



SCHOOL OF MANAGEMENT



[SSN school of management](https://www.linkedin.com/company/ssn-school-of-management)



www.ssn.edu.in/school-of-management

DREAM BIG. SKY IS THE LIMIT

MBA
ADMISSIONS
2024

ADMISSION BROCHURE



SSN SCHOOL OF MANAGEMENT, CHENNAI

(NAAC A++ Accredited, Autonomous under Anna University, Chennai)

PRESIDENT'S WELCOME

Greetings!

Born out of the vision of our founder, Padma Bhushan Dr. Shiv Nadar in 1996, SSN seeks unwaveringly to maintain excellence in all aspects of education and research.

SSN has a history of attracting the most talented and promising students, whatever their economic situation is. It remains our real ideal. SSN follows an admission policy that strongly favors merit, even as it enables access to education for students from all strata of society through appropriate scholarships.

While SSN encourages its students in the path of academic excellence, we continuously strive to instill in our students, skills and traits such as critical thinking and application, a moral bent of mind, a disciplined work ethic, and most importantly, the responsibility to societal needs.

SSN aims at more than mere academic excellence. We offer our students, who come from diverse backgrounds, the widest possible scope and opportunity for academic exploration and all round growth. A blend of co-curricular and extra-curricular activities that we organize ensure that each student gets adequate opportunities to display his or her varied skill sets and latent talents. These programs nurture qualities like leadership, kinship, discipline, organizational skills and the ability to manage diverse opinions, thoughts and points of view.

Apart from involving in this mission towards excellence, SSN keeps its vision constantly on public service and the fulfilment of the confidence that society lays upon us. SSN strives to provide a unique setting for stimulating creative thoughts which ensure that every student who graduates from its portals scores high in public-spiritedness and remains committed to the society concerned. Compassion, humaneness and commitment to every section of the society are hallmarks of the brains that get trained at SSN.

SSN lays huge stress on continuous research focused on socially-relevant issues. Our committed faculty forms the backbone for every endeavour we enter into.

It is my pleasure to invite every visitor to this website. Come, explore the growth of the brightest hearts and minds of this organization.

Welcome to SSN Institutions.



Dr. Kala Vijayakumar

President – SSN Institutions



About SSN SOM

SSN School of Management is a much sought after destination for students aspiring to do an MBA program. The 230-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 a personal transformation.

The institution is autonomous under Anna University and has been accredited A++ by NAAC. The program is accredited by NBA.



Our Vision

To be an institution of choice among aspiring managers to launch successful careers and engage in research as a means of keeping abreast of latest developments and generate new knowledge in management.

Our Mission

- Develop industry ready and effective managers by imparting insightful knowledge and necessary skills.
- Provide an environment to aid continuous learning among students.
- Collaborate with industry for creating meaningful opportunities for students.
- Continuously strive to increase and improve research activities.
- Create and leverage opportunities in training and consultancy to foster linkages with industry.



DIRECTOR'S WELCOME

Greetings!

I am happy to welcome you to the admission process at SSN School of Management, Chennai.

SSN School of Management is part of Sri Sivasubramaniya Nadar College of Engineering, Chennai. We are NAAC A++ accredited.

The MBA Program offered by SSN is very unique and I invite you to review the unique value proposition offered by us.

The program has a rich legacy of 22 years, 1900+ alumni, the single point of reference for companies for quality MBA graduates. The program has been accredited by NBA with effect from 2023-24.

It is young aspirants like you who have made the School proud. Every year 120 students enter into the School with a dream and we make them realize it with a learning pedagogy that is student centric.

The School is known for its rich diversity with applicants from different backgrounds, be it economic or academic or gender. The peer group learning that you attain is of highest order and it builds a personality that aims to improve your analytical and problem solving skills.

The admission process is very exhaustive with stages involving the review of your past academic record, scores in all India admission tests (CAT/XAT/MAT/CMAT/ATMA) or State Level admission tests (TANCET/ other state level tests), Essay Appreciation, Group Discussion and Personal Interview.

