



**SSM**

School of Management

**SUMMER INTERNSHIP  
PROGRAM 2023**

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# **SUMMER INTERNSHIP PROGRAM**

**A professional learning experience that offers meaningful and practical work related to a student's field of study or career interest.**

**An internship gives an opportunity to student for career exploration and development.**





# ABOUT THE INSTITUTION

**SSN Institutions are a part of Shiv Nadar Foundation, founded by Dr. Shiv Nadar, chairman emeritus of HCL (\$USD10 billion enterprise). The foundation has set up many educational institutions with the highest order governance and are part of creative philanthropy.**

**The institution is NAAC, A++ accredited and MBA program is NBA accredited. The school comes with a legacy of 23 batches, and 1500+ alumni with several of them in leadership positions.**

**An autonomous institution under Anna University, Chennai, SSN is a top quality brand that attracts students and companies.**





## **FUNCTIONAL SPECIALIZATIONS**

- **Finance**
- **Marketing**
- **Human Resources**
- **Operations**
- **Business Analytics**

# CORE COURSES IN YEAR 1



## Semester 1 (Foundation)

- **Economic Analysis for Business**
- **Statistics for Managerial decisions**
- **Organizational Behaviour**
- **Accounting for Management**
- **Legal Aspects of Business**
- **Principles of Management**
- **Business Communication**
- **Data Analysis and Modelling**
- **Information Management**
- **Seminar I (Newspaper Analysis)**

## Semester 2 (Functional and core)

- **Marketing Management**
- **Human Resource Management**
- **Financial Management**
- **Operations Management**
- **Business Research Methods**
- **Introduction to Business Analytics**
- **Applied Operations Research**
- **Business Analysis/Business**
- **Ethics/Entrepreneurship Development**
- **Data Analysis and Visualization**
- **Seminar II (HBR Review)**

**Summer Internship Program from June 12- Aug 12, 2023**






# CORE COURSES IN YEAR 2

## Semester 3 (Specializations)

- **Strategic Management**
- **Three elective courses from each specialization**
- **Specialization, total of 6 courses, from any of the two specialization areas -  
Marketing/HR/Operations/Finance/Business Analytics**

## Semester 4 (Specializations and Project)

- **One elective course**
  - **Specialization, total of 2 courses from specialization areas.**
  - **Project Internship with companies (12 weeks, 12 credits).**
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# **CROSS-FUNCTIONAL COURSES**

- **Business Analysis**
- **Business Ethics**
- **Entrepreneurship Development**



# VALUE ADDED COURSES (VAC)

These courses are industry specific 14-hour modules largely delivered by practicing managers.

The list of courses offered are:

- **Business Applications of Cloud**  
Mr. Lakshmi Narayanan, Executive Director,  
BuildHr Management Consultants Private Limited
- **Total Rewards Management**  
Mr. Aravind, Principal, Mercer  
Mrs. Kavitha, Senior Vice President HR,  
Equitas Small Finance Bank
- **Rural Community Engagement**  
Mr. Sridhar, Intellect Design
- **Data Analytics in Operations**  
Mr. Dingoo Karthick, LatentView Analytics
- **Talent Acquisition**  
Mr. Raghu, Diamondpick
- **Design Thinking**  
Mr. Ramnath, Intellect Design
- **Product Design and Management**  
Team from Mr. Cooper
- **Digital Marketing**  
Mr. Neeb Praveen, Aorta Digital





