

BigTapp Analytics

Shape Data-Driven Business Leaders

In line with its vision to provide industry-relevant education, SSN School of Management is proud to announce a strategic partnership with **BigTapp Analytics**, a leading provider of data and analytics solutions to businesses across industries.

BigTapp Analytics is a Singapore-headquartered specialist in Data, Analytics, and Generative AI solutions with a strong track record of enabling measurable business outcomes across BFSI and other regulated industries. They operate across Middle East, ASEAN, India, and the United States. Their offerings cover the full spectrum of analytics and data platform services – from data engineering to advanced AI/ML and Gen AI implementations. The engineering and delivery centres are based in India (Bengaluru, Chennai and Hyderabad) apart from onsite presence in all the countries they operate.

This partnership aims to strengthen the bridge between academic learning and industry practice. **Mr. Balaji, Head of Human Resources at BigTapp Analytics**, shared the motivation behind the collaboration:

“We were keen to work with an institution that combines academic strength with a future-focused curriculum. SSN’s emphasis on analytical thinking, hands-on learning, and talent development made it a perfect fit.”

Enhancing Student Learning through Real-World Exposure

As part of this collaboration, BigTapp will contribute to SSN’s Business Analytics specialization by delivering the Functional Analytics module. This module is designed to introduce students to real-world business applications of analytics across key domains such as marketing, finance, HR and banking.

The curriculum will equip students with practical knowledge of key analytics tools and techniques and its applications in various functional areas of marketing. It includes an orientation towards enterprise dashboards and the decisions taken by various functional managers with a data centric approach. Additionally, students will learn methods for data-driven decision-making, enabling them to approach business problems with analytical clarity and confidence in their respective areas of specializations.

The teaching approach will be highly interactive and hands-on, combining short lectures with live tool demonstrations, business case discussions, group projects, and practical assignments using real industry datasets.

“We believe learning should reflect the challenges of the business world. Our sessions are designed to mirror those challenges so students are ready from day one,” said BigTapp team.

Preparing Future-Ready Professionals

Through this partnership, students will gain exposure to industry tools, methodologies, and best practices. More importantly, they will build the confidence to apply their learning in real-world business scenarios. This not only enhances their internship and placement readiness but also helps them stand out to recruiters in a competitive job market.

The BigTapp team brings rich, cross-industry experience from consulting and marketing to finance and HR analytics. Their continued engagement with global clients ensures students receive content that is current, practical, and aligned with industry expectations.

“We view this as more than just a teaching engagement. It’s about nurturing talent, sharing knowledge, and building the next generation of data-driven leaders,” - BigTapp team.

- Abineswari S



SSN - CUMI

CUMI ELP 2024

Concludes with Insights on Strategic and People-Centric Leadership



SSN – CUMI ELP Program

CUMI ELP 2024 came to a close on July 17, 2025, with the closure comments from Dr. Hariharanath K. In his address to the participants, Dr. Hari has emphasized on the role of strategic thinking and significance of people centric management for the success of the organization as well as their own managerial careers. The thirty-seven managers were trained on 14 modules involving functional and behavioural training. The modules have been delivered by the faculty of SSN School of Management along with the industry partners. The faculty have developed a cutting-edge curriculum that can be related to the work environment of the managers. The enthusiastic participants were integral in the journey of learning and have contributed significantly to the knowledge body due to their wide experience.

The capstone projects have reached the final stages. After the completion of this, SSN and CUMI will conduct a graduation ceremony shortly.

The School wishes all participants a happy time and a great career ahead. The learning materials are all kept open on the digital front and participants can access it any time for their life long learning.

Dr. Vani Haridasan,
Associate Professor & Program Manager,
CUMI ELP 2024

Upcoming Events

Techtronix

Yolo

SAMVAD

STRATOS

Placement Corner

Welcome to Placement Season 2026!

Dear Students,

As we officially launch **Placement Season 2026**, I warmly welcome you to what will be one of the most important and exciting phases of your MBA journey, the bridge between your classroom learning and the corporate world.



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

This season, our focus is on **holistic readiness**, not just placement outcomes. To help you become well-prepared and confident, we’ve designed a structured roadmap combining:

Company-Specific Training Modules to help you understand the expectations, assessment formats, and role clarity for leading recruiters across domains.

Psychometric Assessment Reports that will give you deep insights into your personality, strengths, and potential career fit — helping you better align your job choices.

Career Domain Workshops, where experts will break down roles across **Finance, Marketing, HR, Operations, and Business Analytics**, helping you understand real-world functions and apply this knowledge in exercising your specialization choice fairly.