I welcome you to apply to the XXV batch (2024-26) of the MBA Program.

Dream big, realize it with us.

Thanking you



Dr. K. Hariharanath

Director – SSN School of Management



Life @ SSN

SSN Institutions aim to provide an immersive campus experience. The institution fosters a respectful and open-minded campus culture, where students are encouraged to engage in intellectual debates, to challenge conventional wisdom, and to explore different avenues for learning and self-expression. From international academic and technical/functional conferences, to the most happening cultural festival in Chennai, to stimulating and engaging lectures by the cream of academia and industry, there is never a dull moment on campus.





MBA @ SSN

Welcome to the 25th batch of MBA Program.

The legacy and brand of SSN speaks for itself. The MBA Program of SSN is for those aspiring students who are keen to build their managerial career. With specializations across all the functional areas of management, the program provides the depth of knowledge with contemporary relevance.

The MBA program of SSN has wide acceptability by companies across different verticals of industry. The graduates from the school are most sought after by the companies due to their industry-ready orientation. If you wish to live your dream and stand tall, SSN is the place where you could nurture it.





UNIQUE VALUE PROPOSITION

Welcome to SSN School of Management, a beacon of excellence backed by a legacy that symbolizes the pinnacle of education in India. As part of the esteemed Shiv Nadar Foundation, renowned for its commitment (with an investment of US\$ 68 million in SSN) to social objectives and creative philanthropy, we stand tall as a testament to quality education and transformative initiatives.

The Unique Selling Proposition (USP) of our institute:

- **Legacy of Educational Excellence:** Embrace the legacy of a brand that epitomizes the highest standards of education in India.
- **Shiv Nadar Foundation Affiliation:** As a proud member of the Shiv Nadar Foundation, our institution aligns with its ethos of social objectives and pioneering philanthropy, shaping leaders with a sense of responsibility towards society.
- **Extensive MBA Alumni Network:** Join a robust network of over 2000+ MBA alumni spread across diverse industries, offering invaluable connections, mentorship, and opportunities for professional growth and development.
- **Expert Faculty and Industry Connect:** Learn from the best minds in academia and industry, ensuring a comprehensive and practical understanding of management principles.
- **Residential Program:** Immerse yourself in our vibrant campus (230+ acres lush green with world class infrastructure) life through a residential program, maximizing your exposure to facilities and fostering a strong sense of community.
- **Outstanding Placement Records:** Benefit from our excellent career development initiative that builds your career by choice.
- **Affordable Fee Structure and remarkable ROI:** We understand the importance of accessible education. Our institute maintains an affordable fee structure, ensuring that quality education remains within reach for aspiring students. Experience a swift ROI with a turnaround time of less than 12 months.

We simply call our Unique Selling Proposition as Unique Value Proposition. The best that we could give to our young students.



ACADEMIC CURRICULUM

SPECIALIZATIONS OFFERED (DUAL MODE)



MARKETING



FINANCE



HUMAN RESOURCE (HR)



OPERATIONS



BUSINESS ANALYTICS

ACADEMIC CURRICULUM

FOUNDATION & CORE COURSES

Semester I

- ✓ 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 II

- ✓ Marketing Management
- ✓ Human Resource Management
- ✓ Financial Management
- ✓ Operations Management
- ✓ Business Research Methods
- ✓ Introduction to Business Analytics
- ✓ Applied Operations Research
- ✓ Cross - Functional Electives
 - Business Analysis
 - Business Ethics
 - Entrepreneurship Development
- ✓ Data Analysis and Visualization
- ✓ Seminar II (HBR and Industry Analysis)



ACADEMIC CURRICULUM

ELECTIVES

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

Finance

- ✓ Banking Services Management
- ✓ Corporate Finance
- ✓ Financial Statement Analysis
- ✓ Financial Services
- ✓ Security and Portfolio Management
- ✓ Financial Modelling and Analysis
- ✓ Behavioral Finance

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

Operations

- ✓ Supply Chain and Logistics Management
- ✓ Total Quality Management
- ✓ Services Operations Management
- ✓ Project Management
- ✓ Materials Management

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
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ACADEMIC CURRICULUM

VALUE ADDED COURSES

These are typically led by industry resources and are specifically offered to map to industry requirements. They are employment oriented and at the same time help students to earn 1 extra credit.

