

PLACEMENT BROCHURE 2023-2025



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MBA @ SSN SoM

At a Glance

A transformative journey designed to equip you with the skills and knowledge needed to thrive in the dynamic world of business. Led by a team of experienced faculty members and industry experts, our curriculum combines rigorous coursework with practical applications, ensuring that you develop a comprehensive understanding of business principles and practices. With state-of-the-art facilities, strong industry connections, and a focus on ethical leadership, SSN School of Management provides the perfect environment for personal growth and professional development. Join our vibrant community and become part of a legacy of successful business leaders and entrepreneurs.

Criterion:

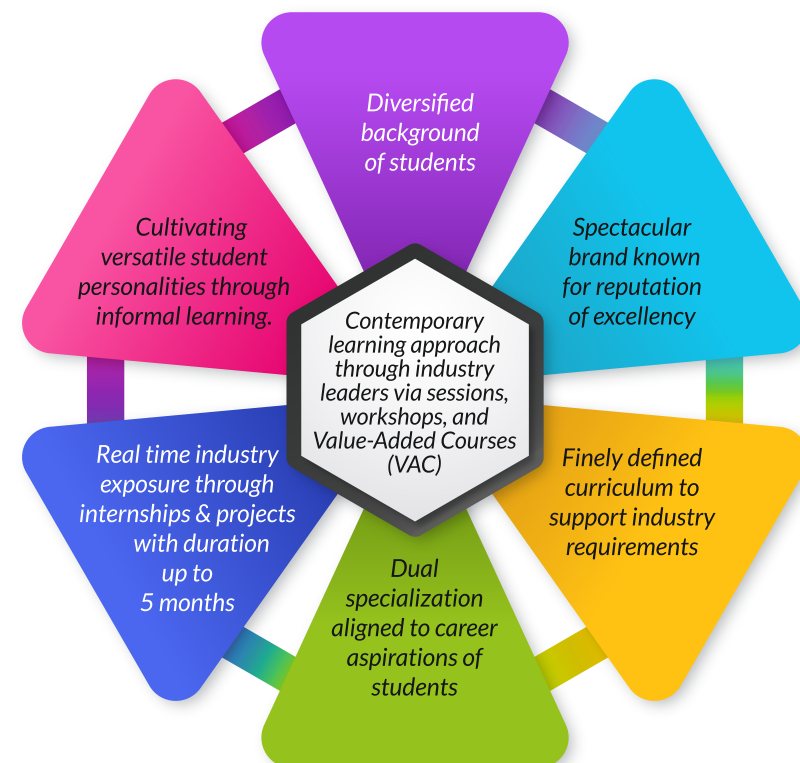
Over the course of two years, our program offers specialized tracks in Human Resources, Finance, Marketing, Operations, and Business Analytics, allowing you to tailor your education to your career goals. Admission is competitive and is based on performance in All India admission tests like CAT/XAT/ CMAT/MAT and State Level Admission Tests, GD and Personal Interview. The ratio of selection to application is 1:20.

The school is known for its inclusivity in terms of gender, work experience and under graduate disciplines.

Why recruit from SSN SoM



SSN School of Management (SOM) encompasses a frame of intricately planned curriculum, extended industry exposure and prominent faculties. The institution holds prestigious testimony for over 20+ years in equipping industry ready leaders with rich exposure and contemporary ability.





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 (SSN SOM) 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 (SSN SOM) 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. Kala Vijayakumar
President



DIRECTOR'S MESSAGE

Dear Recruiters,

I welcome you to the SSN School of Management's (SSN SOM) placement initiative and it is my pleasure to introduce the SSN SOM MBA Batch 2023- 25. The MBA program is a two year fully residential program with an emphasis on value-based holistic learning.

The MBA students at SSN SOM 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.

