

NHRDN Student Chapter Affiliation Marks A New Chapter



Student Office Bearers along with Office Bearers of NHRDN and Faculty Coordinators

In a landmark development, our college is set to elevate its academic and professional standing through an affiliation with the National Human Resource Development (NHRDN). The announcement came during an enlightening event featuring distinguished speakers Mr. Dinesh Kumar Secretary of NHRDN Chennai, Mr. Issac Patturaja and Mr. Thirukumaran Executive Members of NHRDN.

Professor Dr.Thiruvankadam T, Faculty Coordinator, in his welcome address, highlighted the transformative impact of this affiliation, paving the way for guest lectures, workshops and monthly events on campus. The newly appointed members of the NHRDN Student Chapter in our college were also introduced with Ms. Aparna leading as President.

Mr. Dinesh Kumar's insightful lecture revolved around three crucial lessons from his personal journey. He emphasized the importance of team management, self-management and the value of learning beyond the classroom. He linked a degree to a passport, urging students to cultivate robust networking channels.

Mr. Issac Patturaja presented two ways to leverage NHRDN – either as a mere membership or by actively building networks. As a token of appreciation, he gifted our college a book titled "From Space to Sea".

Mr.Thirukumaran delved into the pyramid of skills, emphasizing community, marketable and need skills. He urged individuals to identify their unique skill pyramid, thereby aligning with the value chain system.

The affiliation with NHRDN marks a significant step towards enhancing the holistic development of the students of SoM, bridging the gap between academia

-Aishwarya

Industry Pulse: What's Hot Now Navigating the world of business

Mr. Manoharan M, a sales cum leadership consultant and GTM Strategy Specialist, is an adjunct professor at SSN School of Management. He teaches Business Analysis course, a cross-functional elective and he grooms the students for corporate interviews.

Can you please share your career journey and related learnings?

With a career spanning over 40 years, I am very proud to say that my learnings are very high. I had a good start with ISRO as a scientist. I overlooked R&D operations. I joined in early 80's. In 80's itself they planned for GSLV not only ASLV and PSLV. There my learning was in terms of how early we can plan well ahead for several decades. Then, I learned computer and IT skills and joined Ashok Leyland in Marketing Division system department. There my main learning was Market Research. I built macro econometric model for Ashok Leyland. My main learning was model building for forecasting their future.

With 10 years of experience, I joined TCS. There, I played various roles. One of the key roles was the regional manager of Midwest region in USA. In TCS, I learnt what is sales. I also developed retail as a practice for TCS and the hospitality industry. I was also instrumental in starting these 2 verticals. I learnt a lot about Sales, Go-to-market strategy and so on. Now, I am in SSN School of Management as an Adjunct Professor.

What are the key qualities a management student must possess to be successful?

There is a laundry list of qualities. According to me, 4 key qualities are very critical: 1. Passion to do anything; 2. Purpose, understand why you are doing any activity; 3. Dedication to do anything. Also, one must have the dedication to do lots of learning, reading as well as writing; 4. Resilience. Many a time, it will not be success. You will face failures. So, you must have resilience to bounce back.

With AI technology pervading across various fields, do you think humans would be replaced in the near future in certain vulnerable sectors where automation is feasible?

AI offers a lot of potential to boost productivity. It is not going to replace humans entirely and it cannot do. It will aid to solve key business problems. But to do this, it requires a large amount of data. Also, organisations are having a big challenge in adopting AI. So, adoption itself will take a lot of time. As I said earlier, it has the potential to boost up productivity and not replace. Of course, mundane work done by humans in recurring basis will be done by AI in a later period. At that time, everyone must learn how to perform dynamic rather than routine activities.

What advice would you give to youngsters to cope up with failures as they strive to climb the ladder of success?

As I said, you need resilience and emotional intelligence. They are very much required in today's world. As a management student, you will be taking managerial jobs at the initial stage itself and you will face a lot of challenges. Hence, you need to have emotional intelligence and resilience to make sure that you are withstanding anything. Next, you need to channelise your energy to solve a problem. Any challenge or failure, face them and you learn a lot. At the same time, you need to work on overcoming the challenges. Even failure is a challenge which you are not able to meet. But remember, you can always make it possible. So, hone your key strengths to overcome the challenges.



Mr. M. Manoharan
Adjunct Professor
SSN SOM
Former Principal Consultant and
Senior GM, TCS

What advice would you give to a student aspiring to be a Business Analyst?

According to me, there are 3 hardcore basic skills a Business Analyst must possess. They are business knowledge, personal qualities, and professional techniques. Business Knowledge and Personal Qualities are required at a wider level. You need to sharpen them. Then, you have to deep dive into professional techniques and try to apply them to solve problems. For example, analytical skills, communication skills, knowledge about business processes, and studying Business Analysis as a subject, will cover the entire thing. Continuous learning and adaptability are required on a continual basis in understanding the systems and dealing with the client.