- ✓ Business Application of Cloud
- ✓ Design Thinking
- ✓ Digital Marketing
- ✓ Talent Acquisition
- ✓ HR Technology
- ✓ Compensation and Benefits (hands-on design experience)
- ✓ Supply Chain Analytics
- ✓ Gamification
- ✓ Emotional Intelligence
- ✓ Product Design
- ✓ B2B Sales

..... many more that bridges the gap between academics and industry needs.





SSN Incubation Center

Ideas are easy, implementation is hard. SSN Incubation Foundation (SSN iFound) is set up to promote innovation and entrepreneurship by converting and translating technological and innovative ideas in various disciplines of science and engineering into products, process, and services for commercial exploitation and the benefit of the society. SSN iFound is led by Mr.Chandran Krishnan, Principal Advisor, SSN Incubation and former CEO of the Chennai Angels. He is a professional having experience in the startup ecosystem with significant exposure to American, European and Australian markets. SSN MBA Students work on internship opportunities with incubation center on a spectrum of requirements. The incubation foundation offers course on entrepreneurship. Those who aspire to be entrepreneurs, SSN iFound provides a right platform.





Clubs & Committees

- Alcom (Alumni Committee)
- Placecom (Placement Committee)
- Entrepreneurship Club
- Marketing and Sales
- Human Resources
- Books and Beyond
- Public Speaking
- Consulting Club
- Analytics Club
- Placement Club





CAREER DEVELOPMENT PROGRAM

The career development programs offered at SSN are aimed at the overall development of students and help them to realize their dream opportunities.



Assessments

Structured programs 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 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 Tests

The Versant tests assist students to measure their abilities in speaking, writing, listening, or reading.



Alumni TALK SERIES

Alumni from various domains share their knowledge through these sessions and had been mentoring students effectively.



Corporate TALK SERIES

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





Sports Amenities in Campus

Our esteemed institution comprises of

- Two outdoor basketball courts
- An outdoor volleyball court
- One tennis court
- Two indoor basketball stadium
- One indoor badminton court and
- One Table tennis court



CRICKET STADIUM



Home to the Mumbai Indians' Away Ground and being a pillar of attention, our stadium profoundly illuminates the glory of the Campus.

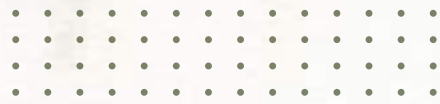
FOOTBALL STADIUM

Standing as the pride of the institute, the stadium boasts its reputation in hosting various State and National Level Sports meet.

GYMNASIUM



Well-equipped and spacious gymnasiums separately for girls and boys to hit every muscle and shred some pounds and add some. Complete package to groom your fitness and wellness.



Library and Knowledge Databases

A well-furnished knowledge house which is Cornucopia of books and journals. We have a Central library and a department library that completely belongs to the SSN School of Management.

We have a digital library and tie-up with **EBSCO**, a publishing company and a leading provider of research databases, which supports in scholarly communication in the field of education, research and development through E-books and E-journals. We have subscribed to **Capitaline/CMIE** databases to provide access to companies' data for market research purposes. **The Case Centre** provides access to HBR case studies which are used extensively in the advanced semesters.





Summer Internship

- 8 weeks after the first year.
- Normal period – May to July.
- Students take up internships in a variety of sectors, Manufacturing, FMCG, Analytics, IT, and Government Institutions. Such industry exposure provides students with adequate exposure in tackling real life problems encountered in the workings of an organization. The companies also gain from the fresh perspective and inputs of the students.

