



# SCHOOL OF MANAGEMENT



[SSN school of management](https://www.ssn.edu.in/school-of-management)



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**YOUR SURE SHOT  
PATH TO SUCCESS**

**MBA**

ADMISSIONS  
OPEN

**CAT/XAT/MAT/CMAT/ATMA/TANCET**  
**State Level Admission Tests**

**ADMISSION BROCHURE**



# PRESIDENT'S WELCOME

## Greetings!

Born out of the vision of our founder, Padma Bhushan Dr. Shiv Nadar in 1996, SSN seeks unwaveringly to maintain excellence in all aspects of education and research.

SSN has a history of attracting the most talented and promising students, whatever their economic situation is. It remains our real ideal. SSN follows an admission policy that strongly favors merit, even as it enables access to education for students from all strata of society through appropriate scholarships.

While SSN encourages its students in the path of academic excellence, we continuously strive to instill in our students, skills and traits such as critical thinking and application, a moral bent of mind, a disciplined work ethic, and most importantly, the responsibility to societal needs.

SSN aims at more than mere academic excellence. We offer our students, who come from diverse backgrounds, the widest possible scope and opportunity for academic exploration and all round growth. A blend of co-curricular and extra-curricular activities that we organize ensure that each student gets adequate opportunities to display his or her varied skill sets and latent talents. These programs nurture qualities like leadership, kinship, discipline, organizational skills and the ability to manage diverse opinions, thoughts and points of view.

Apart from involving in this mission towards excellence, SSN keeps its vision constantly on public service and the fulfilment of the confidence that society lays upon us. SSN strives to provide a unique setting for stimulating creative thoughts which ensure that every student who graduates from its portals scores high in public-spiritedness and remains committed to the society concerned. Compassion, humaneness and commitment to every section of the society are hallmarks of the brains that get trained at SSN.

SSN lays huge stress on continuous research focused on socially-relevant issues. Our committed faculty forms the backbone for every endeavour we enter into.

It is my pleasure to invite every visitor to this website. Come, explore the growth of the brightest hearts and minds of this organization.

Welcome to SSN Institutions.



**Dr. Kala Vijayakumar**  
President - SSN Institutions





## About SSN SOM

SSN School of Management is a much sought after destination for students aspiring to do an MBA program. The 230-acre green campus with all modern infrastructure and facilities makes it an ideal place to hone one's skills, expand one's horizon and transform into a leader. The Institution has a well-stocked library with around 10000 volumes as well as access to online content and databases.

The **residential program** offers an ideal opportunity for peer interaction and an unforgettable learning experience. Well-designed hostels, world-class sports facilities, campus-wide wi-fi access to internet, expansive lawns and landscaping provide an ideal ambience for learning a personal transformation.

The institution is autonomous under Anna University and has been accredited A++ by NAAC.







## Our Vision

To be an institution of choice among aspiring managers to launch successful careers and engage in research as a means of keeping abreast of latest developments and generate new knowledge in management.

## Our Mission

- Develop industry ready and effective managers by imparting insightful knowledge and necessary skills.
- Provide an environment to aid continuous learning among students.
- Collaborate with industry for creating meaningful opportunities for students.
- Continuously strive to increase and improve research activities.
- Create and leverage opportunities in training and consultancy to foster linkages with industry.





# DIRECTOR'S WELCOME

## Greetings!

I am happy to welcome you to the admission process at SSN School of Management, Chennai.

SSN School of Management is part of Sri Sivasubramaniya Nadar College of Engineering, Chennai. We are NAAC A++ accredited.

The MBA Program offered by SSN is very unique and I invite you to review the unique value proposition offered by us.

The program has a rich legacy of 22 years, 1800+ alumni, the single point of reference for companies for quality MBA graduates.

It is young aspirants like you who have made the School proud. Every year 120 students enter into the School with a dream and we make them realize it with a learning pedagogy that is student centric.

The School is known for its rich diversity with applicants from different backgrounds, be it economic or academic or gender. The peer group learning that you attain is of highest order and it builds a personality that aims to improve your analytical and problem solving skills.

The admission process is very exhaustive with stages involving the review of your past academic record, scores in all India admission tests (CAT/XAT/MAT/CMAT/ATMA) or State Level admission tests (TANCET/ other state level tests), Essay Appreciation, Group Discussion and Personal Interview.

I welcome you to apply to the XXIV batch (2023-25) of The MBA Program.

