



**SSN**  
School of Management



## SUMMER INTERNSHIP BROCHURE 2024-2026

An institution founded by Mr. Shiv Nadar and  
a constituent of SSN College of Engineering  
(NAAC A+, NIRF 46 (Engineering) NIRF 81 (Overall))

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🌐 **[www.ssn.edu.in/school-of-management/](http://www.ssn.edu.in/school-of-management/)**

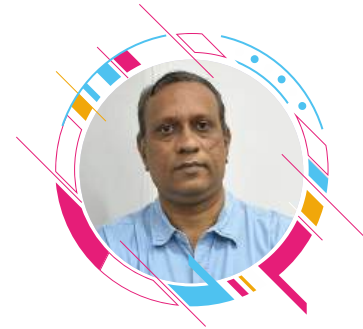
## ABOUT OUR INSTITUTION

SSN Institutions, founded by Shiv Nadar, the visionary behind HCL Technologies, stand as a leading center for higher education. Named after Shiv Nadar's father, Sri Sivasubramaniya Nadar, the institutions are set on a vast 230-acre campus and offer a broad array of undergraduate, postgraduate, and research programs, with a focus on academic excellence and ethical leadership.

Managed by the Shiv Nadar Foundation, SSN Institutions aim to create a dynamic learning environment by integrating innovative teaching approaches with state-of-the-art facilities. With top-tier NAAC A+ and NBA accreditations, SSN is known for its exceptional educational standards and has built a strong alumni network of over 39,000 successful professionals across various industries.

Established in 1994, by Shiv Nadar, Founder, HCL - a US\$13.4 billion leading global technology enterprise, the Foundation is committed to the creation of a more equitable, merit-based society by empowering individuals through transformational education, and to bridge the socio-economic divide.

The institution's flagship MBA program, along with its other academic offerings, emphasizes holistic student development, preparing graduates with the skills for leadership and social responsibility. It also fosters opportunities for experiential learning and collaboration, ensuring that students are equipped to succeed in an increasingly interconnected global economy.



## DIRECTOR'S MESSAGE

I welcome you to the SSN Summer Internship initiative and with great pleasure I introduce to you the MBA Batch of 2024-2026 at SSN School of Management (SSN SOM). Our MBA program is a two-year, fully residential course designed to provide a value-based, holistic learning experience.

Our students come from diverse academic and economic backgrounds, and our inclusive admission process ensures a well-rounded environment that supports the overall development of each individual. At SSN SOM, we foster an environment that promotes equal opportunities and encourages the growth of leadership skills.

As one of the most sought-after institutions by aspiring business leaders, SSN SOM offers a rigorous, comprehensive academic curriculum that extends beyond traditional classroom learning. Our students consistently receive positive feedback from a wide range of industries and organizations, with praise for their skills, work ethic, and strong team spirit. Additionally, many of our graduates have gone on to become successful entrepreneurs, launching their own startups.

Through a combination of academic rigor, personality development workshops, and industry exposure, our students are well-prepared to step into leadership roles within your organization. I have closely monitored their academic progress and am confident that you will find them to be highly motivated, confident, and capable professionals.

I invite you to explore internship opportunities with us and assure you of our full support and collaboration throughout the process.

**Dr. Hariharanath K**  
Director



## SUMMER INTERNSHIP PROGRAM

The Summer Internship Program provides MBA students with a valuable opportunity to apply classroom knowledge in a real-world business setting. Over the course of 8-10 weeks, interns will work on high-priority projects across different departments, such as Marketing, Finance, HR, Business Analytics, and Operations. They'll collaborate with experienced professionals, contribute to strategic initiatives, and gain exposure to decision-making processes that shape the company's growth.

Interns will also receive mentorship, participate in leadership development workshops, and have opportunities to network with senior executives and peers. This hands-on experience is designed to enhance both technical and soft skills, helping interns build a strong foundation for their future careers. High performing interns may be considered for full-time roles within the organization after graduation.

