business connections
- Shipwreck
- Design thinking
- Dumb Charades
- Adzap



CONTENT MINING:

Focused on bringing out various bookish flavors & thoughts among the students in a single forum. Some of the activities include:

- Book Discussions (Fiction and Non-Fiction)
- Book Reviews
- Book Pitching
- Solving Mysteries
- Storytelling

BRAINSTORMERS:

This club is all about kindling the ideating minds, by throwing them with business-related scenarios to bring out the best innovative solutions. Prominent activities include:

- Corporate situation analysis
- Marketing strategies
- Innovative marketing
- Critical business problem solving



BEYOND CLASSROOMS

CLUBS

TALKING TITANS :

The sole motive of the club revolves around instigating debating skills and providing awareness about the relevant business trends.

Notable activities:

- Quenching the thirst for business knowledge.
- Kill the fear of public speaking.
- Improving the critical thinking ability and leadership skills of an individual.



FINLIT:

- To understand and learn about investment options.
- To enhance financial knowledge through various activities and finance-related articles & journals.
- To master the art of staying calm and controlling emotions while making investment decisions.

QRIOSITY:

Key activities include conducting quizzes that are prepared by Business Standard every week, These are mainly focused on achieving the following objectives:

- Encourage and conduct periodical quizzes on specific topics.
- To aid in the team-building process and peer learning.
- To be updated on world events.



BEYOND CLASSROOMS

COMMITTEES

PLACEMENT COMMITTEE

The Placement Committee has been formed to enable the students of SSN SoM to secure some of the best corporate careers for themselves. As such, each committee member works round the clock to ensure that every student has access to resources and insightful knowledge from the industry, which may help them in doing so. Towards this end, the committee has devoted efforts to organizing various events, activities, and programs.

Some of the critical Activities/ Events organized by the Placement Committee:

CAREER ENHANCEMENT PROGRAM

The career enhancement program offered at SSN is aimed at the overall development of students and thereby improves the placement record of students in organizations of repute.



Assessments

Structure program that are conducted to identify skill gap, measure job fitment and job prospects of a candidate.



Aptitude trainings

The aptitude building program is to enhance student's ability to approach tests based on topics like VA, QA, LR & DI .



Soft Skills

Training is provided to build skills in GD, resume building, case preparation etc. by corporate heads from various sector.



Versant Test

The Versant tests are conducted to measure students abilities in speaking, writing, listening, or reading.



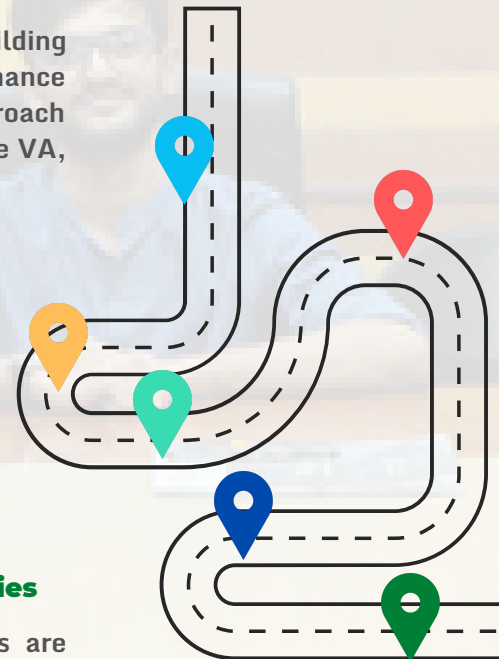
Interaction on Placement Experience and Subsequent Learning

Placed seniors share their interview experience with their juniors and this acts a preview for placements.



Corporate lecture series

Eminent guest lecturers are invited to expose the students to real life corporate experience .