Dream big, realize it with us.

Thanking you



**Dr. K. Hariharanath**

Director – SSN School of Management





## Life @ SSN

SSN Institutions aim to provide an immersive campus experience. The institution fosters a respectful and open-minded campus culture, where students are encouraged to engage in intellectual debates, to challenge conventional wisdom, and to explore different avenues for learning and self-expression. From international academic and technical conferences, to the most happening cultural festival in Chennai, to stimulating and engaging lectures by the cream of academia and industry, there is never a dull moment on campus.







## MBA @ SSN

Welcome to the 24th batch of MBA Program.  
The legacy and brand of SSN speaks for itself.

The MBA Program of SSN is for those aspiring students who are keen to build their managerial career. With specializations across all the functional areas of management, the program provides the depth of knowledge with contemporary relevance.

The MBA program of SSN has wide acceptability by companies across different verticals of industry. The graduates from the school are most sought after by the companies due to their industry-ready orientation. If you wish to live your dream and stand tall, SSN is the place where you could nurture it.







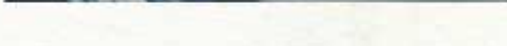
## Unique Value Proposition

The unique value proposition comes out of the following factors.

- A legacy of a brand that represents the quality of education in India.
- Part of Shiv Nadar Foundation, known for social objectives and creative philanthropy.
- The foundation has invested close to US\$ 68 millions in SSN Institutions.
- World class campus with academic ambience, 230+ acres green campus.
- 1800+ MBA alumni network across industries.
- Peer group learning at its best due to highly meritorious and rich diversity of students
- Industry lead Value Added Courses.
- Tailor made pedagogy for industry readiness.
- Best-in-class faculty with rich academic/ industry experience.
- Residential nature of the program provides an inclusive learning environment.
- Affordable fee structure and ROI is less than 12 months.



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# ACADEMIC CURRICULUM

## FOUNDATION & CORE COURSES

### Semester I

- ✓ Economic Analysis for Business
- ✓ Statistics for Managerial decisions
- ✓ Organizational Behaviour
- ✓ Accounting for Management
- ✓ Legal Aspects of Business
- ✓ Principles of Management
- ✓ Business Communication
- ✓ Data Analysis and Modelling
- ✓ Information Management
- ✓ Seminar I (Newspaper Analysis)

### Semester II

- ✓ Marketing Management
- ✓ Human Resource Management
- ✓ Financial Management
- ✓ Operations Management
- ✓ Business Research Methods
- ✓ Introduction to Business Analytics
- ✓ Applied Operations Research
- ✓ Cross - Functional Electives
  - Business Analysis
  - Business Ethics
  - Entrepreneurship Development
- ✓ Data Analysis and Visualization
- ✓ Seminar II (HBR and Industry Analysis)



# ACADEMIC CURRICULUM

## ELECTIVES

### Human Resource

- ✓ Industrial Relations and Labour Laws
- ✓ Organizational Theory, Design and Development
- ✓ Strategic Human Resource Management
- ✓ Compensation and Benefits
- ✓ International Human Resource Management
- ✓ Performance Management
- ✓ Training and Development

### Finance

- ✓ Banking Services Management
- ✓ Corporate Finance
- ✓ Financial Statement Analysis
- ✓ Financial Services
- ✓ Security and Portfolio Management
- ✓ Financial Modelling and Analysis
- ✓ Behavioral Finance

### Business Analytics

- ✓ Artificial Intelligence for Business
- ✓ Application of Analytics
- ✓ Python for Business Analytics
- ✓ Business Analytics Project
- ✓ Big Data Analytics
- ✓ Social Media Web Analytics
- ✓ BlockChain Technology and Applications

### Operations

- ✓ Supply Chain and Logistics Management
- ✓ Total Quality Management
- ✓ Services Operations Management
- ✓ Project Management
- ✓ Materials Management

### Marketing

- ✓ Advertising and Public Relations
- ✓ Consumer Behaviour
- ✓ Customer Relationship Management
- ✓ Sales and Distribution Management
- ✓ Services Marketing
- ✓ Strategic Brand Management
- ✓ International Marketing
- ✓ Retail Management
- ✓ Marketing Research
- ✓ Marketing Analytics



# ACADEMIC CURRICULUM

## VALUE ADDED COURSES

These are typically led by industry resources and are specifically offered to map to industry requirements. They are employment oriented and at the same time help students to earn 1 extra credit.