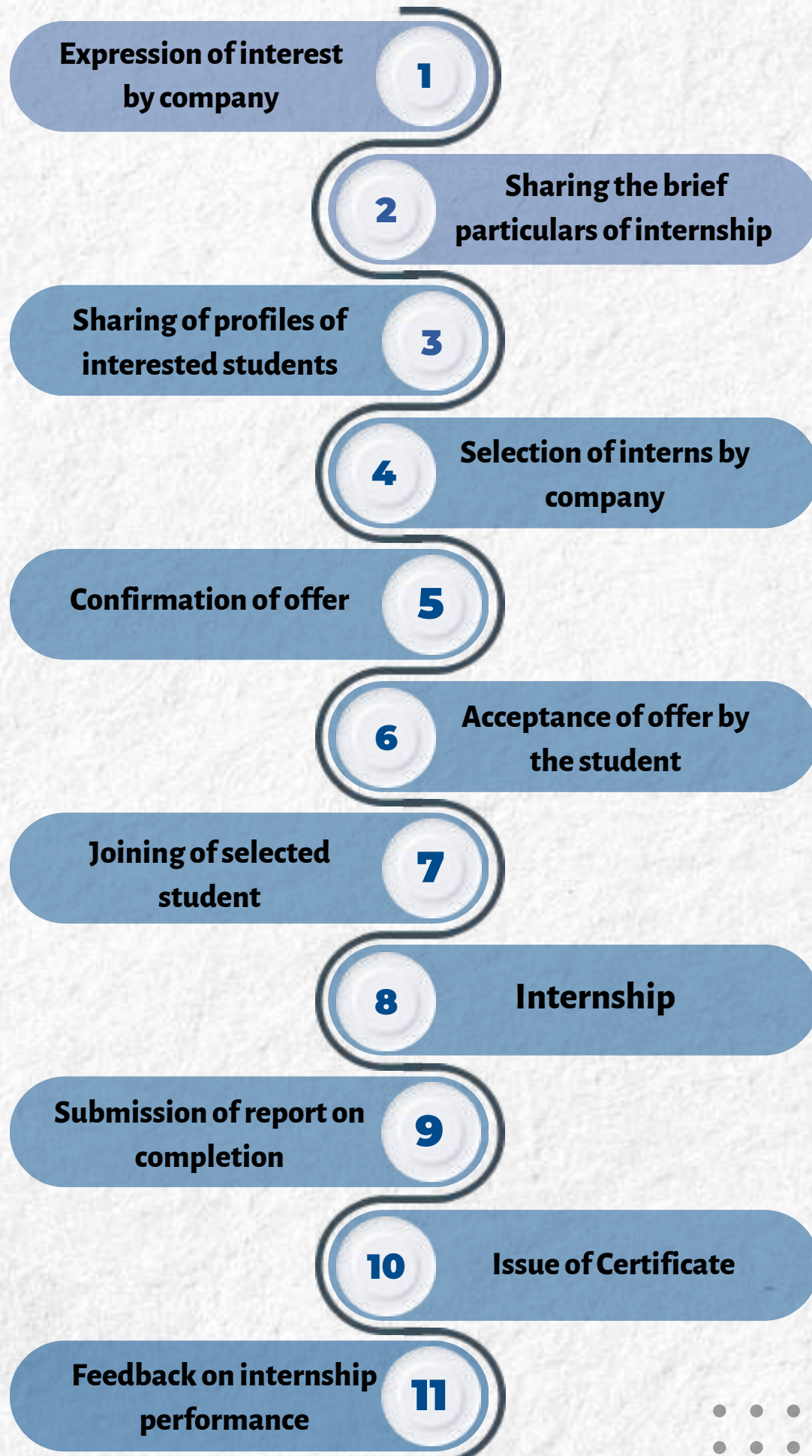
## **SUMMER INTERNSHIP ENGAGEMENT MODEL**

- **8-week summer internship in companies**
- **Period of internship, June 12 - Aug 12, 2023**
- **Internship will give direction for the students to opt for functional specialization in third semester**
- **Pre Placement Offers (PPOs) for eligible and selected students**

### **INSTITUTION'S ROLE**

- **Monitoring Performance**
- **Remote guidance by faculty member**
- **Evaluation of internship report along with company guide**
- **Assigning grades that carry credits**
- **Industry-academic interface through faculty members**