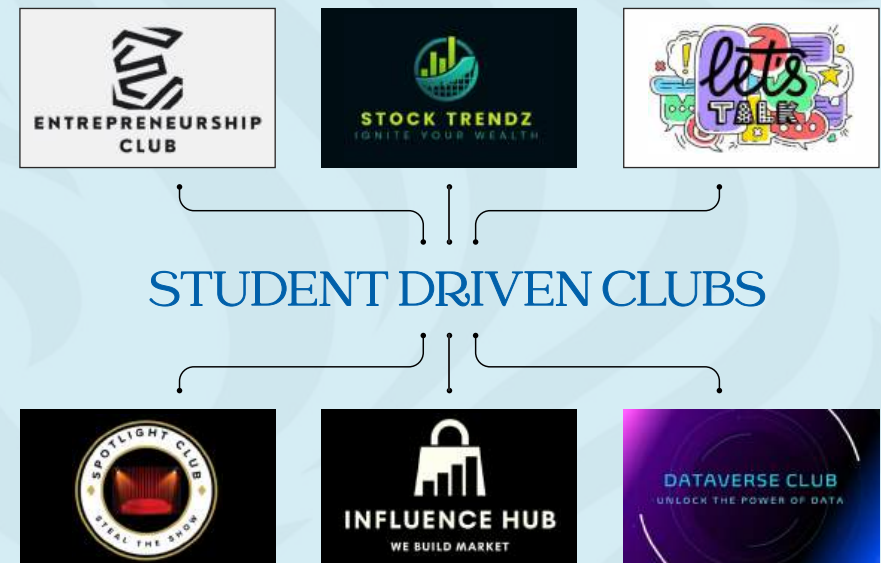
## FUNCTIONAL SPECIALIZATION



## SUMMER INTERNSHIP ENGAGEMENT MODEL

Students take up internships in a variety of sectors – Manufacturing, FMCG, Consultancy, Finance, IT, Healthcare, and PSUs. Such industrial 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.

- ◆ 8 week summer internship in companies (extendable upto 10 weeks).
- ◆ Pre Placement Offers (PPOs) for eligible and selected students.
- ◆ The internship will provide direction for students to opt for functional specialization in the third semester.



## Types of Internships

SSN offers a comprehensive range of industry-focused internships, bridging academic knowledge with practical experience. The program includes an 8-week Summer Internship after the first year, a flexible Hybrid Internship extension. SSN is consistently chosen as a preferred internship destination by leading companies, who value the fresh perspectives and dedication our students bring. These internships not only develop students' problem-solving skills but also allow companies to benefit from their innovative insights and enthusiasm.

### Summer Internship

|                |                                    |
|----------------|------------------------------------|
| Duration       | 8 to 10 weeks after the first year |
| Typical period | 19th May 2025– 11th July 2025      |

The Summer Internship provides students with initial, immersive exposure to industry settings and enables them to apply their first-year learnings in a professional environment. This experience encourages students to take on meaningful projects, gain insight into various roles, and enhance their understanding of workplace dynamics.

#### Key Aspects:

- Weekly Reports – Students submit reports on achievements, challenges, and learning, reviewed by company mentors and SSN professors.
- Performance Monitoring – Regular feedback from mentors and faculty ensures progress and skill development.
- Final Report – A comprehensive summary of contributions and learning, shared with the company and SSN.

Through this structured evaluation approach, students gain valuable professional exposure, strengthen their problem-solving skills, and increase their confidence as they tackle real-life challenges.

### Hybrid Internship

|                |   |
|----------------|---|
| Duration       | 3 to 6 months followed by 8 weeks of summer internship              |
| Typical period | 11th July to 31st August 2025 ( extendable with PPO)                |
| Mode           | Hybrid (2–3 days onsite with the company, remaining days on campus) |

The Hybrid Internship extends the Summer Internship into a flexible, long-term work-study model, allowing students to balance academic commitments while engaging in hands-on industry projects. This internship is initiated at the request of companies, who recognize the value of engaging students over a longer period and investing in their development for potential full-time roles.

#### Key Features:

- Extended Engagement – Longer internships help companies assess students, involve them in complex projects, and understand workflows better.
- Pathway to Pre-Placement Offers (PPOs): The hybrid model creates an ideal setup for companies to assess students' capabilities in real-world contexts, making it a preferred pathway for awarding PPOs. Students who perform exceptionally well are often given an opportunity to secure a job offer, thus bridging their transition from intern to full-time employee.
- Industry-Ready – Students gain hands-on experience, preparing them for immediate roles post-graduation.

The Hybrid Internship concludes with a detailed report, where students summarize their learning outcomes, proposed solutions, and recommendations. This internship model allows students to develop into well-rounded professionals while enabling companies to nurture future talent.

