

PLACEMENT BROCHURE

2022-2024



**School of Management
CHENNAI**

www.ssn.edu.in

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Dr. Kala Vijayakumar
President

PRESIDENT'S MESSAGE

"Today's business, economic and social landscapes face questions that are multidisciplinary and complex. Management education is going through a paradigm shift due to the rapid changes in the industry requirements. At SSN School of Management (SSN SOM) we lay a strong foundation for our graduates to empower them and enable them to develop managerial talent, co-create new ideas and understanding, and innovate and establish new business. The testimony of this is the success of our alumni in various roles across diverse industries."

I am happy to inform you that the School has enhanced its curriculum and academic framework since it became autonomous in the year 2018.

The School has lengthened the internship window for the students. This provides them the much needed exposure to bridge the gap between theory and practice. The specialization baskets for functional areas of management have been expanded and a new stream of specialization, Business Analytics has been added.

I am proud that the SSN School of Management (SSN SOM) is a favored destination among aspiring students. Our aim is to develop well-rounded, confident, and socially responsible individuals who will achieve their full potential. We aspire to be a launching pad for many successful careers in the global Industry.



Dr. Hariharanath K
Director

DIRECTOR'S MESSAGE

"Dear Recruiters,

I welcome you to the SSN School of Management's (SSN SOM) placement initiative and it is my pleasure to introduce the SSN SOM MBA Batch 2022- 24. The MBA program is a two-year fully residential program with an emphasis on value-based holistic learning.

The MBA students at SSN SOM are drawn from varied academic and economic backgrounds.

The holistic approach to the admission process guarantees all the inclusivity needed for the overall growth of the students. We strive to ensure equal opportunities and provide an independent environment conducive to nurturing leadership abilities.

It is a preferred institution amongst students aspiring for admission to a leading business school. At SSN School of Management (SSN SOM), students are exposed to a rigorous, broad-based academic curriculum that goes beyond the classrooms. There is excellent feedback about the performance of our students from a wide spectrum of industries and organizations. Our students are lauded for their capabilities, skill sets, and enthusiasm for teamwork. In addition, our students have also become entrepreneurs, establishing successful start-ups.

The students are molded into future-ready professionals through a combination of academics, personality workshops, and industry exposure to fit in seamlessly into management profiles in your organization.

I have closely monitored the academic journey of the students and am sure that you will find them highly motivated, confident, and capable.

I invite you to our campus for recruitment and assure you of our full cooperation and support in this Endeavour."

WHY RECRUIT FROM **SSN SOM**?

SSN School of Management (SOM) encompasses a frame of intricately planned curriculum, extended industry exposure and prominent faculties. The institution holds prestigious testimony for over 20+ years in equipping industry ready leaders with rich exposure and contemporary ability.



Diversified background of students



Spectacular brand known for reputation of excellency



Finely defined curriculum to support industry requirements



Dual specialization aligned to career aspirations of students



Real time industry exposure through internships and projects with duration up to 5 months



Contemporary learning approach through industry leaders via sessions, workshops, and Value Added Courses (VAC)



Cultivating versatile student personalities through informal learning.



Accredited by NAAC with A++



Program is NBA Accredited

BATCH PROFILE

GENDER DIVERSITY

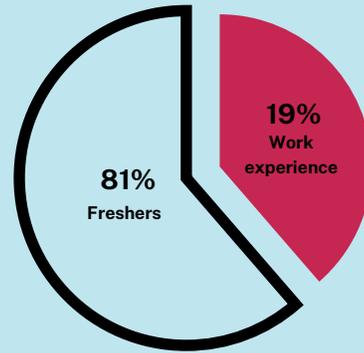


Men
40%



Women
60%

WORK EXPERIENCE



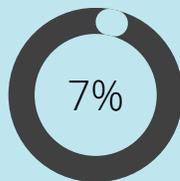
WORK EXPERIENCE (DURATION)



