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.
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

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

49 Freshers
69 Experienced

BACHELOR'S DEGREE DISTRIBUTION

- Commerce: 38
- Business Administration: 10
- Engineering: 49
- Science / Arts: 21

WORK EXPERIENCE

- 78% Freshers
- 22% Experienced

- 0-24 Months: 14%
- 24 Months & Above: 8%
# Batch Diversity

## Work Experience Diversity

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Technology</td>
<td>46%</td>
</tr>
<tr>
<td>Auto-Motive</td>
<td>23%</td>
</tr>
<tr>
<td>Construction</td>
<td>4%</td>
</tr>
<tr>
<td>Fin-Tech</td>
<td>8%</td>
</tr>
<tr>
<td>Health</td>
<td>4%</td>
</tr>
<tr>
<td>Heavy Fabrication</td>
<td>4%</td>
</tr>
<tr>
<td>Pharmaceutical</td>
<td>4%</td>
</tr>
<tr>
<td>Printing</td>
<td>4%</td>
</tr>
<tr>
<td>Others</td>
<td>4%</td>
</tr>
</tbody>
</table>
**Batch Diversity**

**Entrance Examinations**
- All India Entrance Examination: 50%
- State Counselling: 50%

**Work Experience Distribution**
- 7-12 Months
- 13-24 Months
- 25-36 Months
- 36 Months +
# FACULTY PROFILE

## ACCOUNTING & FINANCE

<table>
<thead>
<tr>
<th>Faculty Member</th>
<th>Qualifications/Advisory Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Srinivas Gumparthi</td>
<td>(Ph.D, M.Phil and MBA)</td>
</tr>
<tr>
<td>Dr. K Sampath Kumar</td>
<td>(BA, BGL, M.Com., MBA, M. Phil., CAIIB, ACS, FCMA, Ph.D.,)</td>
</tr>
<tr>
<td>Dr. Theerthaana P</td>
<td>(B.E., MBA., PhD)</td>
</tr>
<tr>
<td>Dr. Kavitha Muthukumaran</td>
<td>(B.Sc., MBA, PhD)</td>
</tr>
<tr>
<td>Mr. Kishore Chidambaram (Adjunct)</td>
<td>(B.Sc., MBA)</td>
</tr>
<tr>
<td>Mr. Rajesh Raghavan (Adjunct)</td>
<td>(B.Com., AICWA, ACS, PGDFM)</td>
</tr>
</tbody>
</table>

## STRATEGIC MANAGEMENT & BUSINESS ANALYSIS

<table>
<thead>
<tr>
<th>Faculty Member</th>
<th>Qualifications/Advisory Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Hariharanath K</td>
<td>(MBA., Ph.D) M.Phil and MBA)</td>
</tr>
<tr>
<td>Mr. Manoharan M (Adjunct)</td>
<td>(M.E)</td>
</tr>
</tbody>
</table>

## MARKETING MANAGEMENT

<table>
<thead>
<tr>
<th>Faculty Member</th>
<th>Qualifications/Advisory Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Thiruvenkadam T</td>
<td>(MBA., Ph.D)</td>
</tr>
<tr>
<td>Dr. Sudarshan Jayasingh</td>
<td>(B.Sc., MBA., Ph.D)</td>
</tr>
<tr>
<td>Dr. Kirubaharan B</td>
<td>(B.E., MBA., Ph.D)</td>
</tr>
<tr>
<td>Prof Jagannath Ramaswamy (Adjunct)</td>
<td>B.Tech., PGDM (IIM-C)</td>
</tr>
<tr>
<td>Dr. Kasthurirangan R (Adjunct)</td>
<td>(B.Sc., MBA)</td>
</tr>
<tr>
<td>Mr. Satish Tampi (Adjunct)</td>
<td>B.E., PGDM (IIM-A)</td>
</tr>
<tr>
<td>Mr. Easwaran M (Adjunct)</td>
<td>(B.E., PGDBA)</td>
</tr>
<tr>
<td>Mr. Chandraprakash V (Adjunct)</td>
<td>B.E., (NIT-Trichy) PGDM (IIM-B)</td>
</tr>
</tbody>
</table>
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
**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.
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.

