

Faculty Development Program SSN SoM hosts FDP on Behavioural Finance Modeling



Inauguration of Faculty Development Program 2025

SSN School of Management proudly inaugurated a six-day AICTE Training and Learning (ATAL) Faculty Development Programme on “Behavioural Finance and Modelling: Integrating Psychology and Data for Smarter Financial Decisions” from 8th to 13th September 2025. The programme aimed to empower faculty with insights that bridge psychology, finance, and data analytics, creating a richer understanding of how human behaviour influences financial outcomes.

The inaugural address by Dr. Karuppasamy Ramanathan from Lovely Professional University set the tone with thought-provoking perspectives on risk, behavioural biases, and the role of technology in modern finance. Subsequent sessions deepened this multidisciplinary exploration.

Day 2 featured Mr. Sivaramakrishnan R, Co-founder of Sincere Syndication, who delved into the emotional dimensions of investing, highlighting the paradoxes, traits, and timeless principles that guide sound financial judgment.

On Day 3, Dr. M. P. Pandikumar from Loyola Institute of Business Administration engaged participants in hands-on sessions on financial modelling, security market lines, and portfolio construction, bridging theory with practice.

Day 4 saw Mr. Kishore Chidambaram from Cholamandalam MS General Insurance lead an experiential session on behavioural finance and decision-making, including a lively mock bidding exercise that brought market psychology to life.

An industry visit to DSP Mutual Fund on Day 5 offered participants practical exposure to mutual fund operations, portfolio design, and investment strategies, highlighting the importance of research-driven, disciplined investing. Later that day, Prof. Kshetragna C N introduced participants to R programming for analytics, demonstrating how data visualization and statistical tools can enhance financial and business decision-making.

The programme culminated on Day 6 with Mr. Rajesh Raghavan of Rane Holdings Ltd., who led a reflective session on managing behavioural biases in leadership and finance through interactive case studies and simulations.

The valedictory session celebrated the programme’s success, marked by participant reflections, words of appreciation, and heartfelt gratitude to Dr. Hariharanath Karanam, Dr. Kavitha Muthukumar, and Dr. Theerthana P for their leadership. The FDP concluded not as an end but as a new beginning, one that reinforced SSN’s commitment to fostering continuous learning, collaboration, and transformation in the academic and professional realms.

- Reethi Sri N

What’s Hot Now AI as the New MBA Skillset: Preparing Future Leaders for 2025 and Beyond



Mr. R. Thirumurugan,
AI/ML Engineer,
Ignitho Technologies

The landscape of AI tools in 2025 presents unprecedented opportunities for young students, inspired by industry visionaries like Elon Musk, Sam Altman, and Jensen Huang. Just as Musk emphasizes the importance of building revolutionary products that shape the future, and Altman believes young entrepreneurs with AI expertise will dominate tomorrow’s markets, today’s students need to harness AI to stay competitive.

Why Future Leaders Need AI?

Elon Musk famously advocates for leveraging AI to push boundaries in tech innovation, imagining a world where AI accelerates human potential. Sam Altman has highlighted that individuals with exposure to AI tools at a young age, especially those under 22 will be the future’s business leaders. Nvidia’s CEO, Jensen Huang, predicts that soon, a single person armed with AI can build billion-dollar companies, emphasizing the democratization and scalability of AI-driven entrepreneurship.

Key AI Tools Transforming MBA Learning in 2025

NotebookLM: An AI-powered research assistant from Google Labs, ideal for summarizing complex documents and organizing notes efficiently.

Grammarly: An essential AI-driven writing assistant that ensures clarity, professionalism, and error-free reports and communications.

Genei: For quick market research, literature review, and information synthesis.

Fireflies.ai: Automates meeting notes and collaboration, freeing students to focus on strategic discussions.

Zchat.ai: Facilitates engaging presentations using AI-generated slides and content.

Krisp: Provides noise cancellation during calls and online classes, ensuring clear communication.

Wispr: Summarizes lengthy meetings and discussions for quick comprehension.

Buffer AI Assistant: Quickly creates and optimizes content for social media or personal branding.

Suno: AI-generated music for multimedia projects, reels, or marketing content.