You had a spectacular stint at TCS spanning over 28 years. What in your opinion are the qualities that help one to sustain and flourish in varied roles such as the ones you held in TCS?

I would say, relationship building is the key. If you want to become a successful consultant, you need that definitely. A network relationship or relationship marketing is the key today. Also, flexibility to align to the situation and scaling up to meet the challenges are the qualities which I was able to build and due to this I am able to flourish not only as an individual but also as a company (TCS). Relationship building and flexibility are the real core competencies which we need to have.

Do you think one must not hesitate to take different roles when offered?

Absolutely. In fact, in TCS, to groom managers and leaders, we purposefully rotate people in different roles. In their early period, we rotate them to learn many technologies and in the later period, we rotate them to get familiar with at least 2 domains. Then we assess their clarity on one domain to allocate them to that. After that, we rotate them in various managerial roles also. So, in that way, they can be groomed on the job. When he or she heads a business unit, they will have sales, project members, tech specialist, HR, and admin people reporting to them. At that time, they need to have an understanding of all these functions. So, taking varied roles is very important and, in an organisation, they need to rotate members to achieve this. Hence, it is essential and we need to accept all the roles.

- Krishikaa

Enhancing Creativity and Innovation A Comprehensive Value-Added Course on Product Design



Mr. Duraisamy
CEO and founder of Archimedis Digital

In a quest to unravel the intricacies of product design, a transformative Value-Added Course (VAC) took place on January 10th, 11th, and 19th, 2024. Spearheaded by Mr. Duraisamy, the esteemed CEO and founder of Archimedis Digital, this course offered participants a unique opportunity to delve into the world of product design through the lens of Human Centric Development. The comprehensive sessions featured insights from industry experts, including a representative from the National Institute of Design, who shared profound knowledge on physical product design. Another expert from the pharmaceutical sector shed light on the nuances of pharmaceutical product design. The diverse perspectives provided a holistic view of the intricate process involved in creating innovative and user-friendly products. The highlight of the VAC was a captivating product design presentation where each team showcased their creative ideas. The teams had the chance to put their newly acquired knowledge into practice during hands-on experiences, enriching their understanding of the principles discussed throughout the course. Participants were not only equipped with theoretical knowledge but also gained practical insights that will undoubtedly shape their approach to product design. Mr. Duraisamy's leadership and the diverse expertise of the resource people made the VAC a knowledge-packed and transformative experience for all involved. As the participants move forward, the lessons learned from this course are sure to influence their contributions to the ever-evolving field of product design.

- Dwarkeesh
Priya Santhini

Faculty Corner Towards Environmental Harmony: The Role of Sustainable Consumer Choices



Girija T
Associate Professor
SSN SOM

The need for sustainable consumerism has never been greater in a world where the effects of our decisions on the environment are becoming more and more apparent. Being ethical beings, we have the ability to make decisions that are good for the earth as well as for ourselves. Sustainable consumption is selecting carefully what we purchase, utilize, and discard. It's a dedication to minimizing our environmental impact through the selection of long-lasting, sustainably made, and ethically created goods. This way of thinking encompasses more than just eco-friendly items; it also includes a more comprehensive knowledge of responsible consumer behaviour. Selecting locally sourced goods can help support regional businesses and lessen the carbon footprint associated with transportation. To reduce waste, give preference to products with less packaging and select products made of recycled or biodegradable materials. Adopting a "circular economy" perspective motivates us to reuse and recycle materials, guaranteeing that goods find another use instead of ending up in waste sites. Consciously using energy is another aspect of sustainable consumption, in addition to material goods. Make use of energy-saving appliances, make the transition to renewable energy sources, and implement water-saving measures. A more resilient and sustainable earth is the result of every tiny move taken. Adopting sustainable consumption habits makes us change agents for the better. Our decisions strongly advise industries to emphasize environmentally friendly activities and make investments in sustainable alternatives. We will surely create a more sustainable and peaceful planet for future generations as we embrace a future where sustainability is crucial.