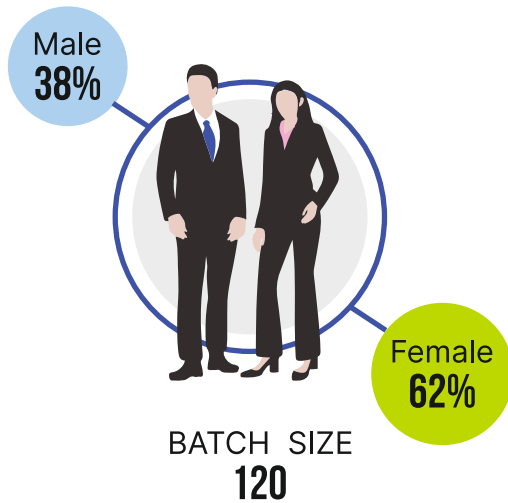
It is a preferred institution amongst students aspiring for admission to a leading business school. At SSN School of Management (SSN SOM), students are exposed to a rigorous, broad-based academic curriculum that goes beyond the classrooms. There is excellent feedback about the performance of our students 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 moulded 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."

Dr. Hariharanath K
Director

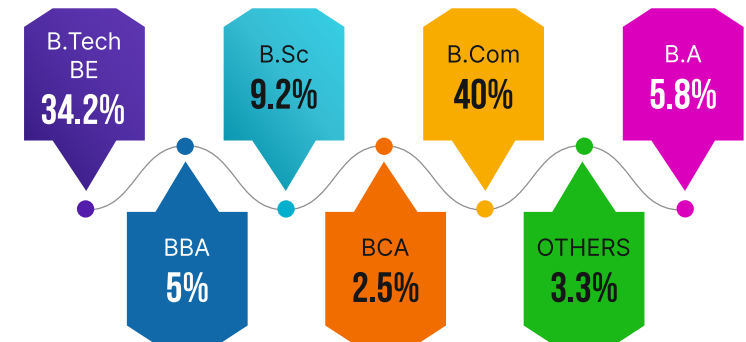
GENDER RATIO



SPECIALIZATION DIVERSITY



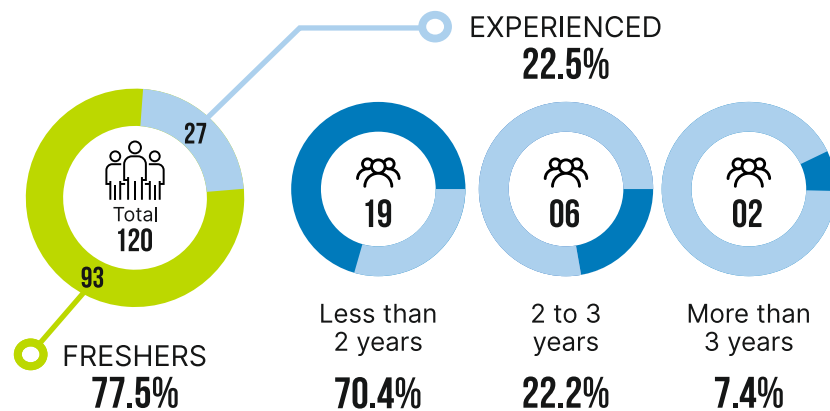
ACADEMIC BACKGROUND



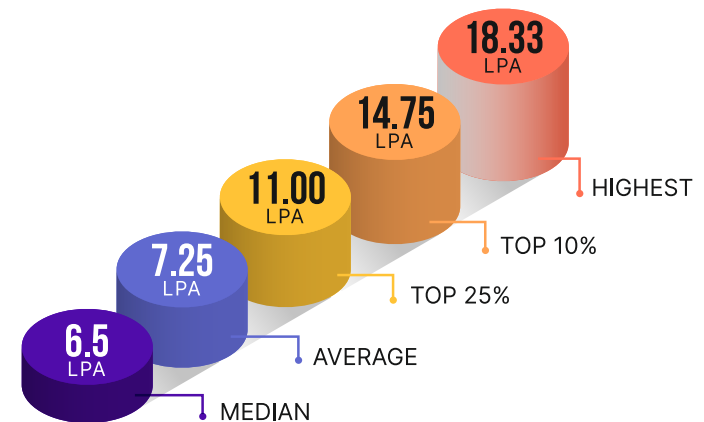
BATCH PROFILE 2023-25

WORK EXPERIENCE