Popai: Chat with PDFs and prepare dynamic presentations automatically.

In the evolving world of AI, students equipped with these technologies can:

Automate routine tasks, freeing up creative and strategic thinking.

Build innovative products and startups with AI-enabled development.

Conclusion

The message is clear: AI will be the defining skillset for future business leaders. Embracing tools like NotebookLM, Zchat.ai, and others, alongside industry insights from tech visionaries will empower MBA students not just to adapt but to lead in a rapidly transforming digital economy. As Altman suggests, early AI exposure now could be the key to ruling the future market landscape. This comprehensive approach to AI integration will prepare students to innovate, build, and excel, echoing the vision of industry giants who see AI as the ultimate catalyst for business and technological growth

Workshop Careers in Investment Management and CFA Institute



CFA Institute

The session on “Careers in Investment Management” was organized for the MBA second-year students by SSN School of Management on 2nd September 2025. The resource person, Ms. Anjana Nahar, University Relations Specialist at CFA Institute, provided valuable insights into the evolving landscape of investment management and the global opportunities available for aspiring professionals.

Ms. Nahar elaborated on the structure and curriculum of all three levels of the CFA Program, along with other certifications offered by the CFA Institute. The session helped students gain a clearer understanding of the career pathways in investment management and evaluate how pursuing the CFA Program could support their long-term professional aspirations.

Through such insightful sessions, SSN School of Management continues to create platforms that connect students with industry experts, enabling them to explore diverse career avenues and guide them with the knowledge and direction needed to make informed choices and build rewarding careers in the financial domain

- Swathi G

TO THE FOREFRONT

25 Editions of The Chief: Celebrating a Legacy of Insight and Impact

As The Chief marks its 25th edition, it stands as a proud testament to the voice, vision, and vibrancy of SSN School of Management. Since its inception in September 2023, the newsletter has grown into a distinguished chronicle of ideas, insights, and inspiration - capturing the pulse of academia, industry, and innovation alike.

The inaugural edition opened with a powerful note from the Director's Desk, setting the tone that "A Manager is a guide." From exploring the "AI Pathway in Digital Sales," "Project Management Expertise," and "Organizational Culture" to celebrating the journeys of alumni, faculty, and students, every issue since has reflected the evolving spirit of management education at SSN.

As the editions unfolded, The Chief became more than a publication - it became a platform. Each release celebrated achievements like NHRDN Student Chapter affiliation, SSN-CUMI Emerging Leaders Program, ICETBM 2025, HR Conclave '25, and numerous corporate and alumni talk series that bridged academia with industry.

The Chief continued this legacy with renewed vigor, proving to be a medium that not only informs but inspires. Each edition spotlighted innovation through thought-provoking articles such as "FinTech at the Forefront," "SyncHRonize '25: Where Talent, Technology, and Transformation Converged," and "NHRD High-Tea: Shaping Future Leaders." It consistently celebrated research insights, leadership programs, and student achievements - from Gamification in Action to Empowering Students through Self-Defence.

Reaching its 25th milestone, The Chief celebrates not just consistency but commitment - to knowledge, creativity, and collaboration. It remains a living archive of SSN SoM's intellectual journey, chronicling how each article, each voice, and each edition has shaped a collective legacy of excellence. Here's to The Chief - 25 editions strong, and many more to inspire.

- Karthik Sivanesan M
SSN MBA Batch 2024 - 2026



Newsletter Team 2024 - 2026



HR Conclave '25 - Illuminates the Path to Future-Proof Careers

The first panel discussion, moderated by Mr. Rajan K. Associate Director, HR, SSN School of Management, explored the future of HR in a world of rapid technological change. The panelists, including Mr. S. S. Srinivasan, Director of HR, SSN School of Management, and Mr. S. S. Srinivasan, Director of HR, SSN School of Management, discussed the challenges and opportunities of the future of HR. The discussion centered on the importance of upskilling and reskilling, the role of AI in HR, and the need for a more holistic approach to talent management. The event was a success, with a large audience and a high level of engagement.