PLACECOM MEMBERS



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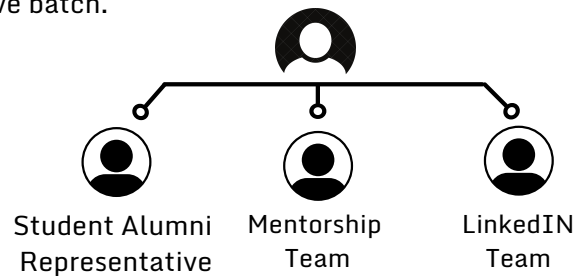


SSN MBA ALUMNI COMMITTEE



The alumni committee of SSN SoM is a platform that bridges alumni and the institution, providing long-term value to the institution and networking opportunities for the students.

As a bridge between alumni and students, Student Alumni Representatives (SAR) are selected for each batch by the alumni association. From the 2021-23 batch, LinkedIn and Mentorship committees were additionally inducted as a part of the alumni committee to be spearheaded by the SARs of the respective batch.



Alumni Relationship

Network with Alumni across the globe to create a unified professional community benefiting Students, institution, and Alumni in terms personal and carrier development.



Database Management

Maintaining the track records of alumni with all the supporting attributes captured.



Talk series

Alumni with diverse and deep Industrial experience are invited to inculcate the student community with the knowledge of business needs, trends, and future.



Mentorship Program

The program maps students to Alumni mentors with the objective to shape them Industry ready and support in entrepreneurial career.



Career Development

Through Alumni network and support, Mock interviews are conducted, and students are offered with industry projects and potential placement opportunities.



LinkedIn Handle

Social media handle is created with a long-term vision to establish brand awareness, brand loyalty, and relationships with students.

