

# Industry Pulse: What's Hot Now SSN School of Management MBA Admissions 2024: Comprehensive Overview

The SSN School of Management prides itself on a diverse and inclusive academic environment, especially for its MBA program.

The 2024 academic year admissions highlight the institution's commitment to diversity on various aspects including gender, educational background, and professional experience.

## Overview of Admissions 2024:

This year, SSN has an overflowing enquiries. With an impressive enquiry count of 10000 leads, 75% of the students hail from Tamil Nadu and the remaining 25% from other states, the program has demonstrated its brand equity and reach to all corners of students' minds.

The admissions season 2024 has come to a close. The batch has close to 60% of students with an all India admission test score, CAT/XAT/CMAT/MAT and others typically have the highest TANCET percentiles. The batch has got an excellent gender representation with 50% of them being girls. The batch consists of 25% Work Experience professionals: The student composition includes the UG programs from arts to engineering.

The students were admitted to the program after a careful review by a panel (consisting of alumni and faculty of SSN). The process involved GD/Essay appreciation/ Personal interview. We have received applications in the order of 1: 20. The application process itself is very rigorous and demands a consistent academic record and good admission test score. Close to 40% of the students who have applied were invited for the selection process.

SSN School of Management admission policy emphasis on merit-based selection has paid rich dividends. By offering a robust and inclusive admission process, SSN continues to attract a varied and talented student body, reinforcing its reputation for excellence in management education.

We welcome the selected students to the XXVth batch. The academic program is likely to commence from August 01, 2024.

- Sanjana K

## The Last Trial

### Exploring the MBA Viva Journey - Sowmya R

In an MBA program, project and viva voce are essential elements and a test for the skills accumulated over the last four semesters. The students of senior batch, 2022-24, have completed their last leg of MBA journey successfully.

Sasi Kumar, one of our seniors, shared his experience during the project days and the viva period. He began by clearly stating that the students typically take two types of projects, either in a company or a research project under the guidance of an internal faculty. He did, however, state that gathering data whether primary or secondary is necessary in any case. In his journey of project work, he has selected an internal project that must be completed from the college campus. He stressed that doing internal projects requires a lot of work, from review of literature to analysis of data. It calls for a significant effort, which he has put, to complete the project. He warned us not to, his few friends who had selected the same internal project as him, drag it until the deadline. This results in applying pressure on themselves. He added that the project's strongest foundation is a strong supporting journal. Additionally, he described the differences between projects with different specializations and how each student was assigned a project guide.

Regarding the viva experience, he specifically received a panel member from the operations specialization. Sasi found the panel member to be very insightful and helpful with his project, so all in all, he had a positive experience. Numerous questions concerning the project were asked during the viva. As he wrapped up his experience, he offered some guidance on the project work and wished each of us the best for our summer internships.



Sasi Kumar  
MBA 2022-24

## Student Corner

### Graduating Class's Look Back

MBA 2022-24  
Batch at Farewell



An incredible journey about transforming exceptional people into outstanding professionals at SSN School of Management from the 2022-2023 batch:

“These two years have been incredibly memorable, not just for the new friendships I have formed, but for the deep care and support we have shared as a cohort. The transformation from being an engineer to someone deeply involved in finance, speaking numbers daily, would not have been possible without SSN.” -*Ramkumar P*

“A big shout out to the pure hearts who have contributed to the welfare and development of their peers. Your hard work was the sole reason we were able to enjoy and reap the benefits. Small is not measurable as we don't know who has benefited from that which is big for them. Saying it out loud I have got a big family who is closer to my heart and a wonderful place which gave me back a ton memories and individuality. Thank you SOM for making me a girl who I am today.” -*Swathy H*

“From being a silent student sitting at the last bench to becoming one of the most active students in the batch, SoM has instilled in me a multitude of positive attributes. I would like to thank my Director, all my faculties, non-teaching staff, and alumni for providing all possible inputs during these two years for the betterment of myself and my batch.” -*Sasi Kumar S*

“As someone who initially preferred to remain unnoticed, taking on front roles in club activities was the first step in my transformation. I am truly grateful to SSN SoM for providing me the breakthrough to start my career in a Big 4 firm. These two years have been filled with valuable experiences and opportunities that have shaped me into a competent professional and a confident individual who constantly challenges myself to go the extra mile.” -*Dhivya R*

“One of the highlights of my MBA journey was the Daksha event, a student-organized initiative. This experience taught me invaluable lessons in event management and collaboration. The camaraderie among my classmates and friends was remarkable. Many of them were incredibly helpful and caring, and I have forged lifelong connections with a few who have become like family to me.” -*Pavithra R*

“As I move forward into the corporate world, I carry with me the learnings and experiences from SSN School of Management. The journey was not just about gaining a degree; it was about evolving into a well-rounded professional ready to tackle the challenges of the corporate landscape. I am immensely grateful to SSN, my mentors, and peers who played a pivotal role in this transformative journey.” -*Snehalatha S*

- Beulah

## Life Skills from Horticulture: Cultivating Growth Beyond the Garden - A story of an academician



Dr. Srinivas Gumparthi  
Professor, SSN SoM

**"Gardening is the purest of human pleasures." — Francis Bacon**

Horticulture, both an art and a science, encompasses the cultivation of fruits, vegetables, flowers, and ornamental plants. Its benefits extend far beyond the confines of the garden, nurturing essential life skills vital for personal development and well-being. With the integration of permaculture principles, which emphasize sustainable and holistic approaches to gardening, these benefits are further enhanced. Here, we explore key life skills cultivated through horticultural practices, enriched by permaculture principles, each underscored by a poignant quotation.