DAKSHA 25



Daksha '25, the flagship annual management fest of SSN School of Management, was successfully conducted on September 19, 2025, marking a milestone edition that coincided with the Silver Jubilee celebrations of SSN SoM. Commemorating 25 years of excellence in management education, this year's fest stood as a proud reflection of SSN's enduring legacy of learning, leadership, and innovation.

The inaugural ceremony was graced by the esteemed Chief Guests, Mr. Ravindran, Chief Business Officer at Numeric, and Mr. Sarathbabu, CEO of FoodKing, whose inspiring presence added prestige to the occasion. Mr. Vivek, a proud alumna from the batch 2003 – 2005, a member of founding Team of Daksha and quiz master of the flagship Business Quiz event, brought wit and energy to the stage, intellectually stimulating the participants and audience alike.



Themed "Vintiq: Master the Management with a Vintage Touch," Daksha '25 beautifully blended the elegance of the past with the dynamism of modern management. The event featured 15 competitive events across core and non-core domains, attracting over 700 participants from leading institutions across Tamil Nadu. From business quizzes to marketing simulations, finance challenges to cultural showcases, every event echoed the vibrancy and competitive spirit that defines SSN SoM.

The panel discussion featured seasoned HR professionals who shared thought-provoking perspectives and valuable insights, leaving the attendees with meaningful takeaways. This year saw a record-breaking number of registrations, with nearly 700 students registering from various colleges across Tamil Nadu. Hindustan Institute of Technology & Science emerged as the overall champions of Daksha '25, securing the highest points across multiple events.



This year, Daksha was sponsored by various industry leaders making it a grand success. The Sponsors list includes – Presenting Sponsor – SNJ Groups; Co – Sponsor – Vasanth & Co; Associate Sponsor – VVD & Sons; Radio Partner – Hello FM; Travel Partner – Vetri Tours n Travels and Silver Sponsors included Frutta, VGP, Hungry Box, Munchys and Baratie Kitchen.

Adding to the festive spirit, numerous student-led stalls and sponsored kiosks transformed the SSN campus into a hub of energy and celebration. The students displayed remarkable teamwork, creativity, and competitive spirit, which contributed immensely to the success of the event.



As Daksha '25 concludes, the upcoming MBA batch looks forward to setting new benchmarks in registrations, sponsorship, marketing, and engagement for next the next edition, carrying forward the rich legacy of SSN School of Management.

Alumni Talk Series

From MBA to Marketing Leadership



SSN MBA Batch 2025 – 2027 Students

The Alumni Talk Series featured Ms. Sangeeta Priyadarshini (MBA Batch 2009–2011), Lead Marketer at Zoho, who shared insights on “Building Skills for a Career in Marketing and Beyond” during the session held on 27th September 2025.

She encouraged students to embrace the MBA journey, noting that while the first year may feel demanding, it builds the strong foundation needed for future growth.

Defining marketing as the ability to communicate the value of a product or service, she explained its distinction from sales. While marketing generates awareness and prospects, sales focuses on engaging directly, convincing, and closing deals. Using the example of small businesses, she illustrated how marketers position value while sales professionals convert it into revenue. She emphasized that everyone, in some way, is both a marketer and a salesperson, whether in convincing others or presenting oneself during placements.

Highlighting the skills needed for success, she identified storytelling, communication, and creativity as the top three, supported by persuasion, writing, and analytical thinking. Storytelling, she stressed, is what makes a marketer stand out, citing social media influencers who seamlessly integrate products into their narratives.

Looking beyond technical skills, Ms. Sangeeta underlined the importance of leadership and strategic thinking. In an age where AI can accelerate work, human qualities like guiding teams, building trust, and differentiating brands remain vital. She also encouraged students to explore diverse streams such as digital, growth, brand, and product marketing, based on their interests and strengths.

In conclusion, she advised students to build relevant skills, follow industry leaders, and remain adaptable. Her core message was clear: skills, leadership, and adaptability will matter far more than grades or titles in shaping a successful career.

- Vasunthara V

Internship Corner

Growth Beyond Comfort: My Internship Journey at TrusTrace



Mr. Nithish Kumar K
SSN MBA Batch 2024 - 2026

I am happy to have experienced as a Product Specialist Intern at *TrusTrace*, a global SaaS platform and pioneer in digital traceability, enabling brands worldwide to drive transparency, compliance, and sustainability across their supply chains.

