

SSN CUMI PROGRAM

SSN-CUMI Emerging Leaders Program 2024: A Transformative Leadership Journey



SSN CUMI Inaugural function

The SSN-CUMI Emerging Leaders Program 2024 (ELP-2024) unfolded as a landmark initiative in leadership development, capturing the attention of corporate and academic circles alike. Organized collaboratively by SSN School of Management and Carborundum Universal Limited (CUMI), a flagship company of the Murugappa Group, this meticulously designed program promises to redefine leadership paradigms.

Inauguration with Visionary Insights

The program's ceremonial launch took place on 17th December 2024 at the Carborundum Universal Limited Headquarters in Chennai. The inauguration was graced by Mr. Sridharan Rangarajan, Managing Director of CUMI, who underscored the criticality of leadership in seizing emerging opportunities and driving organizational growth. Complementing his address, Dr. Kala Vijayakumar, President of SSN Institutions, spotlighted SSN's commitment to excellence in education and research, which is reflected in its NIRF rankings and accreditations. Their combined insights set the stage for an impactful journey. Adding depth to the event, CUMI's HR Team articulated the importance of selecting the right training partner and identifying the right managerial candidates for the program. The inauguration also saw the active participation of Dr. Kavitha Muthukumaran, Associate Professor, and Mr. Mugunth Periasamy, Placement Officer, both of whom played instrumental roles in shaping this partnership.

A Dynamic Start at SSN Campus

The formal orientation for the program commenced on 18th December 2024 at the SSN Campus. The session welcomed esteemed dignitaries, including Mr. Shyam C Raman, President & CHRO of CUMI, and Ms. Divya Kumar, AGM HR of CUMI. Mr.K Hariharanath, Director of SSN School of Management, inaugurated the session with a thought-provoking keynote that highlighted the imperatives of adopting a "learning approach" and embracing the processes of unlearning and relearning in today's volatile and complex world. Mr. Shyam C Raman followed with a compelling address, emphasizing the nuanced challenges and rewarding aspects of leadership. Dr. Vani Haridasan, Associate Professor at SSN, presented an overview of the program and introduced the Subject Matter Experts (SMEs), effectively setting the tone for the intensive learning ahead.

A Holistic Leadership Development Framework

Spanning four phases between December 2024 and July 2025, ELP-2024 is a comprehensive 16-day Management Development Program tailored for mid-level managers of CUMI. The program encompasses 14 meticulously curated modules—seven functional and seven behavioural—to equip participants with the skills and knowledge to excel in leadership roles. Topics explored during the inaugural phase included:

- Motivation and Influencing Skills
- Business Communication
- Understanding Business Strategy (featuring engaging group activities)
- Branding and Marketing
- Manufacturing 4.0
- Financial Acumen for Business (with collaborative group work)
- Design Thinking and Mindset Transformation
- Capstone Project Overview

Building Bridges Between Industry and Academia

One of the program's unique facets was the seamless integration of industry and academia. The managers participating in ELP-2024 generously shared their experiences with MBA students at SSN School of Management, fostering meaningful interactions. These interactions offered invaluable insights into organizational dynamics, strategic decision-making, and the nuances of leadership across functional domains such as HR, Sales, Marketing, Technology, R&D, Product Development, and Finance.

MBA students at SSN SoM capitalized on these interactions to deepen their understanding of management practices and gain practical advice on navigating their future careers. The exchange of ideas and perspectives enriched the learning experience for all participants, reinforcing the program's ethos of collaborative growth.

The Path Ahead

The SSN-CUMI Emerging Leaders Program 2024 is not just an initiative but a journey—a journey that reflects the shared vision of SSN School of Management and CUMI to nurture leaders who can drive innovation, inspire teams, and contribute to organizational success. The multi-phase structure, with its blend of functional and behavioral modules, ensures a holistic approach to leadership development, while the program's design exemplifies best practices in industry-academia collaboration. As the program progresses through its subsequent phases, the participants will delve deeper into advanced leadership concepts, culminating in a capstone project that encapsulates their learning journey. The insights and skills gained through ELP-2024 are expected to resonate far beyond the confines of the program, influencing the participants' professional trajectories and the organizations they represent.

Conclusion

The SSN-CUMI Emerging Leaders Program 2024 stands as a testament to the power of collaboration and the transformative potential of education. By bridging the gap between theory and practice, the program equips managers to lead with purpose, agility, and a vision for the future. As the participants embark on this leadership odyssey, their experiences will undoubtedly inspire a new wave of managerial excellence within CUMI and beyond.