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

Interaction on Placement Experience and Subsequent Learning
Placed seniors share their interview experience with their juniors and this acts a preview for placements.

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

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

Corporate lecture series
Eminent guest lecturers are invited to expose the students to real life corporate experience.
PLACECOM MEMBERS

Rithika N
rithika2130064@ssn.edu.in

Ramakrishnan R
ramakrishnan2130121@ssn.edu.in

Anushikha Agarwal
anushikha2130028@ssn.edu.in

Manoj Kiran K
manoj2130060@ssn.edu.in

Dinesh T
dinesh2130004@ssn.edu.in

B.Divya Dharshini
divya2130055@ssn.edu.in

Akash S
akash2130042@ssn.edu.in

Sneha.A
Sneha2130016@ssn.edu.in

Jeyashree S
jeyashree2130119@ssn.edu.in

Neha P
neha2130006@ssn.edu.in
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

- TOP 10%: 9.18 L
- TOP 25%: 8.12 L
- TOP 50%: 7.22 L
- TOP 75%: 6.73 L

16% INCREASE IN AVERAGE CTC

6.36 LAKHS AVERAGE CTC

SALARY OFFERS

- 10+ LPA: 4
- 7-10 LPA: 23
- 6-7 LPA: 41
- 5-6 LPA: 35

92% STUDENTS PLACED
58 PARTICIPATING COMPANIES
11 SECTORS OFFERING PLACEMENTS
108 OPPORTUNITIES
<table>
<thead>
<tr>
<th>SPEAKER</th>
<th>BATCH</th>
<th>DESIGNATION</th>
<th>COMPANY</th>
<th>TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. Manikandan Thangavelu</td>
<td>2003-05</td>
<td>Director - Solutions, Cloud &amp; Infrastructure services</td>
<td>Wipro limited</td>
<td>Sales as a Career- An IT Perspective</td>
</tr>
<tr>
<td>Mr. Jagan Ramakrishnan</td>
<td>2002-04</td>
<td>Global Account Executive, WW sales, GSI</td>
<td>Rubrik, Inc</td>
<td>Marketing Management</td>
</tr>
<tr>
<td>Mr. Ravi Shankar S</td>
<td>2007-09</td>
<td>Client Partner</td>
<td>HCL Technologies</td>
<td>Resume and career building</td>
</tr>
<tr>
<td>Ms. Radhika Ravi</td>
<td>2009-11</td>
<td>India Head Campus Hiring (WILP)</td>
<td>Wipro limited</td>
<td>Cross-functional opportunities in HR</td>
</tr>
<tr>
<td>Ms. Sangeeta Priyadarshini</td>
<td>2009-11</td>
<td>Lead - Product Marketer</td>
<td>Zoho Corporation</td>
<td>SaaS Marketing - An overview</td>
</tr>
<tr>
<td>Mr. Athi Narayanan</td>
<td>2011-13</td>
<td>Manager - Operations</td>
<td>Maruti Suzuki India Ltd</td>
<td>Scope of MBA in Operations</td>
</tr>
<tr>
<td>SPEAKER</td>
<td>DESIGNATION</td>
<td>ORGANIZATION</td>
<td>TOPIC</td>
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<td></td>
</tr>
<tr>
<td>Lakshmi Narayan NJ</td>
<td>Executive Director</td>
<td>BuildHr Management Consultants Private Limited</td>
<td>Dimensions in HR</td>
<td></td>
</tr>
<tr>
<td>Suresh Kumar</td>
<td>Vice President - Sales</td>
<td>Info Edge India Ltd</td>
<td>What’s in store for an MBA? An Industry Perspective</td>
<td></td>
</tr>
<tr>
<td>Venkataramnai Suresh</td>
<td>Co-Founder &amp; Chief Business Officer</td>
<td>Karkinos</td>
<td>Unfolding the secrets of building high performing teams in transforming healthcare</td>
<td></td>