Before diving into what I learned, I want to reflect on my journey a little.

I often found myself stuck in a comfort zone, which is why I decided to quit my job and pursue an MBA through a residential program. This is the second time I have consciously stepped out of my comfort zone again. For this internship, instead of staying in my hometown Chennai, I chose to move to Coimbatore, a city I was visiting for the first time.

During my internship, I gained valuable exposure to how sustainability and traceability are applied in real-world platforms. I understood how SaaS solutions like TrusTrace enable collaboration between brands and suppliers, ensuring compliance and transparency across the supply chain. I explored modules such as SCM, PO SCM, PMM, CMC, SSM, and EUDR, and worked extensively with tools like Excel, Power BI, and Outwit Hub for data preparation, transformation, and validation.

I also dealt with supplier and facility data, focusing on accuracy in mapping and linking purchase orders to materials. Additionally, I observed how global regulations, including the European Union Deforestation Regulation (EUDR), are addressed through digital traceability and attended a Townhall meeting that gave me insights into company-wide vision and alignment.

On a personal level, this experience made me realize how much more I need to learn and prepare for. Stepping into new environments has shown me that growth begins only when we move beyond our comfort zones, and this journey has motivated me to keep challenging myself.

Placement Corner

The Placement Story Nobody Saw Coming - Including Me



Ms. Abineswari S,
SSN MBA 2024-2026

For MBA students, placement season is more than just securing a job, it's about testing resilience, discovering strengths, and learning how to handle uncertainty.

My placement journey with Everstage was unique. Instead of the traditional resume drop, it began with a detailed application form, followed by a task where I had to draft LinkedIn and e-mail outreaches and pitch Everstage's product, just like a real BDR.

Then followed by the discussions with a BDR Lead, the Manager and the Director. Each round felt less like an interview and more like an opportunity to learn. There was even an additional round, which was a bit technical and role-focused. That week was intense with long nights, constant anticipation, and plenty of self-doubt. But it also pushed me beyond my comfort zone.

On August 27th, I received the result. Coincidentally, it was exactly one year since I had started my MBA, which was a reminder of how much can change within a year!

The lessons that I carry forward from this journey are simple yet powerful: Consistency matters, the right mentorship and guidance can make the road smoother and while stress eventually fades, the learning you gain stays with you forever.

To my peers, I truly believe your time will come, every journey is unique and unfolds at its own pace. To my juniors, remember to trust the process and above all believe in yourself, it will make you reach heights. After all, "It's never about luck, it's about how consistently you work towards your goal."

My Summer Internship Experience at BigTapp Analytics – A Journey of Dual Learning



Ms. Madhumitha G,
SSN MBA 2024-2026

This summer marked a significant milestone in my learning journey as I embarked on my first corporate internship at BigTapp Analytics. Coming from an AI and Data Science background, I was eager to explore a techno-functional role that bridges technology with business understanding. Though I began my search with some apprehension—given how niche this domain is—I was thrilled to be selected for a dual role in Pre-Sales and Data Science.

The experience was nothing short of a rollercoaster of learning — challenging, yet deeply rewarding. On the Pre-Sales front, I supported client proposal development through requirements gathering, collaborated with technical teams, and created AI/ML-based case studies tailored to different industries. These experiences helped me see how technology is not just built — it's also narrated and negotiated through teamwork and clarity of thought.

In the Data Science space, I contributed to developing a Generative AI project to support the internal presales team. Working on this project helped me connect my undergraduate learnings with the fast-evolving landscape of Generative AI, making the experience highly relevant to current industry trends. Beyond coding and data, it gave me a deeper appreciation for how innovation can simplify workflows and drive smarter business decisions.

Overall, this internship reaffirmed my passion for integrating technology and strategy to create meaningful, real-world impact.