## Internship Structure & Transition Pathway

This structured pathway enhances student learning, maximizes industry readiness, and strengthens employer-student collaboration for long-term career opportunities.

#### Summer Internship

Duration: 19th May – 11th July  
Objective: Hands-on industry experience

#### Transition to Hybrid Internship mode

Duration: 11th July – 31st August  
Objective: Extended engagement & deeper learning and mutual understanding

#### Pre-Placement Offer (PPO) Consideration

Timeline: Before 31st August 2025  
Objective: Evaluation for potential full-time employment opportunities

#### Continuation of Hybrid Internship after acceptance of PPO

Objective: Seamless transition into a full-time role based on performance and company requirements

## Semester I

- ◆ Principles of Management
- ◆ Organizational Behavior
- ◆ Economic Analysis for Business
- ◆ Accounting for Management
- ◆ Statistics for Managerial Decisions
- ◆ Legal Aspects of Business
- ◆ Information Management
- ◆ Data Analysis and Modelling
- ◆ Seminar 1 (Industry Analysis)
- ◆ Business Communication

## ACADEMIC CURRICULUM

## Semester II

- ◆ Applied Operations Research
- ◆ Human Resource Management
- ◆ Financial Management
- ◆ Operations Management
- ◆ Marketing Management
- ◆ Business Research Methods
- ◆ Introduction to Business Analytics
- ◆ Cross Functional Effective
- ◆ Data Analysis and Visualization
- ◆ Seminar II (HNR Review)

## Value added Courses

1. Gamification for Business decisions
2. Industry 4.0: Using Technomatrix for plant simulations



### Marketing

- ◆ Consumer Behaviour
- ◆ Sales & Distribution Management
- ◆ Services Marketing
- ◆ Strategic Brand Management
- ◆ Advertising & Digital Marketing
- ◆ International Marketing
- ◆ Retail Management
- ◆ Digital CRM
- ◆ Marketing Research
- ◆ Marketing Analytics



### Finance

- ◆ Banking Services Management
- ◆ Security & Portfolio Management
- ◆ Financial Statement Analysis
- ◆ Financial Modeling & Analysis
- ◆ Corporate Finance
- ◆ Financial Services
- ◆ Behavioural Finance



### Operations and Supply chain

- ◆ Supply Chain & Logistics Management
- ◆ Services Operations Management
- ◆ Project Management
- ◆ Total Quality Management
- ◆ Materials Management



### Business Analytics

- ◆ Big Data Analytics
- ◆ Functional Analytics
- ◆ Tools for Business Analytics
- ◆ Python for Business Analytics
- ◆ Business Analytics Project
- ◆ Artificial Intelligence for Business
- ◆ Social Media Web Analytics
- ◆ Blockchain Technology & Applications