</tr>
<tr>
<td>Kuppulakshmi Krishnamoorthy</td>
<td>Global Head - Startups</td>
<td>Zoho</td>
<td>How to craft your own career path! Look at challenges as hidden opportunities!</td>
<td></td>
</tr>
<tr>
<td>Rathandeep U</td>
<td>Managing Partner</td>
<td>Consulting and Beyond</td>
<td>Empowering the Financial Minds</td>
<td></td>
</tr>
<tr>
<td>Harinie Sekaran</td>
<td>Founder and CEO</td>
<td>Leadle Consulting</td>
<td>Entrepreneurship - The Journey</td>
<td></td>
</tr>
<tr>
<td>Rajeshwari</td>
<td>Head HR</td>
<td>Nippon Paints</td>
<td>Significance of Personality and building a Profile</td>
<td></td>
</tr>
<tr>
<td>George Christopher</td>
<td>Chief Technology Officer</td>
<td>MacApp Studio</td>
<td>What makes up an entrepreneur?</td>
<td></td>
</tr>
<tr>
<td>Sriram Rajagopal</td>
<td>Founder &amp; Director</td>
<td>Diamond Pick</td>
<td>Role of MBAs in Industry</td>
<td></td>
</tr>
<tr>
<td>SPEAKER</td>
<td>DESIGNATION</td>
<td>ORGANIZATION</td>
<td>TOPIC</td>
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<td>----------------------------------------------------------------------</td>
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</tr>
<tr>
<td>Shailesh Dhawla</td>
<td>Product Strategy Director</td>
<td>Oracle India Pvt. Ltd</td>
<td>Career prospects in the field of business analytics</td>
<td></td>
</tr>
<tr>
<td>Sampathkumar. B</td>
<td>Vice President and Head of Human Resources</td>
<td>APAC</td>
<td>Avenues to explore in HR</td>
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</tr>
<tr>
<td>Gajendra Mohan Jha</td>
<td>Co-Founder and CEO</td>
<td>Matasma Digital</td>
<td>Employment opportunities in sales and marketing</td>
<td></td>
</tr>
<tr>
<td>Karan Sud</td>
<td>Assistant Vice President</td>
<td>ICRA (Moody's Company)</td>
<td>Career insights in the field of finance</td>
<td></td>
</tr>
<tr>
<td>Pavan V</td>
<td>Managing Partner</td>
<td>MP projects</td>
<td>Career insights in the field of finance</td>
<td></td>
</tr>
<tr>
<td>Suresh Kumar G</td>
<td>Founder, CEO</td>
<td>Pepul</td>
<td>The idea of shaping a Social Media Product</td>
<td></td>
</tr>
<tr>
<td>Sivarajah</td>
<td>Co-Founder &amp; CEO</td>
<td>NativeLead</td>
<td>Success Mantra for an Entrepreneur</td>
<td></td>
</tr>
<tr>
<td>C.Gopinath</td>
<td>Associate Professor Emeritus</td>
<td>Suffolk, University Boston</td>
<td>Globalization Trends</td>
<td></td>
</tr>
<tr>
<td>Vignesh Shivashankar</td>
<td>Senior Manager</td>
<td>Sterling Holidays</td>
<td>The Art of Storytelling in Business</td>
<td></td>
</tr>
<tr>
<td>Laxmi Naryanan</td>
<td>Senior VP &amp; Delivery Head</td>
<td>Polestar Solutions</td>
<td>Data Driven MBA</td>
<td></td>
</tr>
</tbody>
</table>
TOP RECRUITING COMPANIES
# PROMINENT ALUMNI

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

SSN School of Management

Rajiv Gandhi Salai (OMR)
Kalavakkam - 603 110
Tamil Nadu, India
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LinkedIn: https://www.linkedin.com/school/ssn-school-of-management