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Onam Celebration 2025



Teacher's Day Celebration 2025

The MBA Department celebrated Teacher's Day with heartfelt enthusiasm on September 5th at 12:00 PM. The event brought together students, teaching, and non-teaching staff to honour the dedication and guidance of our mentors. The celebration began with a warm introduction by Nisha, who set the tone by acknowledging the invaluable role teachers play in shaping future leaders.

A touching tribute video was played, featuring students expressing gratitude and speaking about their favourite teachers. Their thoughtful messages highlighted the impact faculty members have had on their academic journeys and personal growth.

Following the video, students and faculty members shared personal experiences, celebrating the bond between teachers and learners. Moments of nostalgia, admiration, and appreciation filled the hall. The event concluded with a joyous cake-cutting ceremony, symbolising unity and celebration.

The celebration left a lasting impact, with faculty expressing heartfelt gratitude for the students' love and effort, affirming that such gestures inspire them to continue guiding with even greater dedication.

- Vijayakumar R & Yugalakshmi J

Value Added Course

Pathways to Product Management



SSN MBA Batch 2024 – 2026 Students attending VAC

At SSN School of Management, classroom learning is continuously enhanced through industry-oriented Value Added Courses (VACs) that prepare students to tackle real-world business challenges. As part of this initiative, MBA second-year students recently participated in a VAC on *Pathways to Product Management*, facilitated by Mr. Sidharth Sivasailam on 20th August, 22nd August, 2nd September, 4th September and 15th September 2025.

The session provided a comprehensive overview of the evolving field of product management. Students gained insights into the role of a Product Manager, the key skills and responsibilities involved, and what companies seek in aspiring product managers.

Mr. Sidharth also introduced essential tools, frameworks, and methodologies crucial to the profession.

To make the learning experience practical and engaging, students participated in hands-on group assignments focused on product development. They worked on creating user stories, designing product roadmaps, and crafting sample UX designs, activities that simulated real-world PM scenarios. Additionally, mock interviews were conducted, offering personalized feedback to help students refine their communication and presentation skills.

Emphasizing the importance of staying updated with industry trends, Mr. Sidharth encouraged students to leverage AI tools to enhance their product management approach.

The session not only deepened students' understanding of product management but also inspired confidence to explore this dynamic career path.

A special note of appreciation goes to Mr. Mugunth P for his support in organizing this enriching and impactful learning experience for the students of SSN School of Management.

- Vikasini C

Students Achievements



Ms. Hemavarshni ,
SSN MBA Batch 2025 – 2027,
First Prize – Best Manager,
St. Joseph's Institute of Technology Management
Symposium (15.09.25)



Ms. C Renganayagi, Ms. M Bhagyashree ,
SSN MBA Batch 2025 – 2027,
First Prize – Trade Brigade,
St. Joseph's Institute of Technology Management
Symposium (15.09.25)



Ms. Jerusha, Ms. Divya Barathi , Ms. Harini ,
Ms. Devika ,Ms. Akshayaa
SSN MBA Batch 2025 – 2027,
Second Prize – Blurs print ,
St. Joseph's College of Engineering – Fenestra
(20.09.25)



Ms. Archana Linnet J, Ms. Akshaya MSR,
SSN MBA Batch 2025 – 2027,
First Prize – Business Quiz,
St. Joseph's Institute of Technology Management
Symposium (15.09.25)



Mr. Praveen ,
SSN MBA Batch 2025 – 2027,
Third Prize – Trade Brigade,
St. Joseph's Institute of Technology Management
Symposium (15.09.25)



Mr. Girish Kumar , Mr. Keerthivasan , Mr. Neelakandan
SSN MBA Batch 2025 – 2027,
Second Prize – Tackle Takies,
St. Joseph's College of Engineering – Fenestra
(20.09.25)



Mr. R Karthik J, Ms. Shrijha ,
SSN MBA Batch 2025 – 2027,
Second Prize – Business Quiz,
St. Joseph's Institute of Technology Management
Symposium (15.09.25)



Mr. Nithish Kumar K,
SSN MBA Batch 2024 – 2026,
First Prize – Business Quiz,
St. Joseph's College of Engineering –Fenestra
(20.09.25)

Upcoming Events

Crescita'25

National Olympiad
2025

Tata Crucible

Ace the Case 2025

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 K