Upcoming Events

[Click for more info](#)

Certified Export
Import Business
Training in
Coimbatore

Byte Brains

UC
Wordathon

Unstop Talent Park - Non-Tech

People Power: Unleashing the realm of HR



Mr. Joshy Thomas
HRD specialist
Hyundai

On January 4, 2023, the SSN School of Management hosted a guest lecture for the 2023–2025 batch. Joshy Thomas, an HRD specialist, and the behavioural trainer from Hyundai led the session expertly. He ignited a spark within the mob with his captivating and incisive talk on HRD. After introducing himself and sharing a personal story, the inquiry author asked the students, "Ad Quid venisti?" and "Quo Vadis?" that is translated to "Why are you here?" and "Where are you going?" respectively. He went on to discuss the value of people as a resource and the blue ocean strategy. The author of Light your Lantern highlighted the change from a VUCA to a BANI world. He went so far as to criticize the four pivotal effects of the shift: people, business, industry, and the nature of work in the future. He went on to say that in order to live a purposeful life, uphold moral principles, and improve daily, one must have the appropriate knowledge, abilities, and attitude. Then, he gave a concise explanation of the resilience required of people to receive an ultimatum of spiritual resources. As a closure, he said that because of their strength, ability, and character, people are the most valuable resource in history. Overall, it was a highly engaging and enjoyable session with one of the best speakers.

-Sowmya

Transformative Insights on Entrepreneurship



Mr. Nagaraja Prakasam
Leading Angel Investor & Founding Angel
IAN Impact

In a thought-provoking session held at SSN School of Management on 9th January 2024, attendees were treated to an insightful discourse on entrepreneurship. The speaker, Mr. Nagaraja Prakasam an exemplary in this field, passionately emphasized the shift from perceiving problems as hurdles to viewing them as opportunities for growth. The keynote address highlighted key qualities essential for entrepreneurial success, with a focus on cultivating childlike curiosity and the art of keenly listening to the world. These qualities, the speaker argued, are the bedrock of innovation and problem-solving in the dynamic landscape of entrepreneurship. The session delved into three distinct entrepreneurial categories: Copycat, Problem-Focused, and Innovation-Driven. Attendees were guided through the nuances of each approach, providing a comprehensive understanding of the diverse strategies entrepreneurs employ on their journey to success. One of the key takeaways was the emphasis on understanding India's unique psychology, environment, and technology applicability as a fundamental approach to problem-solving. The speaker underscored the importance of tailoring entrepreneurial endeavours to the specific needs and challenges prevalent in the Indian context. Leveraging sensitivity to problems emerged as a recurring theme throughout the session. The speaker articulated how entrepreneurs can unlock new opportunities by deeply understanding and empathizing with the issues they seek to address. The perspectives shared emphasized the profound impact entrepreneurs can make when tackling challenges with a blend of innovation and empathy. The session concluded with a powerful reminder that entrepreneurial success hinges on perceptive problem-solving and a deep understanding of the socio-technological landscape. Attendees left inspired and equipped with valuable insights to navigate the intricate journey of entrepreneurship, armed with the belief that addressing challenges creatively can pave the way for lasting success.

- Sarojini K

Placement Corner

A journey from training to triumph



Yogendiran G
SSN MBA 2022 - 24

Company name: ARKA fincap

Preparation process: In aspects of preparation, the interview training aided my preparation with verbal training, group discussions, and mock interviews. Although every interview is distinctive, the training gives you a general idea of how the interview will proceed. However, different companies concentrate on different areas of the interview, like the aptitude part, group discussions, or the main interview. It is crucial for everyone to ensure that they are prepared for all aspects of an interview because every organization has unique processes and requirements. I personally concentrated on refining my communication abilities and establishing in myself a certain amount of knowledge involving all domains beyond my own.

The interview: My interview with ARKA Fincap occurred very promptly. Although I had previously attended interviews virtually, this one was in person. I was anxious at first, but my interviewer was really pleasant. Since I had no prior work experience, my internship experience served as the foundation for my profile. Ultimately, I had a great interview with Arka Fincap, and I'm thrilled to have been placed.

Role at ARKA Fincap: My role at ARKA Fincap is associated with my dual areas of specialization, marketing and finance. I prioritize effective customer communication and upholding customer relationships, and I'm confident that working at ARKA Fincap will enable me to concentrate on those segments of my career. I feel certain that I'll succeed in this position at ARKA Fincap, which will undoubtedly be a stepping stone for me in my career.

“When you have a narrow spectrum of expectations, work hard. Unbound yourself and your boundaries. Speak to everyone and expand your social circle. Make mistakes and use all available opportunities to learn from each other. Focus on your studies as well as on other aspects of learning.” -Beula Catherin Jayanthi

Achievements



Divya Sanjana, Dhivyaa, Jothika
SSN MBA 2023 - 25
Winner “Mismatch – a HR event”
At MOP Vaishnava



Jeeva Srinivas
SSN MBA 2023 - 25
Winner - National Aero skate Meet



Chief Minister Inaugurating GIM 2024

Meet Shruthi R

Pursue what you love, pursue your passion!