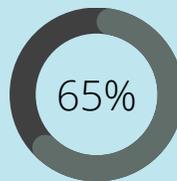
SPECIALIZATION



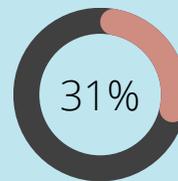
Finance



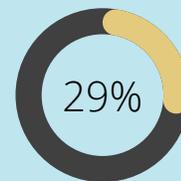
HR



Marketing

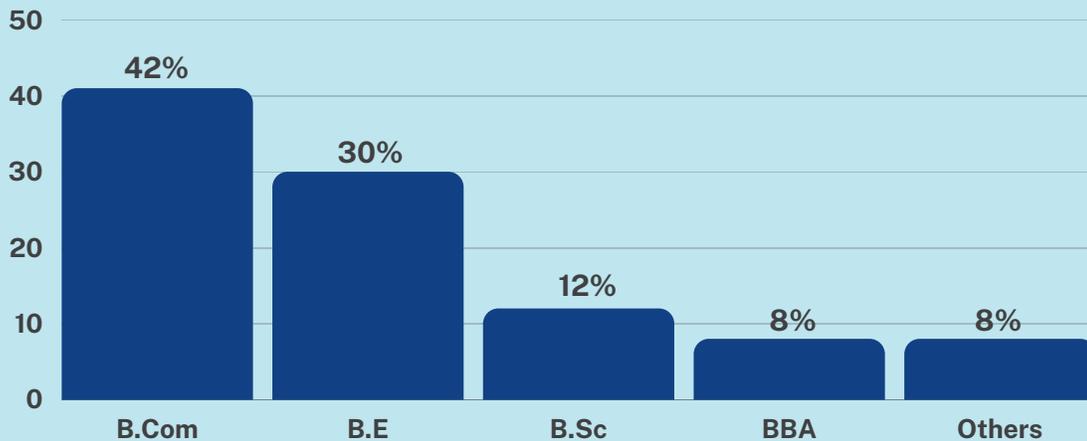


Operations



Business Analytics

EDUCATIONAL BACKGROUND



FACULTY PROFILE

ACCOUNTING & FINANCE

Dr. Srinivas Gumparthi

Ph.D, M.Phil and MBA

Dr. Theerthaana P

B.E., MBA., Ph.D

Dr. Kavitha Muthukumaran

B.Sc., MBA, Ph.D

Dr. K Sampath Kumar

(Adjunct)

BA, BGL, M.Com., MBA, M. Phil.,
CAIIB, ACS, FCMA, Ph.D.,

Mr. Kishore Chidambaram

(Adjunct)

B.Sc., MBA

Mr. Rajesh Raghavan

(Adjunct)

B.Com., AICWA, ACS, PGDFM
President-Corporate
Rane Folding Ltd

LEGAL ASPECTS OF BUSINESS

Mr. Srivatsan NC (Adjunct)

B.Com., FCA, FCMA)

Prof. Palanisamy K

FCA, ACMA, ACS, LLM)

MARKETING MANAGEMENT

Dr. Thiruvankadam T

MBA., Ph.D

Dr. Sudarsan Jayasingh

B.Sc., MBA., Ph.D

Dr. Kirubaharan B

B.E., MBA., Ph.D

Mr. Satish Tampi

(Adjunct)

B.E., PGDM (IIM-A)

Mr. Easwaran M

(Adjunct)

B.E., PGDBA

STRATEGIC MANAGEMENT/ BUSINESS ANALYSIS

Dr. Hariharanath K

MBA., Ph.D

Mr. Manoharan M

(Adjunct)

M.E

Sr.GM, TCS (Retired)

FACULTY PROFILE

DIGITAL & BUSINESS ANALYTICS

Dr. Girija T

B.Sc., MBA, M.Phil,
Ph.D

Mr. Lakshmi Narayanan G (Adjunct)