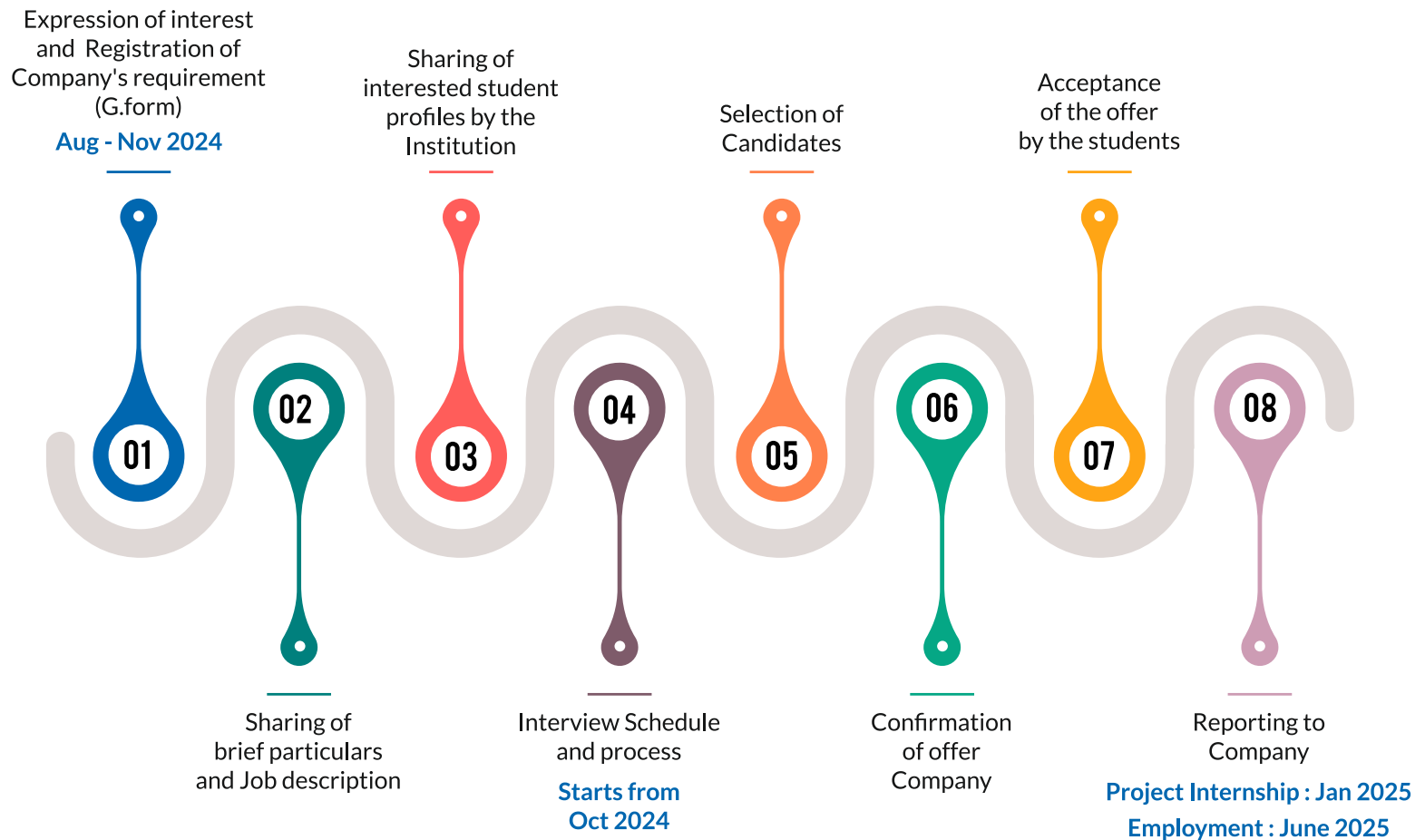
Total Count: 120 (Freshers - 93 + Experienced - 27)



PLACEMENT HIGHLIGHTS 2022-2024



PLACEMENT PROCESS



Please Click the link to fill the Employer Registration Form 2025 Placement:
https://docs.google.com/forms/d/e/1FAIpQLScDsWR_4Sfyegr_ppY30Hx9liTw1JN51AD9Owl4FucdYUJRPw/viewform?pli=1

Scan to submit:



ACCOUNTING & FINANCE

Dr. Srinivas Gumparthi
MBA, M.Phil, Ph.D

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

Prof. Palanisamy K
FCA, ACMA, ACS, LLM

HUMAN RESOURCE MANAGEMENT

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

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

Mrs. Sangeetha Sivaraj (Adjunct)
B.Sc, M.Sc, MBA
Talent Acquisition lead HR, Philips

