

IIC WORKSHOP

In Focus: Entrepreneurship, Innovation and Future of Business

An engaging session on “*Entrepreneurship and Innovation as a Career Opportunity*” was organized on November 9, 2024, featuring an esteemed alumnus, Mr. Shre Thiyagarajan (SSN MBA Batch 2015 – 17), a third-generation businessman and investments consultant. Drawing from over a decade of industry experience, Mr. Thiyagarajan shared invaluable insights into scaling a family business and navigating the challenges of modern entrepreneurship. The session began with Mr. Thiyagarajan sharing his journey into the business world, underlining that resilience, adaptability, and interpersonal skills are often more critical than formal academic qualifications in achieving success. A major theme of the session was financial discipline.



Mr. Shre Thiyagarajan,
Entrepreneur & MD,
Annamalai Paper Stores

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Mr. Thiyagarajan stressed the need to monitor sundry debtors closely to maintain cash flow and avoid debt traps. He highlighted the role of digital tools, such as Unified Payments Interface (UPI), in streamlining business operations and fostering transparency. He further emphasized that today’s market prioritizes customer satisfaction, transparency, and responsiveness alongside profitability. Mr. Thiyagarajan addressed the importance of cost management and risk-taking. Sharing his experience of growing his business from an initial investment of ₹1 lakh to a turnover of ₹2.75 crores, he credited this success to informed decisions and strategic adaptability. He urged entrepreneurs to directly engage with clients, build trust, and leverage social media platforms like Instagram and YouTube to enhance brand visibility. The session delved into tackling challenges like supply chain disruptions and labour relations, with an emphasis on creating a positive organizational culture. He advised maintaining strong communication and nurturing employee loyalty to drive business success.

In addition to sharing his entrepreneurial journey, Mr. Thiyagarajan recommended books such as *Rich Dad Poor Dad*, *Psychology of Money*, and *The Intelligent Investor* to sharpen financial acumen and strategic thinking. The session concluded with advice on personal well-being, professional presentation, and resilience—qualities that are vital for navigating the dynamic business landscape. With his blend of practical wisdom and inspirational anecdotes, Mr. Thiyagarajan left the audience motivated to embrace the challenges of entrepreneurship.

-Karthik Sivanesan M

FinTech at the Forefront : Innovation, Regulation, and Data-Driven Growth

An insightful session on “*FinTech at the Forefront: Innovation, Regulation, and Data-Driven Growth*” was organized on November 13, 2024, featuring Mr. Karthik Kannan R, Chief Revenue Officer of the venture capital-funded FinTech startup, Finsire. With over 17 years of experience in Revenue Operations and Sales, Mr. Kannan provided an in-depth look at the transformative impact of FinTech on financial services. Mr. Kannan introduced the concept of asset gateway solutions, tools that aggregate customer asset data, including stocks, real estate, and mutual funds, for faster, accurate financial profiling. By replacing traditional manual underwriting with API-driven technology, these solutions enable lenders to evaluate loan applications efficiently, reducing processing times and enhancing customer experience.



Mr. Karthik Kanna,
Chief Revenue Officer,
Finsire

The session also explored the evolution of Open Banking and API banking, which facilitate secure data-sharing among financial entities. Mr. Kannan highlighted how these frameworks streamline operations, promote innovation, and improve customer interactions across banks and Non-Banking Financial Companies (NBFCs). On the regulatory front, Mr. Kannan underscored the Reserve Bank of India’s (RBI) role in fostering FinTech innovation while maintaining stringent oversight. He explained how RBI’s account aggregation standards consolidate financial data securely, empowering lenders with a holistic view of applicants’ financial health while ensuring consumer protection. AI-driven technologies were another focal point. Mr. Kannan elaborated on the use of intelligent voicebots in loan management, enhancing customer engagement by automating EMI reminders and payment adjustments. This approach improves operational efficiency and strengthens borrower relationships. Addressing the rise of FinTech in India, Mr. Kannan noted that with over 400 companies in the sector, understanding financial metrics like ROCE and EBITDA margins is critical for investors and leaders. He also highlighted advancements in underwriting algorithms that leverage diverse data sources, enabling insurers and lenders to offer customized, data-driven products. The session offered invaluable insights for aspiring entrepreneurs and finance professionals, emphasizing the convergence of finance and technology. Mr. Kannan concluded by urging attendees to embrace regulatory awareness and technological acumen, essential traits for shaping the future of the financial industry in a rapidly evolving landscape.