Shruthi R
SSN MBA 2022 - 24

Shruthi, an aspiring Market Analyst has a bachelor's degree in commerce with a specialization in international accounting and finance. During her summer internship program, she had the opportunity to intern as a Brand Marketing professional at Zoho Corp. Chennai. Shruthi's fascination with Zoho's work culture, her tech savvy nature and her passion towards creative storytelling led her to this opportunity. As a brand marketing intern, she was offered the role of managing the performance of Zoho's official social media pages. This 2-month internship provided her with an enriching experience where she learnt key marketing activities such as making a competition analysis for Zoho as a service provider, understanding the performances of various competitor's official social handles. She had the chance to be involved in working with the experts in the media team in developing a video for the promotional activity of Zoholics - Annual User Conference 2023. And the hands-on experience with multimedia tools helped her to enhance her video capturing and editing skills. During this intern she had the opportunity to collaborate with the product teams as well as interact and network with senior officials like vice president of marketing, Head of Zoho community, Head of Zoho social, and people from different domain. Shruthi feels that this was an enriching experience for her and helped her develop her marketing knowledge. In her opinion, “One should select an internship in the domain that one is interested in so that one can enjoy as well as expand one's knowledge”.

-Sumithra

Student Corner

Business Exposure at IITM



IIT Madras International Conference - Poster Presentation.

Aarshia, Kaviya, Vidyaa Lakshmi and I had the privilege of attending the International Conference at IIT Madras. Working on our Internally funded project has motivated us to refine them to present amidst the aspiring and the most brilliant minds of the business world. Stepping into the bustling hall at Indian Institute of Technology, Madras, was like entering a vibrant hive of minds. Posters adorned the walls, each a colourful window into the intense and diverse research journeys of fellow scholars, beaming with passion and enthusiasm. Amidst the intellectual feast, the most enriching takeaway was from all the million-dollar interaction. Our categories of posters, "Unleashing urban entrepreneurship, and Business Incubators" attracted us a lot of audience to exhibit our research and recommendations. Engaging with other researchers, we got a kaleidoscope of fresh perspectives and new insights. We were able to present our posters to every eminent in the room and gather various stand points, improvements and suggestions. At the cliff of this MBA journey, beyond the classroom learning and B school network, this conference was a significant energy boost to indulge more into this business world with handful of takeaways for professional and personal development.

- Srinithi Jeyaprakasam

Highlights from GIM 2024

Attending the Global Investors Meet on January 7th and 8th at the Chennai Trade Center was a source of great delight. This event not only allowed us to explore technological advancements in Aerospace, Textile, and Automobile sectors but also provided insights into ongoing and upcoming projects in India, spearheaded by countries like Germany, USA, UK, France, and Korea. Strategies for enhancing business collaborations in those nations were also a key focus. During this event, we had the privilege of attending a session by S. Somnath, Chairman of the Indian Space Research Organization, and S. Christopher, former Chairman of DRDO. Their fireside chat covered crucial topics, shedding light on the underexplored utility of space and highlighting business opportunities in various sectors. The announcement of ISRO's second spaceport in Kulasekarapattinam, Tamil Nadu, aims to foster a new industry for manufacturing launching and space products, with a primary focus not just on launching but on applications and delivering solutions to users, thereby increasing demand. The session concluded with a keynote address by Samir V Kamat, Secretary DDR&D and Chairman Defence Research and Development Organisation. The exhibition at the Global Investors Meet showcased emerging business ideas, offering a glimpse into available products and services in the market. Overall, it was a valuable and enriching experience. Additionally, we visited the Tamil Nadu Start-ups Exhibition, where innovative startups showcased their products with vibrant setups. The event featured informative stalls by Hyundai, Virtual Reality, and solar companies, providing a glimpse into the future. The signed MoUs offered valuable insights into upcoming job opportunities in the industry.

-Sanjana K



Chief Minister Addressing at GIM 2024



Pongal Celebration



Tribute 2024



Drawing a remarkable turnout of alumni from management and engineering disciplines. The event commenced with a series of activities. Tribute recognized two professors for their significant contributions to the business field, with Dr. Anand Govindarajan receiving the Distinguished Alumni Award. The student alumni representatives were then honoured. The festivities continued with a cake-cutting ceremony honoring graduates of 5, 10, 15, and 20 years. This injected a renewed sense of enthusiasm into the gathering. A standout moment was the MottaMaadiMusic performance, adding a musical touch to the evening filled with nostalgic college vibes.
-Yuva



THE TEAM

Faculty Coordinator
Dr. Thiruvankadam T

Sumithra Thillaikannu Pavithran Divya Barathi Krishikaa Sowmya
Dwarkeesh Beulah Sanjana Sabari Manikandan Priya Shanthini