Mr. Senthil Kumar P (Adjunct)
BCA, MBA, PGDM
HR, Numeric UPS

Mrs. Mythili Sarathy (Adjunct)
BE, PGDM
Head of Strategy, Sloanebuilt

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. Thiruvankadam T
MBA., Ph.D

Dr. Sudarsan Jayasingh
B.Sc., MBA., Ph.D

Dr. Kirubakaran B
B.E., MBA., Ph.D

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

Dr. Tanmay Chattopadhyay (Adjunct)
Ph.D BITS, Mesra
Head - Marketing, Amararaja Batteries

Mr. Parthiban Dorai (Adjunct)
SSN MBA 2001-03
Head, MarTech & Client Engagement Ogilvy

FACULTY



SEMESTER-I

Economic Analysis for Business

Statistics for Managerial Decision

Organizational Behaviour

Accounting for Management

Legal aspects of Business

Principles of Management

Business Communications

Data Analysis and Modelling

Information Management

Seminar I - Industry Analysis



SEMESTER-II

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 Reviews

SEMESTER III & IV

MARKETING

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

BUSINESS ANALYTICS

- Artificial Intelligence for Business
- Big Data Analytics
- Functional Analytics
- Tools for Business Analytics
- Python for Business Analytics
- Business Analytics Project
- 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

FINANCE

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

OPERATIONS

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

VALUE ADDED COURSES

Value-added courses offer exclusive, industry-led programs designed to induce essential skills. These courses foster contemporary awareness and cover a wide scope, incorporating case studies and other practical applications.

Name of the Course	Resource Person	Company
Gamification - AI - Metaverse	Dr. Nibu Thomas IIT Madras	Independent Consultant
Design Thinking / Product Design	Mr. P. Duraisamy Rajan, MS BITS Pilani	Archimedis Digital
Industry 4.0	TANSAM Team	TANSAM
B2B Tech Sales	Mr. P. Kirubhahar, MBA Great Lakes	Channel Manager JumpCloud
The Art of Selling	Mr. Easwaran M B.E (CEG, Anna University), PGDBA (LBSIM, Delhi)	Head - Marketing L&T Realty
Framework for Sustainability and Governance	Dr. Pradheep Balaji M. Tech (CUSAT), EMP (IIM L), PhD (SRM) ESG Researcher	Global Delivery Manager Nokia

EASE THE CASE



The "EASE THE CASE" club led by the 2023-2025 group from SSN SOM is a unique initiative that focuses on getting better at handling case studies. The main goal is to learn different ways to study, think about, and solve problems in both business situations and ethical dilemmas. People in the club take part in lots of activities using case studies to really understand how to solve problems well. By doing this, members want to use what they learn in real business situations to do better than others.

GAMIFICATION



Gamification club is popular for its informal setting. It creates a great platform ideal and conducive to learn from each other and from their own mistakes. Its sessions are designed to have fun along with the ingrained learning process. Along with activities like JAMS, Shark tank, Biz brainiacs etc. for students, the club has arranged sessions on how to come up with presentations and interviews. The coordinators help facilitate the event and come up with necessary tips and feedback that helps the students overcome their fear of public speaking and improve further.

MARKETING MECHA



A club founded with the overarching goal of fostering an in-depth understanding of marketing strategies and concepts through informal learning. Our primary focus lies in promoting teamwork, group learning, and instilling curiosity among participants. Through a series of meticulously planned sessions, we have successfully created a dynamic learning environment, ensuring 100% student participation and engagement. The privilege of conducting regular sessions has not only allowed us to impart valuable knowledge but has also facilitated maximum student involvement.

PSYCHE PEEK

Aims to empower students by facilitating open discussions, prompting them to share their feelings and thoughts. To create an inclusive environment where individuals feel comfortable expressing their experiences within and outside the academic realm. Through encouraging dialogue, Psyche Peek aspires to break down barriers and cultivate a sense of community, allowing students to connect on both personal and professional levels. The program fosters a culture of mutual understanding and support, contributing to a more enriched and connected educational experience.



SoM COFFEE HOUSE

SOM Coffeehouse, with its tagline 'A place to read and relish,' is a haven for literature enthusiasts and creatives alike. Nestled in a cozy corner, this club goes beyond serving coffee; it aims to instill the habit of reading, fostering an environment where patrons are eager to listen and patient to speak. With a commitment to nurturing creativity, SOM Coffeehouse is more than a typical café; it's a community hub that encourages intellectual engagement and artistic expression to read and relish.