-Karthik Sivanesan M

MBA Admissions 2025-27: Now Open

Transform your future with MBA from SSN School of Management

We are thrilled to announce that **SSN School of Management**, with a rich legacy of 26 years (with 2200+ alumni base), has started accepting applications for the season 2025. If you are passionate about learning and driven to excel in your career, this is your opportunity to join one of the most prestigious management programs.

At SSN School of Management, we pride ourselves on nurturing talent through personalized, focused learning. To maintain our commitment to quality education, we offer a limited intake of just **120 students**, ensuring individual attention and an enriching academic experience.

Eligibility & Application Process:

We welcome candidates who have appeared for **CAT, XAT, CMAT, MAT, ATMA, TANCET**, or other state-level admission tests. Academic excellence across schooling, undergraduate studies, and other academic pursuits is highly valued in our selection process.

Admission Categories:

All India Admissions (CAT/XAT/CMAT/MAT/State Level Admission Tests - Students from all states, including Tamil Nadu, can apply)

Government Quota (GQ) through common counselling of Anna University/DOTE, TN (only TN students are eligible to apply).

There is no difference in the fee structure across categories. Therefore, we encourage all aspirants to apply under **all India admissions** without waiting for the Government Quota admission process.

Steps for Admission under All India Admissions:

- 1. Apply Online:** Submit your application through our online portal.
- 2. Selection Rounds:** Shortlisted candidates will be invited for **Group Discussion (GD), Personal Interview (PI), and Essay Appreciation**.
- 3. Final Selection:** Based on your academic track record, test scores, and performance in GD/PI/Essay Appreciation.

What makes the choice of SSN distinct?

- The vision and mission of the school inspired by Creative Social Philanthropy of the Founder
- Admissions on all India basis for enhanced peer group learning.
- Industry Managers as faculty for specialization courses
- Hybrid Internship model for hands-on training
- A fee structure which focuses on ROI of less than 12 months.
- Top 40% of the class with greater than 10 LPA salary
- MBA with dual specialization in Marketing, Finance, Business Analysis, Operation and HR.

Be part of a transformative journey at SSN School of Management, where you’ll gain the knowledge, skills, and network to reach new heights of success.

✦ [Apply Now](#) and take the first step towards an exceptional future.

We look forward to welcoming you to the SSN family and wish all applicants the very best in this journey!

What's Hot Now

Evolving Admission Trends and Business Conditions: Insights and Opportunities

Rise in Demand for Specialized Roles

The push for digital transformation across industries has spurred a sharp rise in demand for MBA graduates skilled in digital technologies. As organizations prioritize digitization, they're focusing on specialized roles suited to navigating a tech-driven landscape. In particular, digital marketing, business analytics and e-commerce roles are top choices for graduates, given the rise in online consumer engagement. Strategic positions in product management are also seeing a surge, with sectors like edtech, fintech, SaaS, and consumer tech looking for MBA talent who can bridge business and technology effectively. Sustainability and ESG-focused roles are also increasingly popular among employers, reflecting the growing emphasis on corporate responsibility. Large conglomerates and global corporations alike are actively recruiting for ESG compliance, sustainability, and social impact roles.



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

Traditional Sectors Recalibrating with MBAs

Traditional sectors are rethinking their approach to talent, placing a renewed focus on MBA graduates. The Make in India initiative and Production-Linked Incentive (PLI) schemes have fueled growth in domestic manufacturing, creating new opportunities for MBAs specializing in operations, supply chain management, and logistics. Financial services are also evolving: banks and financial institutions are increasingly recruiting for roles in wealth management, investment banking, and risk analytics. Fintech firms are hiring for positions in credit scoring, payments, and regulatory technology, making the BFSI sector a lucrative field for MBA talent.