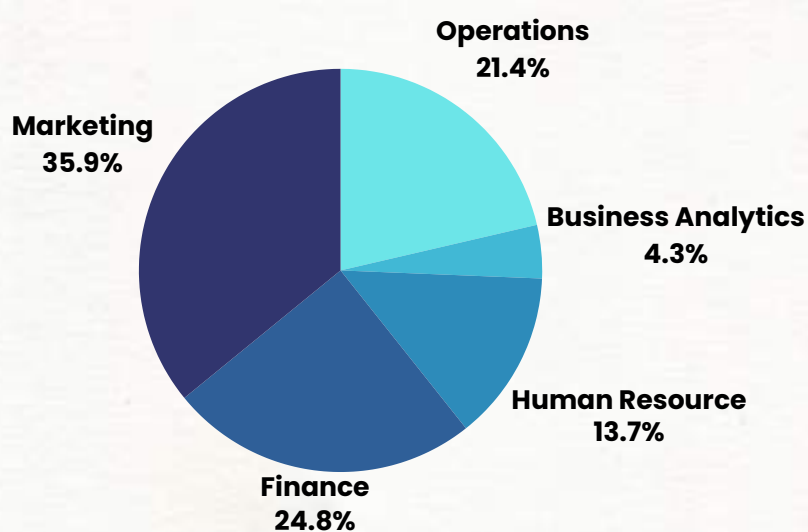
Project Internship

- 12 weeks during the fourth semester.
- Normal period – February to May.
- The students can be assigned areas with either a need for improvement or a problem that needs to be resolved. Ideally, this should incorporate a data-oriented approach and meet the requirements of a systematic research.
- The objective is to outline a solution for consideration by the company. The outcome will also include a project report to the company and the Institution.

SUMMER INTERNSHIP 2023

HIGHLIGHTS

Internship through Campus visits	–	54
Internship through Off-Campus visits	–	63
Highest Stipend Offered	–	₹ 30,000



Areas of Internship Batch 2022 – 2024

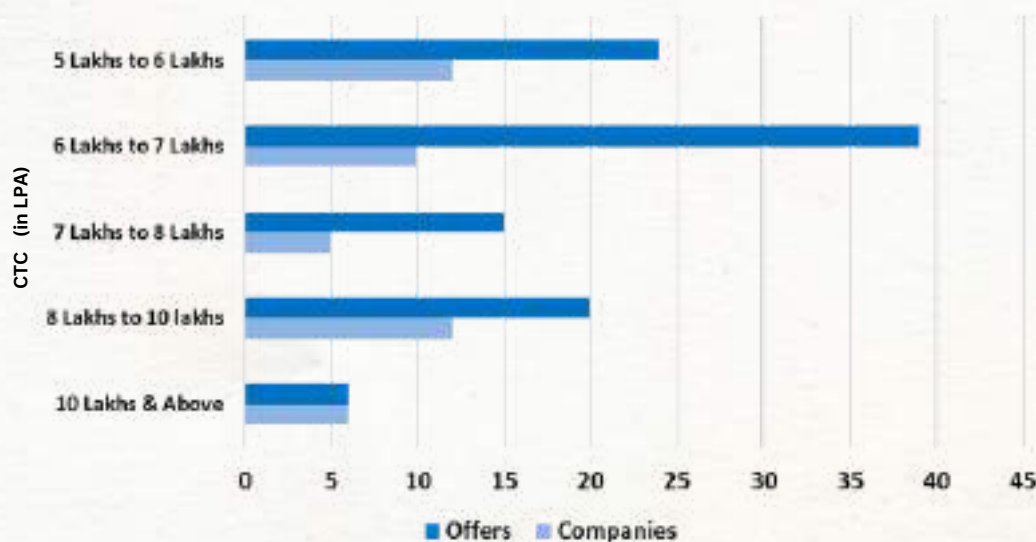
Summer Internship Recruiters



MBA CAREER OPPORTUNITIES

Batch Year	2021 -23	2022-24
Batch Strength	118	117
Registered for Placements	114	116
Students Placed	110	65 (Ongoing)
Percentage of Students Placed	96%	55% (Ongoing)