B.E., PGDM (IIM-L)

Mr. Narasimhan Partha

CTO, Big Tapp Analytics

Mr. Thirumurugan

B.E, MBA

OPERATIONS & SUPPLY CHAIN MANAGEMENT

Mr. Natarajan R

B. Tech (IIT-M), PGDM (IIM-B)

Dr. Vani Haridasan

B.Tech (NIT-J), MBA., PhD

Mr. Sreepathy R

B.Sc, B.Tech, MS, APICS, CSCP
Manufacturing Director (Retd)
Reckitt Benckiser

Mr. Chandraprakash V (Adjunct)

B.E., (NIT-Trichy) PGDM (IIM-B)

HUMAN RESOURCE MANAGEMENT

Dr. Sriji ES

B.Sc.,MBA., PhD (IIT-M)

ADJUNCT

Dr. Ravi Thilagan

DJE, MBA, PhD

Mr. GD Sharma

B.com, MA, PIMR (TISS, Mumbai)

Mrs. Sangeetha Sivaraj

B.Sc, M.Sc, MBA

Talent Acquisition lead HR, Philips

Mr. Senthil Kumar P

BCA, MBA, PGDM
HR, Numeric UPS

Mrs. Mythili Sarathy

BE, PGDM

Head of Strategy, Sloanebuilt

PERSONALITY & LEADERSHIP

Mr. Raghuraman

B.E., PGDM.

Dr. Jayshree Suresh (Adjunct)

MBA., Ph.D

FOUNDATION & CORE COURSES

SEMESTER 1

Economic Analysis for Business

Statistics for Managerial Decision

Organizational Behavior

Accounting for Management

Legal aspects of Business

Principles of Management

Business Communications

Data Analysis and Modelling

Information Management

Seminar 1 - Industry Analysis

SEMESTER 2

Marketing Management

Human Resource Management

Financial Management

Operations Management

Business Research Methods

Introduction to Business Analytics

Applied Operations Research

Business Analysis/Business
Ethics/Entrepreneurship Development

Data Analysis and Visualization

Seminar II - HBR Reviews

VALUE ADDED COURSES

Value-added courses offer exclusive, industry-led programs designed to induce essential skills. These courses foster contemporary awareness and cover a wide scope, incorporating case studies and other practical applications.

Name of the course	Area	Resource Person	Company
Digital Marketing	Marketing	Mr. Ganesh Ramamurthy	Aorta Digital
Product Design	Marketing	Naren Mohana Sundaram & Praveen Inbarajan	Mr.Cooper
Total Rewards Management	Operations	Mr. Aravind & Mrs. Kavitha. H	Equitas Small Finance Bank
Data Analytics in Operations	Ops & Analytics	Mr. Dingoo Karthick	LatentView Analytics
Talent Acquisition	HR	Mr. Raghu. P	Diamondpick
Business Applications of Cloud	Information Management	Mr. G. Lakshminarayanan	BuildHr Management Consultants Private Limited
Design Thinking	Business Analytics	Mr. Ramnath Prabhu	Intellect Design
Rural Community Engagement	Analytics	Mr. Sridhar. S	Intellect Design

ELECTIVES

MARKETING

Consumer Behaviour

Customer Relationship Management

Sales and Distribution Management

Services Marketing

Strategic Brand Management

International Marketing

Retail Management

Marketing Research

Marketing Analytics

Advertising and Public Relations

ELECTIVES

BUSINESS ANALYTICS

Artificial Intelligence for Business

Big Data Analytics

Functional Analytics

Tools for Business Analytics

Applications of Analytics

Python for Business Analytics

Business Analytics Project

Social Media Web Analytics

Blockchain Technology and Applications

OPERATIONS

Supply Chain & Logistics Management

Services Operations Management

Project Management

Total Quality Management

Materials Management

ELECTIVES

HUMAN RESOURCES

Industrial Relations & Labour Laws

Strategic Human Resource
Management

Compensation & Benefits

Organizational Theory, Design
and Development

International Human Resource
Management

Performance Management

Training and Development

FINANCE

Banking Services Management

Security & Portfolio Management

Financial Statement Analysis

Financial Modelling & Analysis

Corporate Finance

Financial Services

Behavioral Finance

BEYOND CLASSROOMS

CLUBS

College clubs are vibrant and diverse student organizations that enrich the campus experience by providing numerous opportunities for personal growth, social interaction, and skill development.