Resume Building, Interview Simulations, Group Discussions, and Aptitude Readiness programs to sharpen your skills and boost your confidence.

Remember, this phase is about **preparation, participation, and perseverance**. Every training session, assessment, and workshop is curated with your success in mind. The more seriously you engage now, the smoother your placement experience will be.

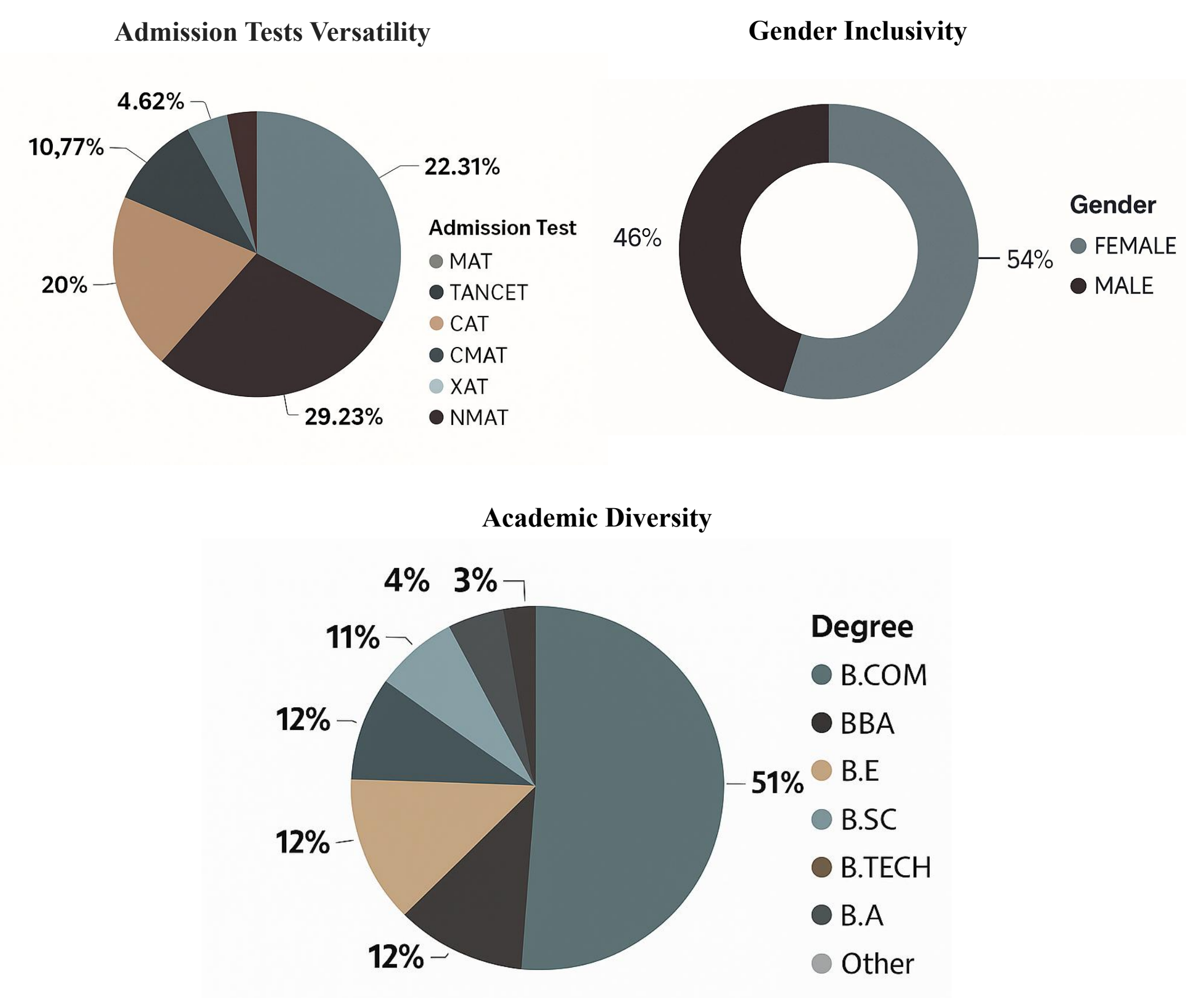
This is your time to learn, to practice, and to step boldly into the future you’ve been preparing for. Let’s make Placement Season 2026 not just successful, but truly meaningful.

Wishing you the very best!