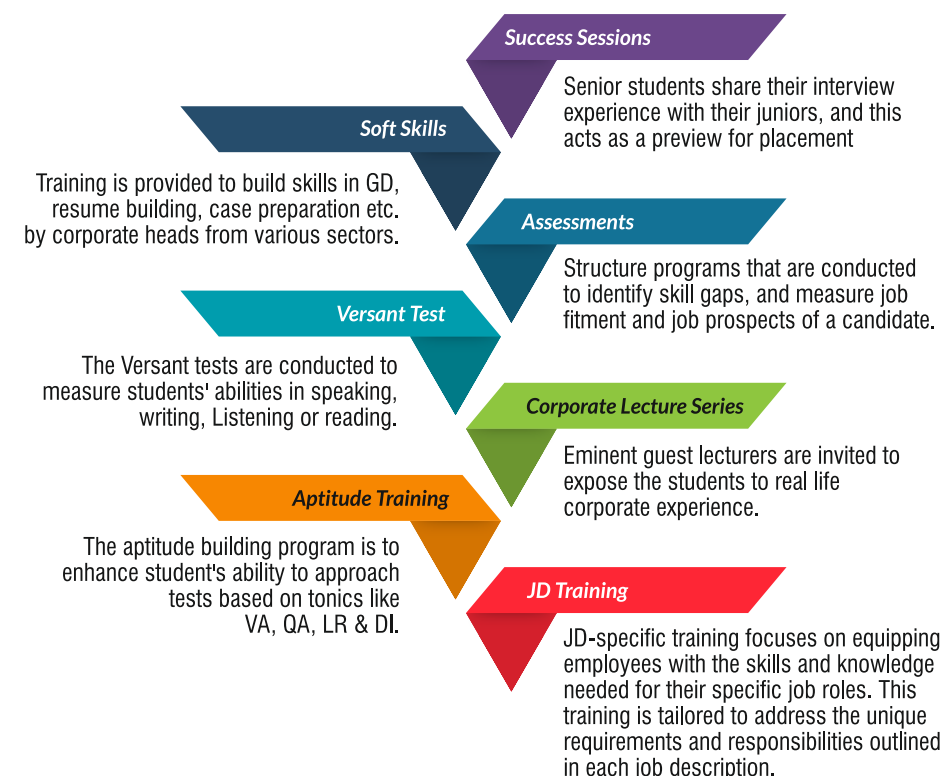
BEYOND THE CLASSROOM

OUR RECRUITERS



PLACEMENT COMMITTEE

The Placement Committee spearheads campus recruitment, fostering connections between students and corporate paths. Their core goal is to facilitate student placements in ideal roles through industry collaboration. Bridging the student-corporate gap, the committee nurtures holistic development, including Pre-Placement initiatives. They further enrich this process by facilitating a diverse array of events and interactions that encourage conversations about placement experiences and the subsequent path of personal and professional growth



ALUMNI COMMITTEE



SSN School of Management has a rich connection of more than 1800+ active alumni, providing long term value to the institution as well as networking opportunities to the students. Alumni committee creates a platform that bridges relationship between alumni and the institution.

Objectives

- Leveraging strong alumni engagement
- Enable the students, industry ready through career development programmes (such as mock interviews, mentorship program, providing industry projects and placement opportunities), talk series and interactive sessions.

“

As a bridge between alumni and students, Student Alumni Representatives (SAR) are selected for each batch by the alumni association. From 2023-25 batch, LinkedIn and Mentorship committees inducted as a part of the alumni committee, spearheaded by the SARs of the respective batch.

”

Alumni Relationship

Facilitated a heart-warming 20th year reunion of 2001-03 batch, fostering nostalgia and renewing old bonds.

Talk Series

Organized 15 talk series featuring esteemed alumni who are industry experts. Their insights and experiences have been inspiring and enlightening for our students.

LinkedIn Handle

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



Mentorship Program

Phase 1 got kickstarted by mapping 38 students with 17 mentors. Now, as we move forward to Phase 2, we are set to launch with 21 students following the same progress.