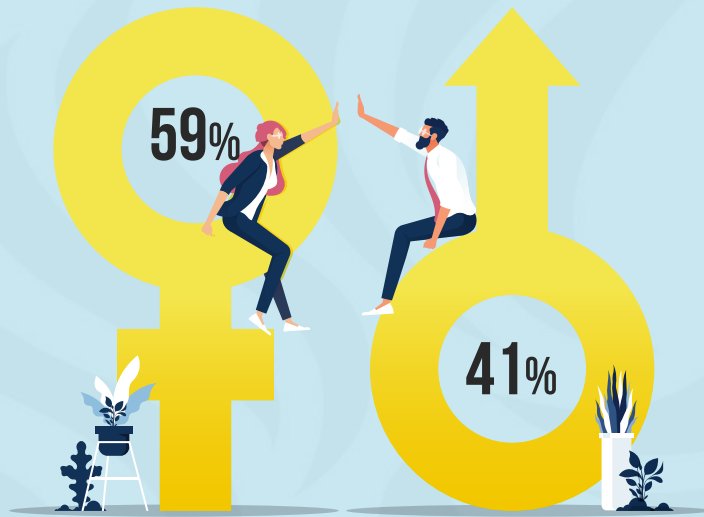


### Human Resources

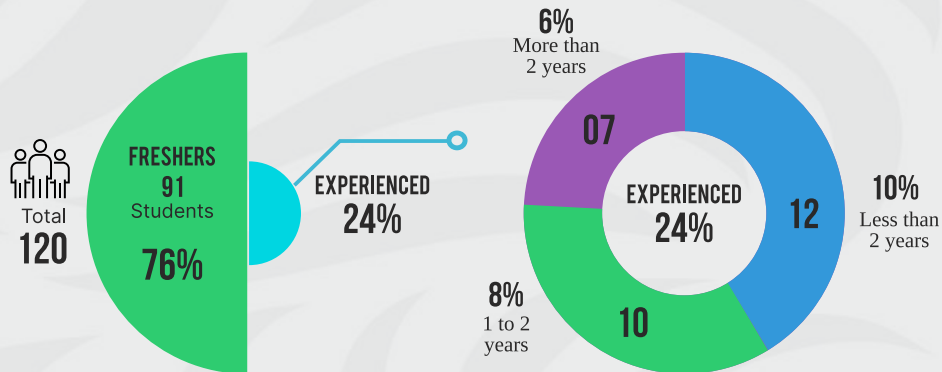
- ◆ Industrial Relations & Labour Laws
- ◆ Strategic Human Resource Management
- ◆ Compensation & Benefits
- ◆ Performance Management
- ◆ Organizational Theory, Design and Development
- ◆ International Human Resource Management
- ◆ Training and Development



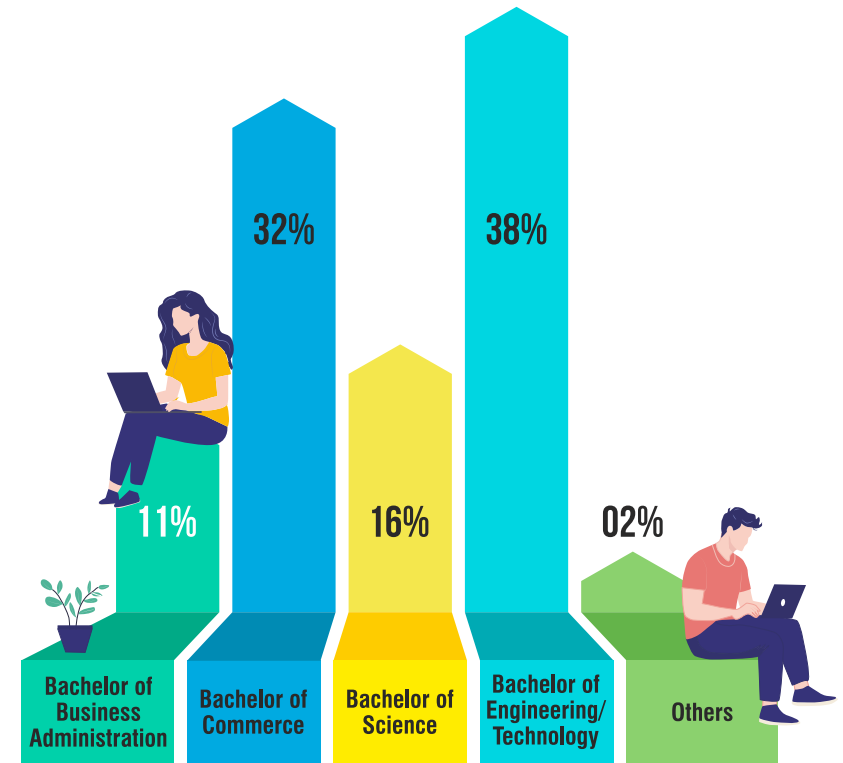
## BATCH PROFILE 2024-2026



## WORK EXPERIENCE



## ACADEMIC BACKGROUND



## FACULTY PROFILE

A world class faculty, dynamic and immersive classroom interactions, the masterful teaching prepares you to develop innovative solution to the business problems with new lenses and strategies based on analytical insights and cutting-edge research.

### ACCOUNTING & FINANCE

**Dr. Theerthaana P**

B.E., MBA., Ph.D

**Dr. Kavitha Muthukumaran**

B.Sc., MBA., Ph.D

**Dr. K Sampath Kumar** (Adjunct)

BA, BGL, M.Com., MBA, M. Phil.,  
CAIIB, ACS, FCMA, Ph.D

**Mr. Kishore Chidambaram** (Adjunct)

B.Sc., MBA

**Mr. Rajesh Raghavan** (Adjunct)

B.Com., AICWA, ACS, PGDFM  
President-Corporate, Rane Folding Ltd

### DIGITAL & BUSINESS ANALYTICS

**Dr. Girija T**

B.Sc., MBA, M.Phil, Ph.D

**Mr. Lakshmi Narayanan G** (Adjunct)

B.E., PGDM (IIM-L)