MBA Admission 2025 - 2027

SSN School of Management welcomes its XXVI batch (2025-27) of MBA program. The batch boasts of rich academic diversity and gender inclusivity. The bridge courses will commence from August 12, 2025 .

Enrolment Analytics



We wish the students a good academic and career progression with SSN.

- Sridevi S,
Admissions Officer,
SSN School of Management

[Click here for Chain It!](#)

List of Industry experts as part of the teaching learning process at SSN

SSN has a thriving tradition of preparing students for industry roles. One-third of the courses are delivered by industry managers as part of the industry-academia interface. The list of eminent adjunct faculty for 2025-26 season includes several top management professionals from reputed companies.

Course Name	Faculty Name	Photo	Designation
Advertising and Public Relations (APR)	Mr. D. Parthiban		Head of MarTech & Client Engagement, Ogilvy ExperienceHead of MarTech & Client Engagement, Ogilvy Experience
Consumer Behaviour (CB)	Mr. Satish Tampi		Professional Practitioner
Services Marketing (SM)	Mr. M. Easwaran		Start up Consultant / Adjunct Faculty(MBA)
Strategic Brand Management (SBM)	Dr. Tanmay Chattopadhyay		Head of Marketing, Amararaja Batteries Limited
Financial Statement Analysis (FSA)	Mr. Rajesh Raghavan		Corporate President, Rane Holdings Ltd
Industrial Relation and Labour Laws (IRLL)	Mr. P. Senthil Kumar		DGM - HR & IR Numeric UPS (Group Brand Legrand)
Project Management (PM)	Mr. V. Karthik		Vice President, Operations and Business Development, IP Rings
Services Operations Management (SOM)	Mr. R. Sreepathy		Supply Chain Consultant, SKG Advisory
Artificial Intelligence for Business (AIB)	Mr. R. Thirumurugan		AI/ML Engineer, Ignitho Technologies
Functional Analytics (FA)	Mr. Partha Narasimhan Parthasarathy & Team		CTO / Vertical specific experts

Summer Internship Program

Batch 2024 - 2026

My internship at Fiesta Smart Mobility offered a dynamic blend of field exposure and strategic thinking. Engaging directly with corporate clients through structured lead management refined communication and persuasion skills, while hands-on experience with CRM tools deepened data-handling efficiency. The journey from cold calls to actual deal conversions provided a real-world understanding of customer behavior and sales flow. Contributing to team discussions, mentoring new interns, and presenting business insights fostered leadership and adaptability. This immersive experience transformed theoretical marketing concepts into actionable, result-driven practices.



Ms. Abineswari S
Business Development Intern

During my 8 week internship at iThought Financial Consulting LLP was a transformative experience. I had the opportunity to interact with professionals from diverse backgrounds, and just speaking with them made me realize how vast the market truly is and learning in this field is a lifelong journey. Working closely with the Investment Strategist deepened my understanding of strategic financial planning and management. I also engaged in discussions with NRI clients, preparing customized reports on cross-investment regulations, and retirement planning. This internship gave me a real taste of how dynamic and multidimensional the financial world is.



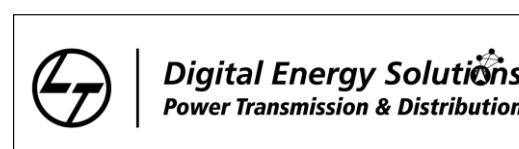
Ms. Harini K P
Financial Planning Intern



As a Brand Marketing Intern at Larsen & Toubro, I worked on designing creatives and developing content strategies for brochures and internal branding materials. This was my first time experiencing the branding side of a company, and it opened up a whole new perspective for me. I got to understand how brand identity is built and maintained across different formats. The role helped me improve my visual communication and content planning skills. One day, I aspire to become a brand storyteller who brings ideas to life with purpose. This internship was a solid first step in that journey.



Ms. Swathi G
Brand Marketing Intern



During my internship at Grant Thornton Bharat LLP, I worked on a project focused on Impact Weighted Accounting (IWA). I gained insights into how companies measure and report the social and environmental impact of their operations. The experience enhanced my analytical and research skills, especially in interpreting ESG-related data. I understood the importance of aligning financial performance with broader societal outcomes. Overall, the internship gave me valuable exposure to sustainability-focused accounting practices.



Ms. JOVINA SALOME R
Management Trainee



I had the opportunity to intern with Frutta, a leading corporate refreshment and experience provider. My role in the Business Development team involved conducting market research, engaging with clients and identifying upsell opportunities. This experience offered me hands-on exposure to dynamic sales processes and taught me the importance of building strong client relationships in a competitive market.