STUDENT ACHIEVEMENTS



Winner & Runner

Business Case Study
Contest, Biz Quiz
ESTUARY'22

Winner

Business Debate
Contest
ComFest'21

Winner

Business Quiz Contest
CSTEP Climate
Hour'21

Runner

Best Manager Event
ComFest'19

Runner

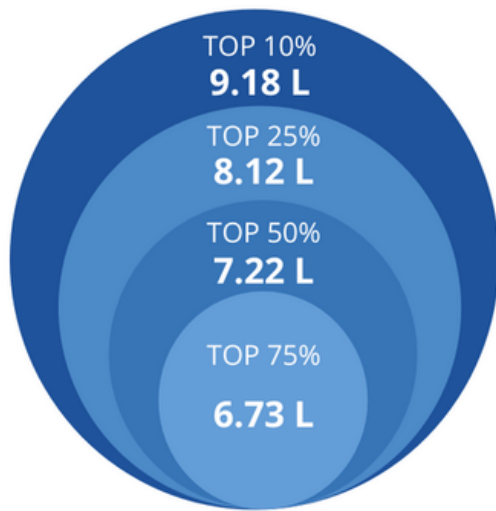
Business Plan
Hindostav'19



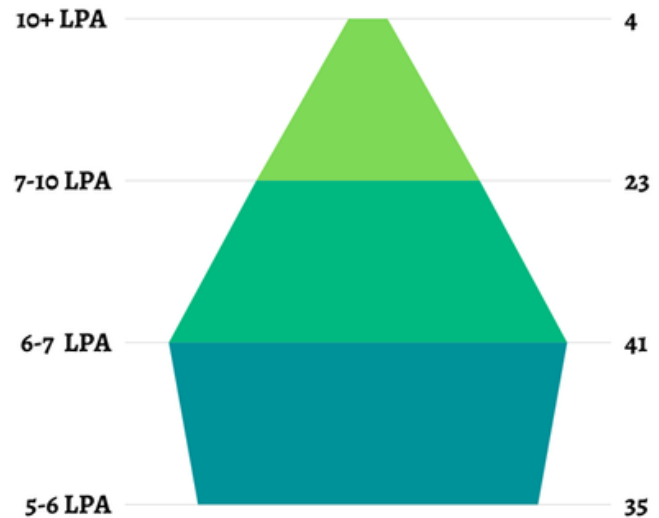
Published & Presented Papers

Leadership in
Management - National
Conference

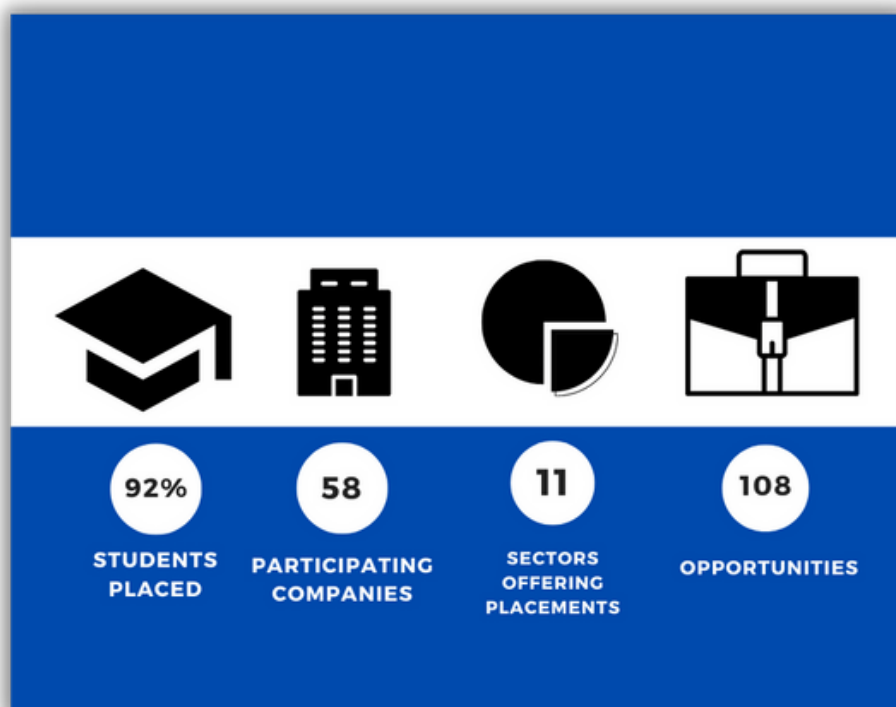
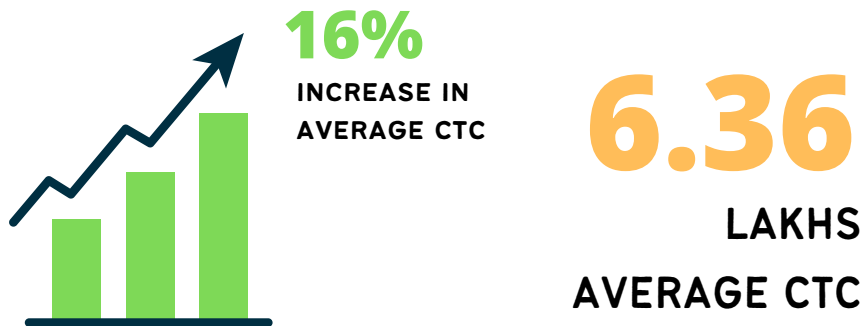
PLACEMENT STATISTICS



AVERAGE SALARY PACKAGE



SALARY OFFERS



ALUMNI TALK SERIES

SPEAKER	BATCH	DESIGNATION	COMPANY	TOPIC
Mr.Manikandan Thangavelu	2003-05	Director - Solutions , Cloud & Infrastructure services	Wipro limited	Sales as a Career- An IT Perspective
Mr.Jagan Ramakrishnan	2002-04	Global Account Executive, WW sales, GSI	Rubrik, Inc	Marketing Management
Mr.Ravi Shankar S	2007-09	Client Partner	HCL Technologies	Resume and career building
Ms.Radhika Ravi	2009-11	India Head Campus Hiring (WILP)	Wipro limited	Cross-functional opportunities in HR
Ms.Sangeeta Priyadarshini	2009-11	Lead - Product Marketer	Zoho Corporation	SaaS Marketing - An overview
Mr.Athi Narayanan	2011-13	Manager-Operations	Maruti Suzuki India Ltd	Scope of MBA in Operations