COMPANY VISITS & OFFERS



CTC 2021-23

- Highest Salary - 12 LPA
- Average Salary - 7 LPA
- Median Salary - 6 LPA

Our Top Recruiters



FACULTY PROFILE & COMPETENCY AREAS



Dr. K. Hariharanath
MBA, PhD
Director
Area: Strategy & IT Consulting



Dr. Kavitha Muthukumaran
B.Sc, MBA, PhD
Area: Accounting and Finance



Dr. K. Sampath Kumar
MBA, CAIIB, ACS, PhD.
Area: Finance



Dr. Vani Haridasan
B.Tech (NIT J), MBA, PhD
Area: Information Technology, Operations, Logistics, Supply Chain and Business Analytics



Dr. T. Thiruvankadam
MBA, PhD
Area: Marketing



Dr. P. Theerthaana
B.E, MBA, PhD
Area: Accounting and Finance



Dr. Srinivas Gumparthi
MBA, PhD
Area: Economics & Finance



Dr. B. Kirubakaran
B.E, MBA, PhD
Area: Market Research



Dr. T. Girija
B.SC (PSG C), MBA, PhD
Area: Market Research & Business Analytics



Dr. Sriji E S,
MBA, MSc. Applied Psychology, PhD (IIT Madras).
Area: Organization Behaviour and HR



Dr. Sudarsan Jayasingh
B.Sc, MBA, Ph.D
Area: Marketing & Business Analytics



Mr. B. Raghuraman
B.E, PGDM
Area: Marketing, Personality and Leadership



FACULTY PROFILE & COMPETENCY AREAS

Adjunct Faculty

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

Dr. Ravi Thilagan DJE, MBA,Phd

Prof. Anand Jagadeesan, FPM

Mr. Satish Tampi BE,PGDM (IIM-A)

Mr. Kishore Chidambaram BSC, MBA

Mr. Easwaran M, B.E (CEG, Anna University), PGDBA

(LBSIM, Delhi)

Mr. GD Sharma, B.Com (Hons), MA PIMR (TISS Mumbai)

Mr. Rajesh Raghavan, B.Com, AICWA, ACS, PGDFM

(IFMR, Chennai)

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

Dr. Jayshree Suresh, MBA., Ph.D

Mr. Manoharan M, M.E (MIT, CH)

Mr. Laxminarayanan G, B.E, PGDM (IIM L)

Mr. Senthilkumar P, BCA, PGD-PMIR

Mr. Thirumurugan R, B.Tech, MBA

Mr. Narasimhan Partha , COO (BigTapp Analytics)

Areas of Interest

- Law
- HR
- Marketing
- Marketing
- Finance
- Marketing
- HR
- Finance, Operations
- Marketing
- Strategy, Leadership and Personality
- Business Analysis
- Business Analytics and Digital Transformation
- Human Resource and Industrial Relations
- Artificial Intelligence
- Functional Analytics



STUDENTS' ACHIEVEMENTS



MADRAS MANAGEMENT ASSOCIATION

MMA ALL INDIA MANAGEMENT STUDENTS ' CONVENTION 2023



Top 10 in “Chanakya,
The Mastermind” by MMA

Nandhini S

MMA Quiz Competition 3rd Place

**Hari Prasad
Arun Kumar**



MMA Debate 4th Place

Krishikaa

And lot more..