Ms. Nisha S
Business Development (Sales)



I completed my summer internship with WOWHR Foundation, where I actively contributed to various HR activities and initiatives. During the internship, I was involved in recruitment processes, employee engagement programs, and event coordination, which gave me hands-on exposure to real-time HR operations. I also had the opportunity to interact with professionals from different industries, enhancing my networking skills. The experience helped me strengthen my communication, organizational, and problem-solving abilities. Overall, it was a highly enriching learning journey that deepened my interest in the field of human resources.



Ms. Aishwariya R
Marketing Intern



I had the opportunity to intern with Godrej Consumer Products Ltd. (GCPL) in the Operations team, working on resolving mismatches between SAP-recorded stock and physical inventory across Raw Materials (RM), Packaging Materials (PM), Semi-Finished Goods (SFG), and Finished Goods (FG). My work involved analyzing SAP data, conducting physical stock counts, and identifying root causes such as booking delays, BOM inaccuracies, and unaccounted rework. I developed an Excel-based reconciliation tool and created Google Forms to digitalize booking and rework tracking, reducing manual errors and improving data visibility. This experience provided hands-on exposure to ERP-driven inventory management, lean operational practices, and cross-functional coordination, while strengthening my analytical, problem-solving, and communication skills in a fast-paced FMCG manufacturing environment.



Mr. Roqueson Fernando S
Operations Intern



As a Digital Marketing Intern at Bugbusterslabs, I gained hands-on experience in creating engaging content for social media platforms. I assisted in monitoring campaign analytics, which helped me understand user engagement and trends. Collaborating with the team, I contributed fresh ideas for improving our online presence. I learned to use digital tools for SEO and email marketing, enhancing my technical skills. This internship boosted my confidence in executing digital marketing strategies in a real-world setting.



Ms. Umarathi J K
Digital Marketing



I interned at Neurealm (formerly GS Labs, part of GAVS Technologies), where I worked on a digital transformation project for Frontier Airlines. I gained hands-on experience as a Business Analyst by writing user stories, testing APIs, and mapping UI components using Azure DevOps, Postman, and Figma. I actively took part in SCRUM meetings, refinement sessions, and UAT alongside cross-functional teams. I closely collaborated with developers to clarify requirements and improve booking workflows. Overall, I had a great learning experience, enjoyed every bit of it, and felt proud to contribute meaningfully to a real-world project.



Ms. Yugalakshmi J
Business Analyst Intern



Overall, I had a great learning experience, enjoyed every bit of it, and felt proud to contribute meaningfully to a real-world project.

Successfully conducted market mapping of Mutual Fund Distributors (MFDs) in Chennai to identify growth pockets for Bandhan AMC. Enhanced distributor engagement by personally visiting MFDs and understanding their investment behavior and product preferences. Analyzed competitive positioning of Bandhan Small Cap Fund, highlighting its unique selling points and communicating effectively with partners. Collaborated with Relationship Managers to support investor awareness initiatives and marketing campaigns. Developed strategic insights that contributed to expanding Bandhan AMC's retail presence across target segments.

Mr. HARISH P
Retail Sales



Summer Internship Program

Batch 2024 - 2026

During my time at Spark Minda, I actively contributed to the materials management and inventory processes, gaining hands-on experience with SAP and Excel automation. I supported barcode-based tracking systems and helped streamline data entry for job cards and material movement. I also collaborated with the team to enhance accuracy in stock reconciliation. This experience deepened my understanding of supply chain operations in a manufacturing environment.



Mr. Kumaravel B
Stores



My internship journey at Chennai Metro Rail Limited (CMRL) was not just a stint; it was a transformation. Immersed in the intricate layers of public finance, I moved beyond textbooks into a space where numbers carry weight, decisions shape cities, and precision is non-negotiable. Each task wasn't merely assigned. It was a challenge that demanded clarity, accountability, and strategic thought. This experience didn't just strengthen my financial acumen. It rewired the way I think: turning abstract theories into real-world tools, and everyday complexities into stepping stones for growth. At CMRL, I didn't just study finance. I lived its pulse, purpose, and power.

During my internship at Tata Consultancy Services (TCS), I worked on a strategic internal project titled "AI Opportunity Identification and Strategic Blueprint for Singapore Airlines." The objective was to identify high-impact AI opportunities across core operations, enabling functions, customer experience, and internal IT. I explored how different categories of AI - including Computer Vision, Natural Language Processing (NLP), Robotics, and Machine Learning techniques like classification, regression, and clustering - can be applied to drive operational excellence, improve efficiency, and enable data-driven decision-making for Singapore Airlines. For each use case, I mapped personas, data requirements, potential benefits, data enablers, and expected ROI. The outcome was a comprehensive AI strategic blueprint tailored for the airline industry. This experience strengthened my skills in strategic thinking, research, and aligning AI with business objectives.