Talk it out!



The Talk It Out Club - a public speaking club for students looking to enhance their public speaking skills and thrive in professional settings. With a focus on support and growth, the club empowers individuals to become confident and influential speakers through impromptu speeches, prepared speeches, and mock debates.

Finlit!

The Finance Club is an engaging and educational platform for students interested in the world of finance. Whether you're majoring in finance or simply intrigued by financial markets, this club offers a wide range of benefits and opportunities.



BEYOND CLASSROOMS



Marketrix



A sales and marketing club that provides a platform where students can interact with professionals, showcase individual talent as well as collaborative performance in the field of marketing and sales and make the process of sharing and learning knowledge an interesting one.

MusHRoom



The Human Resources Club at our college offers an enriching experience for students interested in the field of HR. Through activities, Case analysis, members gain valuable insights into various HR functions, including recruitment, talent development, and performance management.



Data Dive Analytics Club



The Data Analytics Club in college is a dynamic and engaging student organization that focuses on exploring the world of data science and analytics. This club offers a myriad of opportunities for learning and growth from case analysis to mini activities,



BEYOND CLASSROOMS



Entrepreneurship Club



The Entrepreneurship Club in college is an inspiring platform that empowers students with an entrepreneurial mindset to explore innovation, creativity, and business ventures. Joining this club offers a wide range of advantages for aspiring entrepreneurs and those curious about the world of startups and business.

Book Reading Club



The Book Reading Club is a captivating and enriching platform for students who share a passion for literature and the joy of reading. Joining this club opens up a world of literary exploration and numerous benefits that go beyond the pages of books.



Consulting Club



The Consulting Club in college is a prestigious student organization that provides invaluable opportunities for students interested in the consulting industry. The club offers a wide array of benefits for aspiring consultants.



THE PLACEMENT COMMITTEE

The Placement Committee spearheads campus recruitment, fostering connections between students and corporate paths. Their core goal is to facilitate student placements in ideal roles through industry collaboration. Bridging the student-corporate gap, the committee nurtures holistic development, including Pre Placement initiatives. They further enrich this process by facilitating a diverse array of events and interactions that encourage conversations about placement experiences and the subsequent path of personal and professional growth.



SUCCESS SESSIONS

Senior students share their interview experience with their juniors and this acts as a preview for placements.



SOFT SKILLS

Training is provided to build skills in GD, resume building, case preparation etc. by corporate heads from various sectors.



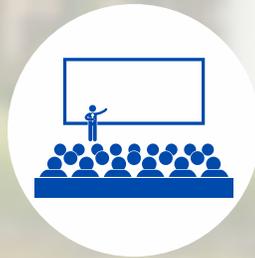
ASSESSMENTS

Structure programs that are conducted to identify skill gaps, and measure job fitment and job prospects of a candidate.



APTITUDE TRAINING

The aptitude building program is to enhance student's ability to approach tests based on tonics like VA, QA, LR & DI.



CORPORATE LECTURE SERIES

Eminent guest lecturers are invited to expose the students to real life corporate experience..



VERSANT TEST

The Versant tests are conducted to measure students' abilities in speaking, writing, Listening, or reading.