CORPORATE LECTURE SERIES

SPEAKER	DESIGNATION	ORGANIZATION	TOPIC
Lakshmi Narayan NJ	Executive Director	BuildHr Management Consultants Private Limited	Dimensions in HR
Suresh Kumar	Vice President - Sales	Info Edge India Ltd	What's in store for an MBA? An Industry Perspective
Venkataramnai Suresh	Co-Founder & Chief Business Officer	Karkinos	Unfolding the secrets of building high performing teams in transforming healthcare
Kuppulakshmi Krishnamoorthy	Global Head - Startups	Zoho	How to craft your own career path! Look at challenges as hidden opportunities!
Rathandeep U	Managing Partner	Consulting and Beyond	Empowering the Financial Minds
Harinie Sekaran	Founder and CEO	Leadle Consulting	Entrepreneurship - The Journey
Rajeshwari	Head HR	Nippon Paints	Significance of Personality and building a Profile
George Christopher	Chief Technology Officer	MacApp Studio	What makes up an entrepreneur?
Sriram Rajagopal	Founder & Director	Diamond Pick	Role of MBAs in Industry

CORPORATE LECTURE SERIES

SPEAKER	DESIGNATION	ORGANIZATION	TOPIC
Shailesh Dhawla	Product Strategy Director	Oracle India Pvt. Ltd	Career prospects in the field of business analytics
Sampathkumar. B	Vice President and Head of Human Resources	APAC	Avenues to explore in HR
Gajendra Mohan Jha	Co-Founder and CEO	Matasma Digital	Employment opportunities in sales and marketing
Karan Sud	Assistant Vice President	ICRA (Moody's Company)	Career insights in the field of finance
Pavan V	Managing Partner	MP projects	Career insights in the field of finance
Suresh Kumar G	Founder, CEO	Pepul	The idea of shaping a Social Media Product
Sivarajah	Co-Founder & CEO	NativeLead	Success Mantra for an Entrepreneur
C.Gopinath	Associate Professor Emeritus	Suffolk, University Boston	Globalization Trends
Vignesh Shivashankar	Senior Manager	Sterling Holidays	The Art of Storytelling in Business
Laxmi Naryanan	Senior VP & Delivery Head	Polestar Solutions	Data Driven MBA

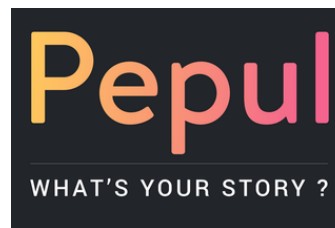
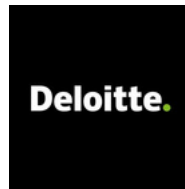
TOP RECRUITING COMPANIES



Mindtree

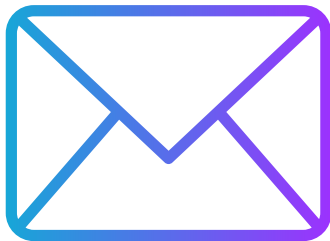


Pon Pure Chemicals Group
catalyzing your growth



PROMINENT ALUMNI

S.NO	NAME OF THE ALUMNI	BATCH	CURRENT DESIGNATION
1	Ganesh DG	2003-05	VP-Sr. Technical Program Manager, Citi bank
2	Manikandan T	2003-05	Director- Cloud & IT solutions, Wipro
3	Karthiyayni Devi	2005-07	City Manager HR Ninjacart, NGO Worker
4	Ravi Shankar	2007-09	Client Partner ,HCL Technologies - Oslo, Norway
5	Aswin Suresh	2010-12	Senior Manager - QCN at Qube Cinema Technologies Pvt Ltd
6	Jagan Ramakrishnan	2002-04	Global Account Executive, WW Sales GSI, Rubrik Inc.
7	Anand Subramniam	2006-08	Captain, TNPL
8	Radhika Ravi	2009-11	Diversity Program Manager APAC Student Programs, Amazon
9	K P Bharathy Venu Prakash	2002-04	Director, TechnomaX Systems
10	Radha Ramamurthy	2005-07	Content Marketing & Strategy- Regionals at Amazon Prime Video, Ex Viacom18, Ex Zee, Ex Vikatan , Ex Coca-Cola, Ex RPG



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