STUDENTS' ACHIEVEMENTS

OVERALL CHAMPIONS TROPHY

ETHOS '21 AT SRI RAMACHANDRA COLLEGE OF MANAGEMENT
ZEST'16 AT MOP VAISHNAV COLLEGE FOR WOMEN
SAMRAJAIM'20 AT ALAGAPPA UNIVERSITY

BEST MANAGER-HR
CRISIS 2ND

Ms. Snehalatha.S

WINNER OF BEST HR TEAM
SSAMYOG22

Ms.Sreemathi S

WINNER OF BEST HR TEAM
SSAMYOG22

Ms. Shakthi Dharshini &
Ms. Shruthi.P

YOUTH FEST- BUSINESS QUIZ
WINNER

Mr. Sai Srinivas Datta

PROGYAN 15'- BEST CFO AWARD

Ms. Abinaya

ESTUARY'22 - VOYAGE
RHSAPSODY WINNER

Ms. Abirami M

SAMYOG2K'22- HR CONNECTIONS
WINNER

Mr. Rishi keshav

SAMYOG2K'22- HR CONNECTIONS
WINNER

Ms. Neha sudharshini



ADMISSION PROCESS

Admission to the MBA program is provided through two categories of seats - Management Quota (MQ) and Government Quota (GQ).

Management Quota

- Admissions under the Management Quota to SSN School of Management are made purely on merit.
- Admission through CAT / MAT / XAT / CMAT/ ATMA /TANCET or other state level admission tests.
- The selection process of MQ students depends on:
 - Academic Score
 - Entrance test score
 - GD, Essay appreciation and Personal Interview Performance.

Government Quota

- Admissions to the Government Quota are handled by Directorate of Technical Education, Government of Tamil Nadu.
- Admission through TANCET Exam, conducted by the Anna University followed by single window counselling conducted by Government of Tamil Nadu.
- GQ seats for MBA program at SSN gets filled up on the first day of counselling much ahead of its peer institutions.

There is no difference in the fee structure for students joining either in the management quota and government quota.



ADMISSION PROCESS

Academic Eligibility

- X, XII, UG > 60%
- No history of arrears in UG program. However applicants with up to two history of arrears can apply for the program. The call for GD/PI in case of applicants with two history of arrears is at the discretion of the institution.

Admission Tests Accepted

All India Admission Tests (Tamil Nadu and Other state students)

- CAT 2023
- XAT 2024
- CMAT 2024
- ATMA 2024
- MAT 2023-24 (Sept 2023, Dec 2023, Feb 2024 and May 2024)

State Level Admission Tests

- TANCET 2024 (Tamil Nadu and other state students)
- Other State Level Admission Tests (only for students from other states)

Students are encouraged to apply for admission using all India admission tests and not to wait for state level admission tests.

Admission Process

- Register Online - [Click Here](#)
- Fill the Online Application form
(Students have flexibility to update multiple entrance test scores as and when they complete their tests)
- Upload the certificates and agree to the terms & conditions.
- Complete the payment and submit the form

For more details visit our website: www.som.ssn.edu.in



DIVERSITY AND INCLUSIVITY

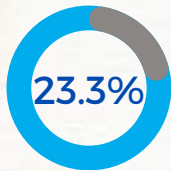
The following metrics of 2023–25 batch indicate
the diversity at School



62%

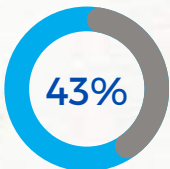


38%

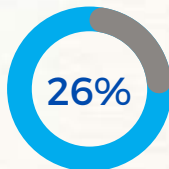


Work Experience

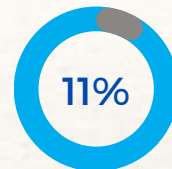
UNDERGRADUATE DEGREE



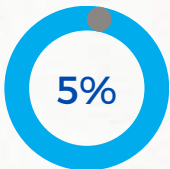
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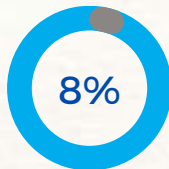
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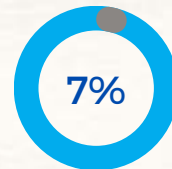
B.Sc



B.B.A



B.Tech



Others

Diversity provides a great opportunity for peer group learning





School of Management
Rajiv Gandhi Salai (OMR), Chennai,
Kalavakkam, Tamil Nadu – 603 110.

Admissions Coordinator

Ms. Sridevi

+ 91 73388 45104



mba.admissions@ssn.edu.in

Help-desk

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