-Karthik Sivanesan M

Faculty Corner

The Power of Prediction: Navigating Life with Research and Observation

We've all heard that life is unpredictable, but how much of it really is? While uncertainty exists in many areas, much of what happens around us can be predicted, given the right approach. Consider how children learn through **cartoons** or how behaviors and beliefs can be shaped through consistent patterns. These outcomes are not random; they are the result of careful observation, research, and understanding.



Dr. Srij E S
Faculty, SSN SoM

In life, especially in challenging situations, observation is key. When faced with a difficult person or a tough problem, gathering information and tracking patterns over time provides invaluable insights. By adopting a researcher's mindset, we can improve ourselves and better understand those around us. Every person we interact with has unique needs and perspectives—only through observation can we begin to predict their responses and, in turn, offer more effective solutions.

As MBA students and management professionals, the ability to predict behaviors and outcomes is crucial. With systematic observation and a focus on data-driven decisions, we can navigate challenges more efficiently and achieve success with greater ease. The more we observe, the better we understand, and the more we can predict. In embracing this approach, we become not just managers, but problem-solvers equipped for success.

Student Corner

My Journey at SSN School of Management: A Blend of Dreams, Growth, and Triumph

The day I stepped into SSN School of Management, I felt a rush of excitement coursing through me. The sprawling campus, the inspiring faculty, and the vibrant group of new peers filled me with optimism. I was thrilled to be part of an institution that is synonymous with excellence. It was a moment of immense gratitude to my parents, whose unwavering support had brought me here. The air buzzed with opportunities, and I knew I was at the right place to turn my dreams into reality.



Mr. Harish P ,
SSN MBA 2024-2026

Fast forward to the past few months, this initial excitement has transformed into a deeper bond with the institution. Friendships have flourished into lifelong connections, and the mentorship from faculty has evolved into a source of constant motivation. Adapting to the rigorous schedule and hostel life wasn’t just a challenge but also an adventure. Every day at SSN has been a blend of learning, laughter, and growth, making me feel like I belong to a community larger than myself. First semester has been a whirlwind of learnings. From mastering time management to honing my organizational skills, the journey has been rewarding. The industry exposure through alumni talks and weekend corporate sessions added an edge to my academic pursuits. These interactions painted a vivid picture of the corporate world and the skills needed to excel in it.

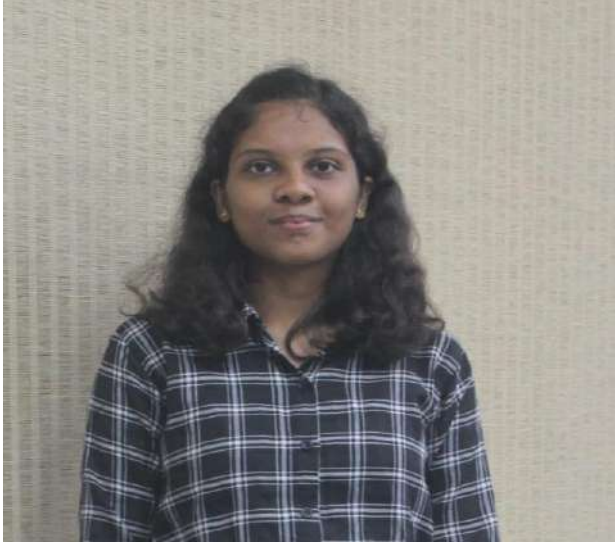
Amidst the bustling schedule, one of my proudest achievements has been securing an internship with Bandhan AMC. Out of 120 batchmates, I was fortunate to be the one who cracked this opportunity. The competitive process included an aptitude test, a group discussion, and a final HR interview. My passion for finance, coupled with a curious and creative mindset, helped me stand out. It was an exhilarating experience, and the support from SSN’s ecosystem played a significant role in this success.

As I look ahead, I eagerly anticipate the opportunities and challenges that await in the upcoming semesters. I hope to deepen my knowledge, expand my horizons, and prepare myself for a fulfilling career. At the same time, I am excited about the joy, camaraderie, and unforgettable experiences that SSN promises. The journey so far has been remarkable, and I am confident that the best is yet to come. In a nutshell, SSN School of Management has not just been an institution but a transformative journey that has empowered me to dream bigger, work harder, and achieve more. Here’s to many more milestones ahead!