**Mr. Narasimhan Partha** (Adjunct)

CTO, Big Tapp Analytics

**Mr. Thirumurugan** (Adjunct)

B.E, MBA

### LEGAL ASPECTS OF BUSINESS

**Dr. Ananth Padmanabhan** (Adjunct)

MSx Slaan Fellow, SJD&LLM,  
Carey Law School, Pennsylvania

### HUMAN RESOURCE MANAGEMENT

**Dr. Sriji ES**

B.Sc., MBA, PhD (IIT-M)

**Mr. Senthil Kumar P** (Adjunct)

BCA, MBA, PGDM- HR, Numeric UPS

### OPERATIONS & SUPPLY CHAIN MANAGEMENT

**Dr. Vani Haridasan**

B.Tech (NIT-J), MBA., Ph.D

**Mr. Sreepathy R**

B.Sc., B.Tech, MS, APICS, CSCP  
*Manufacturing Director (Retd.) Reckitt Benckiser*

**Mr. Karthik Vaithyanathan** (Adjunct)

B.E., M.B.A, 3TP Senior leadership program (IIM A)  
*VP, Operations & Business Development, IP Rings*

### STRATEGIC MANAGEMENT/ BUSINESS ANALYSIS

**Dr. Hariharanath K**

MBA., Ph.D

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

*Sr. GM, TCS (Retired)*

### PERSONALITY & LEADERSHIP

**Mr. Raghuraman** MBA

### MARKETING MANAGEMENT

**Dr. Thiruvenkadam T** MBA, Ph.D**Dr. Sudarsan Jayasingh** B.Sc., MBA., Ph.D**Dr. Kirubaharan B**

B.E, MBA., Ph.D., Postdoc (IISc) (Bangalore)

**Dr. Prasanna Mohan Raj**

B.E., M.B.A., Ph.D (NIT Trichy)

**Mr. Satish Tampi** (Adjunct) B.E., PGDM (IIM-A)**Dr. Tanmay Chattopadhyay** (Adjunct)

Ph.D BITS, Mesra  
Head – Marketing, Amara Raja Batteries

**Mr. Parthiban Dorai** (Adjunct)

SSN MBA 2001-03  
*Head, MarTech & Client Engagement Ogilvy*



## NOTABLE ALUMNI

**Mr. SETHU GOKULAKUMAR**

BATCH 2001-2003  
Director, Sales & Marketing  
Apar Innosys LLP  
Co-founder &  
Chief Sales Officer  
Skyscout Solutions Pvt. Ltd

**Mr. JAGAN RAMAKRISHNAN**

BATCH 2002 – 2004  
Global Sales - Indian GSI - F5

**Mr. GANESH D G**

BATCH 2003 – 2005  
Vice President &  
Sr Technical Program Manager -  
Data and Analytics - Citi Bank