PLACEMENT COMMITTEE

PLACECOM



GURU PRASAAD A
guru2230022@ssn.edu.in



PRASHANNA
prashanna2230101@ssn.edu.in



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harshitha2230042@ssn.edu.in



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priyadharshni2230081@ssn.edu.in



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ishwarya2230068@ssn.edu.in



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KAVIYA P
kaviya2230051@ssn.edu.in



SHRUTHI P
shruthi2230054@ssn.edu.in



SSN MBA ALUMNI COMMITTEE ALCOM



SSN School of Management has a rich connection of more than 1800+ active alumni, providing long term value to the institution as well as networking opportunities to the students. Alumni committee creates a platform that bridges relationship between alumni and the institution.

Objective:

- **Leveraging strong alumni engagement**
- **Enable the students, industry ready through career development programmes (such as mock interviews, mentorship program, providing industry projects and placement opportunities), talk series and interactive sessions.**

As a bridge between alumni and students, Student Alumni Representatives (SAR) are selected for each batch by the alumni association. From 2021-23 batch, LinkedIn and Mentorship committees inducted as a part of the alumni committee, spearheaded by the SARs of the respective batch.



ALUMNI RELATIONSHIP

Facilitated a heart-warming 20th year reunion of 2001-03 batch, fostering nostalgia and renewing old bonds.



DATABASE MANAGEMENT

Maintaining the track record of alumni with all the supporting attributes captured.



TALK SERIES

Organized 15 talk series featuring esteemed alumni who are industry experts. Their insights and experiences have been inspiring and enlightening for our students.



MENTORSHIP PROGRAM

Phase 1 got kickstarted by mapping 38 students with 17 mentors. Now, as we move forward to Phase 2, we are set to launch with 21 students following the same progress.



CAREER DEVELOPMENT

SSN Alumni conducted an enriching Value-Added Course on Product Design and Product Management, providing valuable industry knowledge to our students.

Mock interviews are integrated for holistic development of students.



LINKEDIN HANDLE

Social media handle is created with a long-term vision to establish brand awareness, brand loyalty, and relationships with students.

• STUDENT ACHIEVEMENTS •

ALL INDIA MANAGEMENT STUDENTS' CONVENTION 2022

(Third place)

- Management quiz



SAMYOG 2022

(WINNER)

- Best HR Team
- HR Connections

COMBAT 2022

(WINNER & RUNNER)

- DEA quiz
- Business Plan Development
- HR Auction
- HR in crisis



YUKTI TSM 2023

(RUNNER)

- Pinnacle - HR event



CHRYSALIS LIBA '2023

(WINNER & RUNNER)

- Battle Station
- Finance the Galactic Exchange
- Bella Stellaris
- Galaxy of Heroes



ZEST- MOP VAISHNAV 2023

(RUNNER)

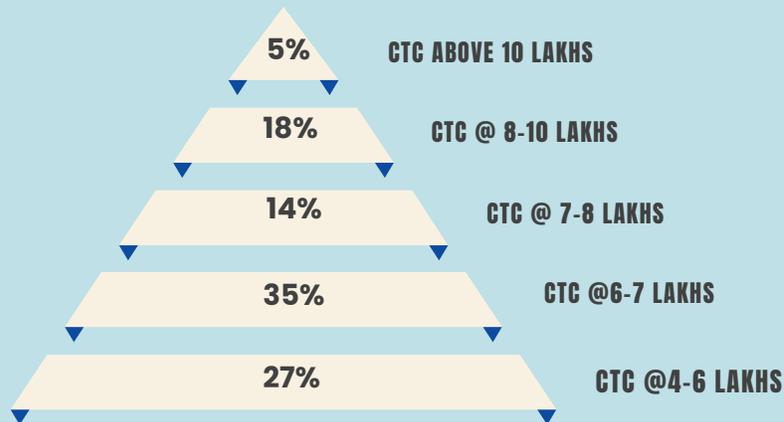
- Wolf of Dalal Street - Finance
- 13 Reasons Why? - HR Event