Database Management

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

Career Development SSN

Alumni conducted an enriching Value-Added Course on Product Design and Product Management, providing valuable industry knowledge to our students. Mock interviews are integrated for holistic development of students.

STUDENT ACHIEVEMENTS



College / Organization	Event Name	Position	Students
Anna University INDCON 2024	Industrial Engineering Challenge	2nd Place	Indumati S Nivethetha R Vigneshwar S
Thiagarajar School of Management YUKTI 2024	EMPORIA Marketing Event	1st Place	Divya Sanjana Dhivyaa T Yasar Arabath
Loyola Institute of Business Management CHRYSLIS 2024	AI Xperienxe	1st Place	Rahul Dilip Vignesh S
	Byte Brains	1st Place	Krishikaa S Shirly Jim
	(H)Ren-AI-ssance	1st Place	Harinii G Logadharshini M Narmatha M
PSG SRIJANA 2024	Mission Possible - Special OP	1st Place with INR 10000 Cash Prize	Hari Prasad S Sabari MK Sureshkumar R Suruthi Priya K Vaishnavi S
	9th National Aeroskateball Championship 23-24	Championship Title	Indumati S Nivethetha R Vigneshwar S
MOP Vaishnav ZEST 2024	HR Event - Mismatch	1st Place	Divya Sanjana Dhivyaa T Jothika S
Madras Management Association	Management Quiz Competition	3rd Place	Arun Kumar TR Hari Prasad S
	Best Manager	Top 10	Nandhini S



ALUMNI TALK SERIES

Name	Role	Organization	Session Focus
Mirun	Senior Associate	BNY Mellon	Orientation for MBA
Ponmadhuri Edward	Head - GTM Operations AI Cloud business unit	Tata Consultancy Services	Operations
Ganesh D G	Vice President, Sr Technical Program Manager, Data and Analytics	Citi Bank	Analytics
Sethu Gokulakumar	Director Of Sales & Marketing	Apar Innosys LLP	Sales
Scindia Balasingh	ABM leader	IBM	Marketing
Ashwin R	Brand Manager	Amrutanjan Health Care Ltd	Branding and Sales
Akshara Mukundhan	Associate Product Manager	Elyxr AI	Internship
Winni Fred	Area Executive	ITC Limited	FMCG Sales
Harshini	Assistant Manager	Federal Bank	Communication



CORPORATE TALK SERIES

Name	Role	Organization	Session Focus
Ms. Aruna Perumal	Head HR	Sagent	What the Industry Expects from an MBA?
Mr. Ramkrishnan	Engagement Manager	SRI	Career Opportunities for Data Analytics Professionals in the Corporate World.
Mr. Govindarajan Kadambi	Chief Delivery Officer	Sterling Software	Careers in IT Services and Product Management
Dr. Asai Asaithambi	Professor & Director	University of North Florida	Empowering Minds with Business Analytics: From Data to Insights and Innovation
Dr. Prabakar Kuppuswami	Head - Academic Affairs	AHERF	Services Operations Management at Apollo Hospitals. How does it Create Differentiation?
Mr. Duraisamy Palani Rajan	CEO	Archimedis Digital	Product Ideation to Commercialization with Focus on Market Fit

NOTABLE ALUMNI



Sethu Gokulakumar

2001 - 03
Director of Sales & Marketing
Apar Innosys LLP



K P Bharathy Venuprakash

2002 -04
Director,
Technomax Systems



Jagan Ramakrishnan

2002 -04
Global Head GSI & Partnerships
Perpetuuti Technosoft PTE



Manikandan T

2003 -05
Director, Cloud & IT solutions
Wipro



Ganesh D G

2003 -05
VP -Sr. Technical Program
Manager, Citi Bank



Karthiyayini Devi

2005 -07
City Manager HR – Ninjacart
An ardent NGO worker



Anand Subramaniyam

2006 - 08
Captain – Nellai Royal Kings
TNPL



Ravi Shankar

2007 -09
Sales Director - Cloud
Infrastructure Security -
Nordics Cognizant



Radhika Ravi

2009 -11
India Head Campus Hiring
(WILP) Wipro



Aswin Suresh

2010 -12
Senior Consultant
Adrenalin eSystems Ltd



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Tamil Nadu, India

Mr. P. MUGUNTH

Placement Officer, SSN School of Management

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