**Ms. HEMA PRIYA SUKUMAR**

Batch 2006 - 2008  
Director - Head of Employee  
Relations and Wellness @ TIAA

**Ms. RADHIKA RAVI**

BATCH 2009 – 2011  
India Head Campus  
Hiring (WILP) - WIPRO

**Mr. K P BHARATHY VENUPRAKASH**

BATCH 2002 – 2004  
Director,  
Technomax Systems

**Mr. MANIKANDAN T**

BATCH 2003 -05  
Director,  
Cloud & IT Solutions  
Wipro

**Ms. KARTHIYAYINI DEVI**

BATCH 2005 – 2007  
Human Resources Lead,  
RADISE India

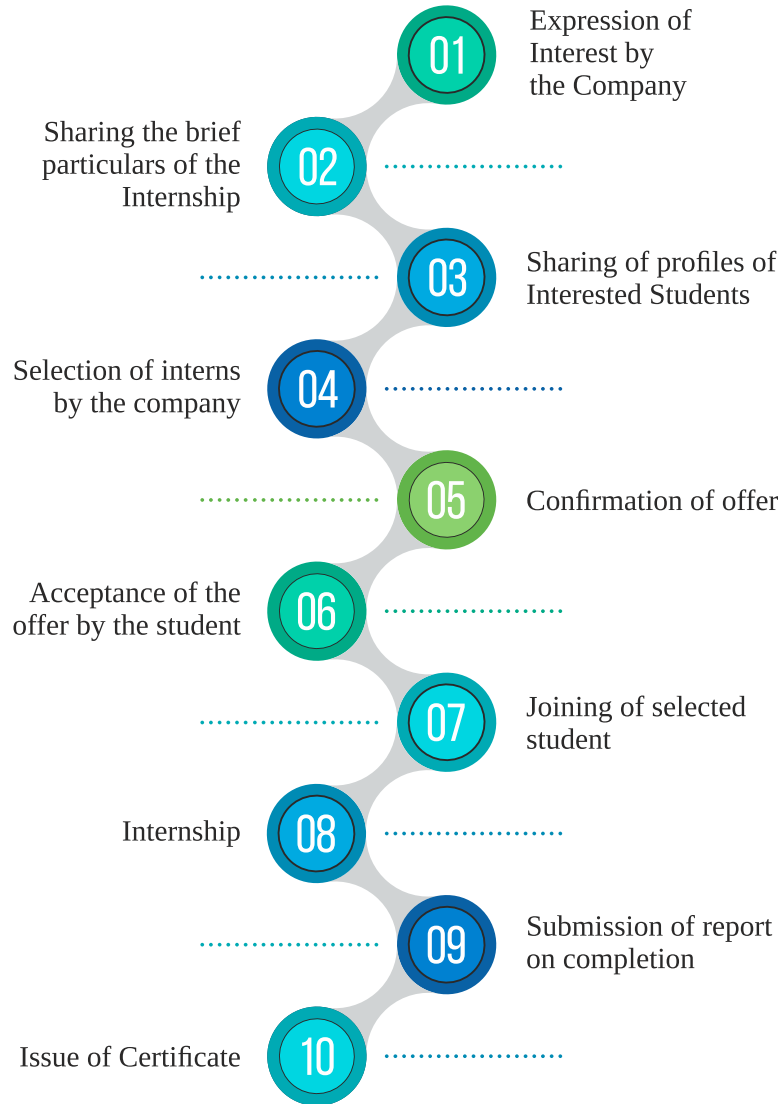
**Mr. RAVI SHANKAR S**

BATCH 2007 – 2009  
Director –  
Cloud, Infrastructure  
& Security, Nordics  
Cognizant

**Mr. ASWIN SURESH**

BATCH 2010 -12  
Senior Consultant  
Adrenalin eSystems Ltd

# INTERNSHIP PROCESS MILESTONE



**Mr. Mugunth P**  
Placement Officer at SSN Institution & Career Counsellor

## Message from the Placement Officer

In today's fast-paced and technology-driven business world, organizations need dynamic professionals who can adapt, innovate, and drive meaningful change. At SSN, we nurture future leaders in Marketing, HR, Finance, Operations, and Business Analytics, equipping them with the right blend of academic excellence and industry exposure.

Our curriculum goes beyond textbooks, integrating real-world case studies, live industry projects, analytics, digital marketing strategies, HR transformation trends, and operational excellence frameworks. The summer internship program is a key steppingstone, providing students with hands-on experience, exposure to real business challenges, and a strong professional network.

By recruiting interns early, companies get access to top-tier talent, evaluate their potential in a real-world setting, and seamlessly convert high performers into full-time employees through Pre-Placement Offers (PPOs). This approach minimizes hiring risks and ensures a smooth transition of skilled professionals into your organization.

We understand that every business has unique talent needs, and we are here to support you with flexible engagement models—be it internships, live projects, or full-time hiring. We welcome discussions on how we can best align with your workforce strategy and talent requirements.

Let's collaborate to build the next generation of industry-ready professionals and create meaningful business impact together!



# OUR RECRUITERS

(Batch 2022-2024)



## Student Placement Co-ordinators

### Finance

Harini K P 99406 15635  
Vishnu Priya V 99627 55681

### Marketing

Vikram Balaji S 96773 36446  
Angella C 87784 59289

### Human Resources

Subiqsa R 82202 63662  
Piriyam R 93843 81373

### Operations and Supply Chain

Karthikeyan A C 70944 94632  
Yugalakshmi J 99624 62514

### Business Analytics

Madhumitha G 93606 83289  
Sneha B 73050 51320





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**Mr. P. MUGUNTH**  
Placement Officer, SSN School of Management


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