# INTERNSHIP PROCESS







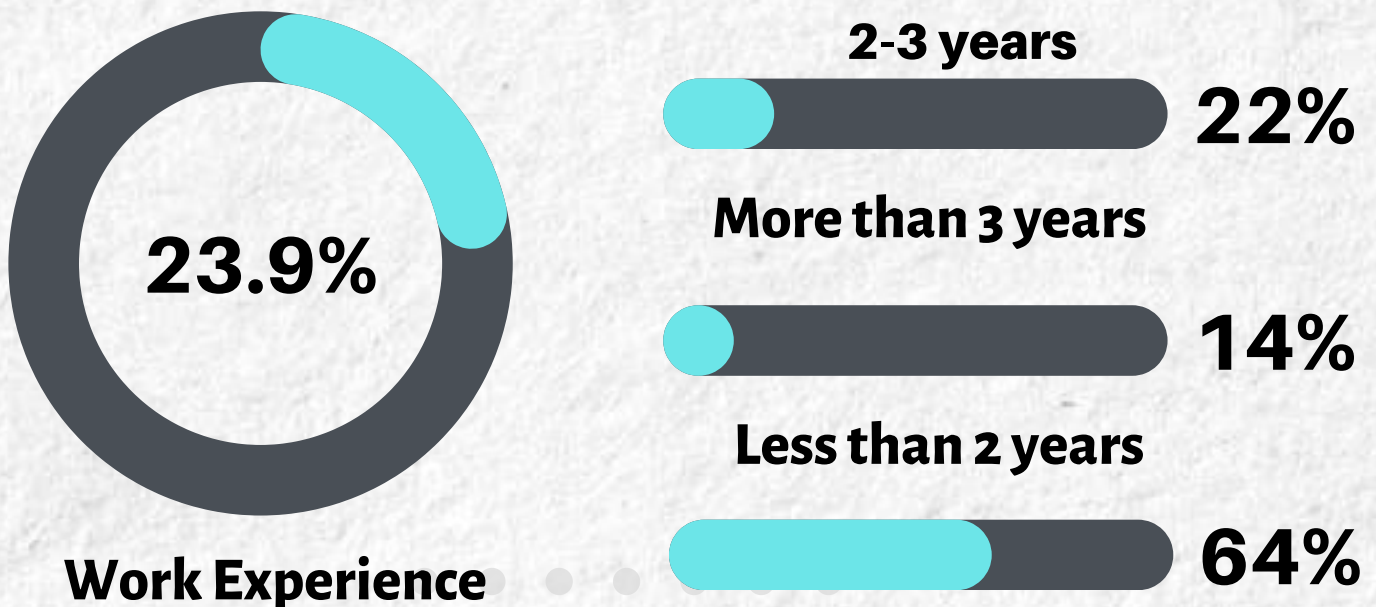
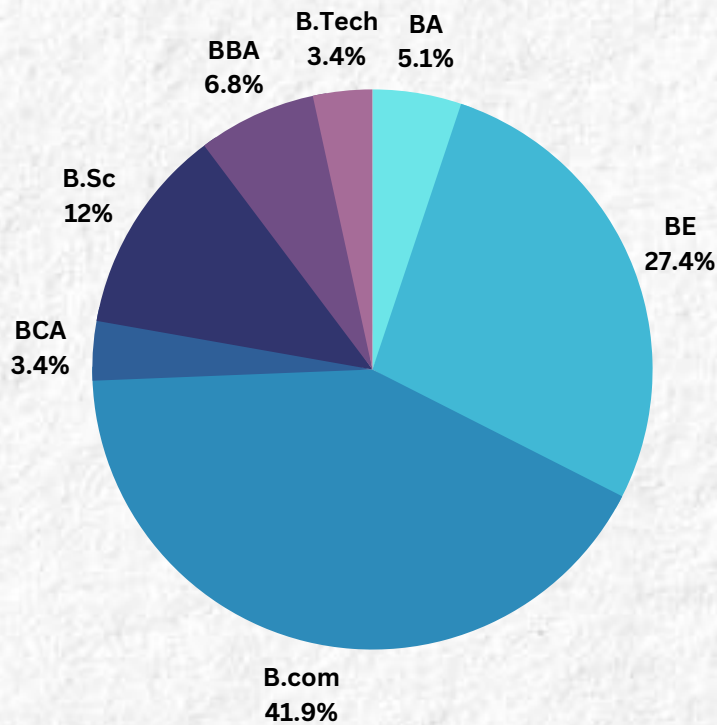
# INTERNSHIP OUTCOMES

- **8-Week internship completion certificate**
- **Practice report**
- **PPOs, subject to feasibility**
- **Company nurturing a budding manager**

# BATCH PROFILE



## Educational Background





# THANK YOU

WE LOOK FORWARD TO WORKING  
WITH YOU



## CONTACT DETAILS



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