Key Industries Driving MBA Hiring

India's tech landscape makes it a hub for tech-driven industries, where MBA graduates with a technical edge are in high demand among IT giants, consulting firms, and other technology-driven companies. Consulting and advisory services continue to attract MBAs for roles centered on strategic insights, market analysis, and digital transformation solutions. In healthcare and pharmaceuticals, the post-pandemic expansion has increased demand for MBAs in healthcare management, pharmaceutical sales, and supply chain roles, particularly as the sector seeks efficiency and innovation.

Emerging Job Roles for MBA

New opportunities are opening up for MBA graduates with specialized skills. Supply chain tech strategists are essential as companies seek to integrate technology into logistics and operations to tackle global challenges. The rise in demand for SaaS has created roles for sales and marketing managers skilled in scaling software solutions. In healthcare and biotechnology, advancements in biotech and digital health are driving demand for MBAs in management, strategy, supply chain, and product commercialization. Positions in high tech and SaaS are also among the strongest recruiters, offering roles in sales, customer success, and product strategy.

Employer Preferences and Expectations

Employers today are equally prioritizing technical know-how and soft skills, with a particular focus on adaptability, problem-solving, leadership, and interpersonal abilities. Cultural fit is also becoming more critical, as companies prefer graduates whose values align with their organizational mission. Emotional intelligence and agility are increasingly valued in candidates, particularly for roles requiring stakeholder management in complex markets. Cross-functional expertise is another sought-after quality, as graduates with dual specializations or interdisciplinary knowledge (such as finance plus technology or operations plus sustainability) stand out in the job market.

Current Salary Trends

The high demand for specialized skills has boosted median salaries, especially for roles in technology and business analytics. Startups are also competing for MBA talent, offering competitive packages in high-growth sectors like AI, Business Analytics, fintech, and SaaS. Meanwhile, established companies continue to offer stable pay packages with potential for long-term benefits and job security, making them an attractive option for many MBA graduates.

Business Landscape Driving Placement Trends

India's economic and geopolitical positioning is enhancing its role as a global manufacturing and service hub, which translates to broad hiring trends across IT and consulting. Government initiatives, such as the Digital India Act and PLI 2.0, are drawing international investments and creating job opportunities in strategy, operations, and global trade. Additionally, ESG mandates are reshaping business priorities, driving demand for corporate social responsibility managers and sustainability consultants who can guide companies in realigning with sustainable business goals.

SSN-SNUC Scholarship

Merit Meets Opportunity: SSN-SNUC Scholarship Award Function



MBA Scholarship Awardees for the year 2024

The Shiv Nadar Foundation celebrated its annual Scholarship Day at SSN College of Engineering on November 11, 2024, featuring notable guests including, Ms. Abinaya Elanchezhian - Deputy Collector and Mr. Stalin Muthuswamy - Aaytham Consulting CEO.

The event highlighted the Foundation's commitment to quality education through various scholarship programs like SPURS, RASE, MCM, ALUMNI, etc. The Foundation has distributed Rs.97.15 crore to about 10,853 students since inception, offering merit-based, sports, and need-based scholarships.

Success stories from beneficiaries demonstrate the Foundation's impact, particularly in supporting rural education and ensuring comprehensive coverage of both tuition and living expenses. The initiative continues Shiv Nadar's vision of making quality education accessible while fostering academic excellence.

In a testament to academic brilliance, SSN Trust has recognized exceptional talent among its MBA students, rewarding their relentless pursuit of excellence.

Leading the charge in the first-year MBA program (2024-26), Moni Sharma clinched the prestigious Exemplary Scholar award, setting a remarkable benchmark for academic achievement. Vikasini C earned the Outstanding Scholar recognition, demonstrating exceptional dedication to academic excellence and extra-curricular performance.

The second-year MBA cohort (2023-25) showcased equally impressive achievements, with Varshini K earning top honours as an Exemplary Scholar. In an unprecedented display of academic prowess, Krishikaa S, Vigneshwar S, and Keerthana B achieved a remarkable feat - sharing the Outstanding Scholar recognition, exemplifying the high calibre of talent at SSN School of Management.