### Patience and Perseverance

**"Nature does not hurry, yet everything is accomplished." — Lao Tzu**

Growing plants from seeds to harvest requires time, effort, and patience. Gardeners must wait for plants to grow and mature, teaching them to appreciate the process and understand that good things take time. Dealing with challenges such as pests, diseases, and weather conditions cultivates perseverance and resilience. Permaculture encourages observation and interaction with natural systems, reinforcing the importance of patience and learning from nature's rhythms.

### Responsibility and Accountability

**"The price of greatness is responsibility." — Winston Churchill**

Plants require regular attention and care, fostering a sense of responsibility. Regular watering, weeding, and monitoring plant health teach consistency and accountability. Understanding that the well-being of plants depends on their actions helps individuals recognize the importance of their decisions. Permaculture promotes creating self-sustaining ecosystems, emphasizing the gardener's role in maintaining balance and harmony.

### Planning and Organization

**"To plant a garden is to believe in tomorrow." — Audrey Hepburn**

Planning a garden involves organizing space, selecting appropriate plants, and scheduling planting times, enhancing strategic planning and organizational skills. Knowledge of different planting seasons and crop rotation schedules teaches individuals to plan ahead and manage resources efficiently. Permaculture principles advocate for thoughtful design and planning to create efficient, sustainable, and resilient systems.

### Problem-Solving and Critical Thinking

**"Every problem has a solution. You just have to be creative enough to find it." — Travis Kalanick**

Identifying and addressing issues such as nutrient deficiencies, pest infestations, or diseases requires critical thinking and problem-solving skills. Finding creative solutions to garden challenges, such as companion planting or using organic pest control methods, fosters innovation and adaptability. Permaculture emphasizes working with natural processes to solve problems, encouraging innovative and sustainable solutions.

### Environmental Awareness and Sustainability

**"The environment is where we all meet; where we all have a mutual interest; it is the one thing all of us share." — Lady Bird Johnson**

Horticulture educates individuals about ecosystems, biodiversity, and the importance of sustainable practices, promoting environmental stewardship. Learning about the ecological impact of various gardening practices encourages more sustainable and eco-friendly choices. Permaculture principles like "Earth Care," "People Care," and "Fair Share" emphasize the interconnectedness of human and natural systems.

### Nutrition and Healthy Living

**"To plant a garden is to feed not just on the body, but the soul." — Alfred Austin**

Cultivating fruits and vegetables provides firsthand experience with fresh, nutritious food, encouraging healthier eating habits. Understanding where food comes from and the effort involved in growing it fosters a deeper appreciation for food. Permaculture promotes diverse, nutrient-rich polycultures and sustainable food production, enhancing both personal and community health.

### Stress Relief and Mental Well-being

**"Gardening adds years to your life and life to your years."**

Gardening is known for its therapeutic benefits, reducing stress, anxiety, and depression. The physical activity and connection with nature promote overall mental well-being. Engaging in gardening tasks encourages mindfulness, allowing individuals to focus on the present moment and cultivate a sense of calm and relaxation. Permaculture's holistic approach to gardening integrates mental, physical, and emotional well-being.

### Teamwork and Collaboration

**"Alone we can do so little; together we can do so much." — Helen Keller**

Participating in community gardening projects promotes teamwork, communication, and collaboration. Sharing gardening tips and experiences fosters a sense of community and collective learning, enhancing social skills and relationships. Permaculture emphasizes collaborative efforts and knowledge sharing within communities, strengthening social bonds.

### Empathy and Compassion

**"Kindness is like a garden of blessings." — Lao Tzu**

Tending to plants nurtures empathy and compassion, as individuals learn to care for and nurture living beings. Sharing garden produce with neighbours or local food banks fosters a sense of generosity and community support. Permaculture ethics of caring for the Earth and people enhance empathy and compassion, fostering a sense of interconnectedness and mutual support.

Horticulture, especially when integrated with permaculture principles, offers a wealth of life skills that extend far beyond the garden. From patience and responsibility to problem-solving and environmental awareness, the lessons learned through gardening can enrich lives, enhance personal growth, and contribute to a healthier, more sustainable world. By engaging in horticultural practices, individuals can cultivate not only plants but also a range of valuable skills that benefit them throughout their lives.

As the second semester concludes, the MBA students of the 2023-25 batch are set to embark on an enriching 8-week summer internship. This mandatory component of the MBA curriculum serves as a crucial bridge between academic learning and real-world application. The internship period offers students invaluable industry exposure and hands-on experience, which are essential for shaping their future careers and selecting their specializations.

The program encourages students to proactively seek internship opportunities independently, in addition to those facilitated by the college placement team. The placement team, led by the Placement Officer Mr. Mugunth P and supported by the dedicated placement committee, worked tirelessly to bring a diverse range of internship options to the students. This dual approach ensured that students secure internships that align with their individual interests and career aspirations.

This year, the summer internship program boasts impressive statistics. Out of a total student strength of 118, 58 students have secured on-campus internships, while 60 students have found opportunities off-campus. A total of 25 companies have partnered with the institution to offer these internships, providing a broad spectrum of industries and roles for the students to explore. The average stipend for this year's internships stands at Rs. 9000/-, reflecting the value and recognition of the students' potential contributions.

As we embark on our summer internships, I wish all our batchmates a transformative and rewarding experience.

- Krishikaa S

## Upcoming Activities

(Click on the icons for more info)

[Eximius  
2024](#)

[Microsoft  
Ambassador  
Challenge](#)

[BGMI  
Champion-  
ship](#)

[India's  
Youth  
Icon](#)