PLACEMENT STATISTICS

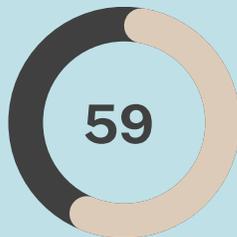
AVERAGE CTC

6.84 LAKHS

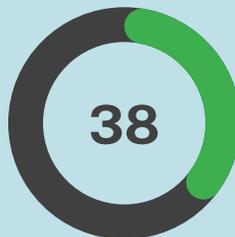
AVERAGE SALARY PACKAGE



RECRUITMENT STATS



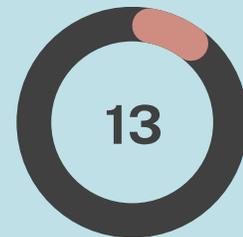
Companies
Participated



Companies
Made Offers



New
Recruiters



Replacement
Offers/Interviews

ALUMNI TALK SERIES

NAME	BATCH	ROLE	SESSION FOCUS
Aswin Kumar	2017-19	Marketing Role	How functional roles make up MBA? Orientation session
Akshaya Sona Sri	2017-19	Lead Analyst	
Mirun	2017-19	Operations Role	
Madhan	2017-19	Analytics Role	
Thenkavi	2015-17	Analytics Role	
Bindhu	2017-19	Finance Role	
Chittaranjan	2017-19	HR Role	
Iniya	2014-16	HR Role	
Ravi Shankar S	2007-09	Client Partner HCL Technologies - Oslo, Norway	

CORPORATE LECTURE SERIES

SPEAKER	DESIGNATION	ORGANIZATION	SESSION FOCUS
Mr. Khaarthikeyan	Career Coach, Leadership Coach & Mind Mastery Mentor	ICF Global	Human Resource
Kushagra Shah & HariShankar L	Consultant, Management Consultant	Infosys, Cognizant Consulting	Operations
Rishav Raj	Product Manager	Lead Squared	Analytics
Akash K Sugunan	Manager growth and post purchase	Flipkart	Sales & Marketing
Priya RJ	Product Head	Cisco	Expectation of MBAs in the Corporate World
Ramji Natarajan	Chairman	Rribada Films	If I can, So can you
Ms. Prathyusha Mr.Arulenti	Manager & AVP	Sagent	Business Analytics
Mr. Mathan Kumar & Mr. HariShankar	Associate Manager	Strategic Research Insights	Strategy & Consulting

TOP RECRUITING COMPANIES



NOTABLE ALUMNI



GANESH D G

SSN SOM 2003 - 05
VP-Sr.Technical, Program Manager,
Citi Bank

MANIKANDAN T

SSN SOM 2003 - 05
Director- Cloud & IT solutions,
Wipro



KARTHIYAYINI DEVI

SSN SOM 2005 - 07
City Manager HR Ninjacart,
NGO Worker

RAVI SHANKAR

SSN SOM 2007 - 09
Sales director -
cloud infrastructure security-
Nordics, Cognizant



ASWIN SURESH

SSN SOM 2010 - 12
Senior consultant -
Adrenalin eSystems ltd

JAGAN RAMAKRISHNAN

SSN SOM 2002 - 04
Global Head GSI & Partnerships, Perpetuuiti
Technosoft PTE



ANAND SUBRAMANIYAM

SSN SOM 2006 - 08
Captain, TNPL

RADHIKA RAVI

SSN SOM 2009 - 11
Diversity Program Manager
APAC Student Programs, Amazon



K P BHARATHY VENUPRAKASH

SSN SOM 2002 - 04
Director, TechnomaX Systems

RADHIKA RAMAMURTHY

SSN SOM 2010 - 12
India head campus Hiring, Wipro, Ex- Amazon



REACH US:

SSN SCHOOL OF MANAGEMENT



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Kalavakkam - 603 110
Tamil Nadu, India**



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ssn-school-of-management](https://www.linkedin.com/school/ssn-school-of-management)**