Shiv Nadar Foundation is committed to fostering a supportive learning environment and providing students with the tools they need to succeed. Through initiatives like Scholarship Day, the institution aims to empower students to reach their full potential and become future leaders in their chosen fields.

-Abineswari S

Upcoming Events

Prodquest

Campus
Ambassdor
Program

Savyasachi

Consultomania

Corporate Talk Series

Leadership through Empowerment

An edifying speech was delivered on 27th November by Mr. Arunabh Mitra, Chief Continuity officer and crisis management leader at HCL Technologies to the young minds of SSN School of Management, the leaders of tomorrow who stand to gain immensely from understanding and applying principles of effective leadership such as being goal-oriented, taking risks, and fostering empathy.

“In a world defined by constant change and innovation, effective leadership stands as a cornerstone of success. A good leader is more than just a decision-maker; they are visionaries, risk-takers, and motivators who inspire their teams to reach new heights” said Mr. Arunabh Mitra. He stated to live a life in a structured way by identifying goals, recognising the path and invest in what will make one reach the goal by proactively looking beyond.

He referred Satya Nadella, CEO of Microsoft as a great example of leadership emphasizing collaboration over competition within teams and professed leadership is about bringing out the best in people, not just organizing them.

He stated certain steps followed by Satya Nadella's journey that offers timeless lessons for anyone aspiring to lead: 1) Empathy and Empowerment Matter: Leadership is about understanding people and inspiring them to achieve their best. 2) Take Calculated Risks: Growth often requires venturing beyond comfort zones, as Nadella demonstrated with Microsoft's cloud-first strategy. 3) Be Goal-Oriented: Clear objectives aligned with a vision are critical for success.

He added that, “Leadership and skill development are interconnected pillars that pave the way for personal and professional success. Effective leadership is not confined to authority but is defined by the ability to inspire, guide, and empower others while continuously evolving as an individual. In an ever-changing world, cultivating a growth mindset, embracing collaboration, and learning from exemplary leaders like Satya Nadella can help individuals unlock their potential”. MR. Arunabh Mitra enhanced the event by offering students a pen blessed by his guru, as a token of love. He concluded by conveying that leadership is a journey of self-discovery and lifelong learning, requiring a commitment to setting clear goals, taking calculated risks, and driving innovation. By integrating these principles, aspiring leaders can create a lasting impact and contribute significantly to their communities and organizations.

- Jovina Salome R



Mr. Arunabh Mitra,
Chief Continuity officer and Crisis
Management Leader,
HCL Technologies

Building Smarter, Greener, and Resilient Supply Chains

Mr. Prasath Jayaraman, DGM of Supply Chain Management at Teleconnectorans Limited—a pioneer in communication headsets, analog phones, and copper cable testers—delivered an engaging seminar on resilience and sustainability in the automotive supply chain on the 16th of November 2024. With over 18 years of experience in supply chain management and a background that includes a degree in Mechanical Engineering from PSG and a PGDM from IIM Calcutta, Mr. Prasath brought valuable insights to the session.

He highlighted a paradigm shift from traditional efficiency-focused strategies to prioritizing resilience and sustainability. He discussed how reliance on "Just in Time" inventory systems has made supply chains vulnerable to disruptions caused by geopolitical and economic uncertainties. Additionally, he noted a 22% decline in offshore procurement due to rising costs and political tensions, alongside the rising costs of semiconductors, which have increased by 7-15% per vehicle.

Mr. Prasath emphasized the growing importance of sustainability, with companies investing over \$54 million annually in renewable energy, eco-friendly materials, and circular economy practices like reuse and recycling. He also discussed the transformative role of technology, highlighting blockchain for transparency, digital twins for optimizing manufacturing, and data analytics for accurate demand forecasting.

The seminar explored future trends, including intelligent mobility, over-the-air updates, and fleet management, which are redefining customer expectations. Concluding the session, Mr. Prasath emphasized the need for supportive policies and the adoption of emerging technologies like AI and blockchain to build resilient and sustainable supply chains in the automotive industry.