- Harish P

Placement Corner

What Does it Take to Land a Dream Job? Learn from This Success Story



Ms. Harini
SSN MBA 2023-2025

Ms. Harini S, a second-year MBA student at SSN School of Management, has charted a unique course to secure a coveted Tax Consultant role at Deloitte. Her journey, spanning from an internship at Hamleys to the complex world of finance, provides valuable lessons for aspiring professionals.

Harini's preparation began with a focused approach to aptitude and English tests, utilizing online resources to maintain momentum. This dedication to self-study proved essential in navigating the demanding placement process. Her adaptability and quick learning abilities allowed her to effectively absorb new information and adjust to diverse scenarios.

A key turning point was her internship at Hamleys, renowned toy retailer under Reliance Industries. As a Sales and Customer Consultant, Harini gained practical experience in customer service, sales techniques, and the importance of teamwork and customer satisfaction. While seemingly distant from finance, this experience cultivated crucial interpersonal skills and a customer-focused approach, highly valuable in client-facing roles like consulting.

The Deloitte placement process was multi-faceted, demanding thorough preparation for each stage. It began with the (CoCubes) aptitude test, assessing skills in accountancy, Excel, quantitative and logical reasoning, and verbal abilities. The Versant test followed, evaluating communication and listening proficiency. Group discussions emphasized active listening, constructive feedback, and clear communication. Finally, three rounds of personal interviews explored technical finance and accounting knowledge, HR-related topics, and current economic trends. This rigorous process culminated in Harini's successful placement.

Harini advises aspiring finance professionals to build a strong foundation in accounting and finance, consistently practice relevant tests, refine communication skills, stay informed about economic trends, and leverage available resources. She highly recommends Deloitte as a career destination and stresses the importance of hard work and continuous learning. Emphasizing Steve Jobs's philosophy, "The only way to do great work is to love what you do," Harini demonstrates how passion, combined with dedicated preparation and a commitment to self-improvement, can pave the way for remarkable achievements.

- Abineswari S

Meet Chanthiveeran

A Window to the Manufacturing World



Mr. Chanthiveeran,
SSN MBA 2024-2026

In MBA journey, the summer internship holds a pivotal role, offering a practical application of the myriad concepts we soak up in the first year. It not only enriches the understanding but also sharpens the decisions regarding specialization in the following year. With that `let us get to know about the experience of a Hyundai Motors intern, Chanthiveeran.

“For me, interning at Hyundai Motor India Ltd (HMIL) was a revelation. Having previously delved into the IT sector during my stint at NielsenIQ, the transition to the bustling floors of a manufacturing giant like Hyundai was an eye-opener. As a Process Improvement Analyst on the assembly line, I was thrust into the intricate world of automotive manufacturing, an orchestra of complex supply chain dynamics and meticulous operations that ensure a car rolls off the line with impeccable quality.

One of our pressing challenges was addressing minor scratches and dents that occasionally marred the vehicles during the manufacturing process. Tackling this issue taught me the critical importance of maintaining stringent quality standards to boost customer satisfaction. Every little detail counts and every small improvement can significantly enhance the final product.

Moreover, during my time at HMIL, I mastered the art of time management, a crucial skill in any fast-paced industry. At Hyundai, every task is synchronized to perfection, mirroring the precision of a well-oiled machine. This is pivotal in a plant that orchestrates the talents of a vast workforce to produce approximately 800,000 cars annually. Witnessing and adapting to this meticulous timing taught me the importance of punctuality and efficiency in meeting both daily targets and long-term goals. It’s a skill that transcends the boundaries of work and life, empowering us to manage our responsibilities with grace under pressure. Such hands-on experience provides invaluable insights and a tangible context to the theories of supply chain management, service operations, and project management that we explore in our courses.

Dive into an internship that challenges you, opens new vistas of knowledge, and perhaps, as it did for me, provides clear direction for your future endeavours in the business world. The lessons you learn there will illuminate your path long after the internship concludes.”

- Chanthiveeran

Numeric UPS EEP

The second phase of Maynard Operation Sequence Technique (MOST) training was conducted to the executives of Numeric UPS on 7th Dec 2024 at their Valarpuram Facility. Dr. Thiruvankadam. T was the Coordinator of the training program. Dr. Vani Haridasan and Mr. Karthik (MBA 2008-10) were the resource persons.



Numeric UPS EEP
Training program

Upcoming Events

(Click on the icons for more info)

[CHRIZELLENZ](#)

[Prodigy '25](#)

[Revelation '25](#)

[HR Conclave '25](#)

The Team

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Nivedha V
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