Ms. PRANITHA PS
FINANCE TRAINEE



During my 8-week internship, I focused on Talent Acquisition for niche lateral roles across domains, including Accounts - Lead, SAP FICO, Sales Manager, etc. I personally sourced and Screened over 400 profiles and engaged with 200+ candidates. I gained hands-on experience in end-to-end recruitment coordination, stakeholder communication, and candidate engagement. I also handled vendor sourcing for a Group company's uniform requirement. This internship strengthened my practical skills in strategic sourcing and professional communication.

Mr. Karthik Sivanesan M
HR Intern



Ms. Nivedha V
Business Analyst Intern

Alumni Corner

A Journey of Exploration and Excellence at SSN

Sridevi G (MBA 2013-2015 , SSN School of Management), is presently a Digital Marketing apprentice at Google India. June 13,2013, the day of my interview, I was truly stunned by SSN SoM - the evergreen emerald palace!! After two rounds of debate and interviews, I had the privilege of meeting the then Director, Mr. Srinivasan, and one of my favorite professors, the late Mr. Gopalakrishnan!! I must say it was a humbling experience! After a week, I got an email stating “You’re admitted” and my journey had truly begun.



Ms. Sridevi G
SSN MBA 2013-2015,
Digital Marketing apprentice,
Google India

Navigating SSN in the initial days was a mix of adventure for a girl who had dreamt of big things in life! SSN transformed me from the shy kid I once was, pushing me out of my comfort zone. Giving seminars unprepared to the entire room, writing mid-night assignments with friends in the hostel rooms, sitting in the Library for hours figuring out what next, SpeakOut team debates that happen every week, having a glimpse of top movie stars, symposiums, roaming with friends.. Ah, the memories are still vivid.One of the most valuable aspects of my journey, which SSN subtly prepared me for, was the understanding that career paths are rarely linear. After my MBA, I found myself embarking on an unexpected adventure: becoming a preschool teacher. This might seem like a drastic shift, but it was during this time that I nurtured my entrepreneurial spirit by building Tamiltoddlers, a small business selling Tamil worksheets and flashcards. This venture, born from a desire to preserve culture, was my first taste of real-world success, allowing me to create content and connect with a global audience.

Applying with tempered expectations, I was surprised when doors began to open. It was a testament to perseverance and hope. Stepping into Google felt like finally setting foot on a dream long deferred. My diverse experiences, from teaching five-year-olds to building a small business, unknowingly honed transferable skills that are now invaluable in the corporate world. Effective communication, empathy, understanding diverse needs, and adapting to dynamic environments were all skills I developed along the way. To the current batch, with AI in the picture, embrace every opportunity, explore diverse interests, and remember that every experience, no matter how unconventional, builds valuable skills. As they say, "Believe you can and you're halfway there."

Student Corner

Becoming: Not in a Hurry

Think back to what you once wished for yourself. Maybe you wanted to look like your favorite movie hero, or speak with the charm of your neighborhood Anna. Now here’s the twist—**don’t write them as dreams. Write them as if they’re already true.**



Ms. Angella C
SSN MBA 2024-2026

You’re reminding your brain:“**This is who I am becoming.**”

For example:

I am fit because of consistent exercise and good eating habits.
I appreciate people when I find something good in them, and that made me mingle with people easily.
I don't do impulse buying, and hence I am able to save money.
These aren’t just statements. They’re **identity nudges**. They close the mental gap between your current self and your envisioned self, making it easier for your actions to follow.
Now write them down. Put them on a sticky note—on your mirror, your desk, anywhere visible. But here’s where the science kicks in.
Your brain gets used to things it sees repeatedly. This is called **habituation**. A psychological effect where repeated exposure dulls our response. It’s the same reason you stop noticing your wall clock or your nose in your field of vision.
So how do we beat habituation? Easy “**Keep the message fresh**”. Change the paper color. Use a new font. Move it to a different spot each week. These small shifts re-engage your brain and reignite your focus.
Because *Becoming* isn’t passive, it’s intentional. It’s psychological.
And it starts with tiny, present-tense truths that remind you:

You’re already becoming.

The best offer letter is
written in the ink of
preparation, persistence,
and patience.