For MBA freshers, the key takeaway from this seminar is the critical role of adaptability and technological innovation in addressing modern supply chain challenges. Understanding these dynamics can help aspiring managers align their skills with the evolving needs of global industries.

-Karthikeyan AC & Yugalakshmi J



Mr. Prasath Jayaraman,
DGM of Supply Chain Management,
Teleconnectorans Limited

Placement Corner

My Experience with Deloitte Campus Interview for a Tax Consultant Role

Campus placements are always exciting and challenging, and the journey with Deloitte was no exception. Deiva, an aspiring student from Commerce background, who excels in team management, with her exceptional talent secured her placement in Deloitte. The process was structured to assess various skills, from technical expertise to interpersonal abilities, ensuring that candidates are well-rounded and fit for the role



Ms. Devia M
SSN MBA 2023-2025

The first round was a comprehensive evaluation of foundational skills, which was Versant test (communication skills). The second round comprised of 3 different sides testing the candidate's Logical Reasoning, Accountancy, and MS Excel proficiency. This phase tested both technical knowledge and the ability to think critically under time constraints. The MS Excel questions required a solid grasp of formulas and data manipulation, while the accountancy questions were aimed at understanding core basic principles and their application. Her key takeaway after both these rounds was consistent practice and familiarity with these tools are non-negotiable.

Moving on to the third round, which was a blend of HR and technical questions, required clear communication and application of technical knowledge in day-to-day operations. The technical questions delved into tax-related scenarios, say GST implications, VAT vs GST, requiring logical solutions. Meanwhile, the HR section was more about understanding aspirations, work ethics, strengths, and ability to fit into Deloitte's culture.

The final round was more of a stress interview type, which had in-depth discussion of technical knowledge and problem-solving capabilities under pressure. The focus shifted to how well one could approach real-world challenges in the tax domain.

Overall, her experience with Deloitte was invaluable and transformative. It served as a true reflection of the preparation and confidence she had developed throughout my journey at SSN from the first day in campus. One friendly note to the future aspirants from Deiva: “prioritize mental readiness, prepare from Day 1, nurture an optimistic attitude and maintain confidence—it paves way for the best. Good Luck!”

- Devia M & Vikasini C

My Experience with the HPE Pooled Campus Interview

Campus recruitments and pooled campus placements are entirely different experiences. The latter is far more competitive, with participants from multiple colleges, making it a challenging yet immensely rewarding journey. One such adventurous process was gone through by Bala, a truly motivated final year student at SSN School of management, who secured his position in HP – one of the top multinational technology company.



Mr. Bala Krishna Rao
SSN MBA 2023-2025

The first interview round, which was mainly resume-based focusing on a strong self-introduction. Many aspirants tend to miss out on highlighting their strongest points during this stage. Remember, self-introduction sets the tone for the entire interview. The points one share will often be revisited in different forms to gauge their consistency and confidence. His advice: “focus on your strengths and present them with clarity and assurance.”

The second round was purely HR-based. A positive attitude and a smile can create a lasting impression. Interestingly, the questions were more about the personality and approach rather than technical expertise. Companies often prioritize attitude over skills, as most skills can be taught, but the right mindset is critical for success.

Overall, SSN stood out among other colleges in the pooled recruitment, which attributes to the strong foundation in attitude and preparation that began building from the first year. His advice to future aspirants: “focus on mental preparation, cultivate the right attitude, and stay confident—it will take you far in the long run.”

-Bala Krishna Rao & Yugalakshmi J

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Introducing the team : ALCOM, PLACECOM and ADCOM

ALCOM:

The Alumni Committee at SSN School of Management serves as a link between students and a network of over 1,800 active alumni. Through a variety of initiatives, the committee fosters the relationship between the students and their alumni by providing students with invaluable opportunities for personal and professional growth. Through organizing mentorship programs, interactive talk series, and networking sessions, the committee ensures continuous engagement between alumni and students.



PLACECOM:

With main focus on facilitating student's placement and industry collaboration, the Placement Committee of SSN School of Management leads and manages the campus recruitment. The student members of the placement cell enhance the placement process by bridging the gap between students and the corporate world, ensuring holistic development and better placement opportunities through comprehensive training sessions, assessments, and dynamic corporate lecture series.

ADCOM:

The Admission Committee of SSN SOM is committed to elevate the college's admission process. Here, the students take charge of essential backend operations, including professional poster design, crafting social media content, and implementing strategic digital marketing campaigns to showcase the college's excellence, ensuring a smooth admission process.



Meet Sree

Finding the right fit: My Internship experience at Everstage



Ms.Sree
SSN MBA 2023-2025

Internships provide practical experience, bridging academic learning and real-world application, while enhancing skills and building professional networks. Pursuing right internships matching our interests is also very important. On such a note we'll hear from what Sree, an energetic and dynamic student at SSN School of Management Batch 2023 - 2025, has to say about her internship experience.

"Five months ago, while casually scrolling through LinkedIn, I came across an intriguing opportunity at Everstage. The company's energy and vision drew me in, and after four rounds of interviews, I secured an internship in their marketing team. It was a moment of excitement and anticipation.

At Everstage, I've immersed myself in content marketing and demand generation. Crafting stories that resonate with an audience and spark engagement has been both challenging and fulfilling. Every campaign or piece of content is a chance to connect with people. Demand generation, meanwhile, has shown me the balance between creativity and data-driven strategy.

One of my proudest contributions has been managing the Uncappd community. It's about more than just building numbers; it's about creating a space where members feel valued and connected. Watching the community thrive has been immensely rewarding, as every event, webinar, or interaction strengthens the relationships we've built.

I also work behind the scenes on the Go-To Masters podcast, focused on RevOps, sales compensation, and sales operations. From planning episodes to coordinating with guests, it's been a learning curve in storytelling and production.

This internship has been about more than just marketing—it's been a journey of personal and professional growth. Everstage has taught me to value collaboration, take ownership of my work, and embrace challenges as opportunities. As I continue this journey, I'm grateful for the experiences so far and excited about what lies ahead. This isn't just a chapter in my resume—it's a story I'm proud to tell. And I wish my juniors to find companies that align with their interests and work hard for personal as well as company's development."

-Sree & Vikasini C

Achievements

Students Excel at the MANASO'24, SRM Valliammai



SSN MBA 2024-2026 Students
at MANASO'24

Our 1st year students participated in the inaugural edition of MANASO'24, a management meet hosted by the Department of Management Studies at SRM Valliammai College of Engineering on November 6th, 2024. This first-ever edition of the event was graced by Mr. Satyanarayan Yanmatram, CEO of Sri Krishna Capital, Chennai. This management meet featured a wide range of competitive activities designed to challenge and enhance participants' creativity, strategic thinking, and teamwork skills.

Event Overview

The event included a series of technical and non-technical competitions, such as stock market simulations, marketing challenges, entrepreneurship exercises, and team-building tasks. Each event was designed to test strategic decision-making, problem-solving abilities, and management skills.

SSN School of Management Participants Shine

Our 1st year MBA students showcased remarkable talent across multiple events. Notably, **Ragini and Jovina** secured **1st Place** in the **Brand Gala**, demonstrating outstanding marketing skills and strategic thinking.

In the **Strategy Strikers** competition, **Nivedha V, Deepika K, and Sithika K** secured **2nd Place**, excelling in brand knowledge and entrepreneurial challenges.

Additionally, **Harini K P and Roqueson Fernandes** claimed **2nd Place** in **Series Mania**, showcasing their deep knowledge of TV/web series.

Similarly, **Manoj J and Viswa Busan S** earned **3rd Place** in the **Business Whiz** quiz competition, demonstrating their comprehensive business knowledge.

-Nivedha V

Believe you can and You're halfway there.

The Team

Faculty Coordinator
Dr. T. Thiruvankadam

Vikasini C
Swathi G

Harini K P
Abineswari S

Roqueson Fernando S
Jovina Salome R

Karthik Sivanesan M
Yugalakshmi J

Nivedha V
Deepika