- ✓ Business Application of Cloud
- ✓ Design Thinking
- ✓ Digital Marketing
- ✓ Talent Acquisition
- ✓ HR Technology
- ✓ Compensation and Benefits (hands-on design experience)
- ✓ Supply Chain Analytics

.....many more that bridges the gap between academics and industry needs.







## SSN Incubation Center

Ideas are easy, implementation is hard. SSN Incubation Foundation (SSNIFound) is set up to promote innovation and entrepreneurship by converting and translating technological and innovative ideas in various disciplines of science and engineering into products, process, and services for commercial exploitation and the benefit of the society. SSN IFOUND is led by Mr.Chandran Krishnan, Chief Executive Officer, and former CEO of the Chennai Angels. He is a professional having experience in the startup ecosystem with significant exposure to American, European and Australian markets. SSN MBA Students work on internship opportunities with incubation center on a spectrum of requirements.







## Clubs & Committees

- Alcom (Alumni Committee)
- Placecom (Placement Committee)
- Entrepreneurship Club
- Marketing and Sales
- Human Resources
- Books and Beyond
- Public Speaking
- Consulting Club
- Analytics Club
- Placement Club





# CAREER DEVELOPMENT PROGRAM

The career development programs offered at SSN are aimed at the overall development of students and help them to realize their dream opportunities.



## Assessments

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



## Aptitude Trainings

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



## Soft Skills

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



## Versant Tests

The Versant tests assist students to measure their abilities in speaking, writing, listening, or reading.



## Alumni TALK SERIES

Alumni from various domains share their knowledge through these sessions and had been mentoring students effectively.



## Corporate TALK SERIES

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





## Sports Amenities in Campus

Our esteemed institution comprises of

- Two outdoor basketball courts
- An outdoor volleyball court
- One tennis court
- Two indoor basketball stadium
- One indoor badminton court and
- One Table tennis court





## CRICKET STADIUM



Home to the Mumbai Indians' Away Ground and being a pillar of attention, our stadium profoundly illuminates the glory of the Campus.

## FOOTBALL STADIUM

Standing as the pride of the institute, the stadium boasts its reputation in hosting various State and National Level Sports meet.

## GYMNASIUM



Well-equipped and spacious gymnasiums separately for girls and boys to hit every muscle and shred some pounds and add some. Complete package to groom your fitness and wellness.





## LIBRARY

A well-furnished knowledge house which is Cornucopia of books and journals. We have a Central library and a library that completely belongs to the SSN School of Management.

We have a digital library and tie-up with **EBSCO**, a publishing company and a leading provider of research databases, which supports in scholarly communication in the field of education, research and development through E-books and E-journals.





## SUMMER INTERNSHIP

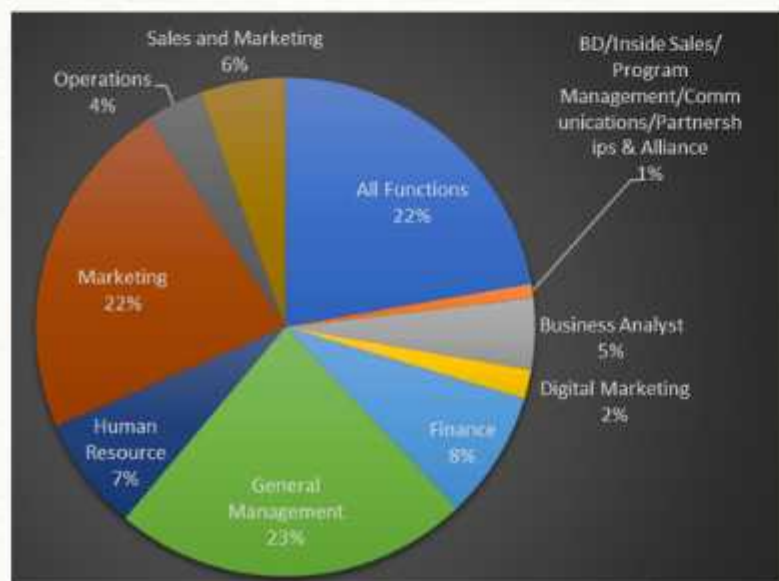
- 8 weeks after the first year of the program.
- Normal period – June & July.
- Students take up internships in a variety of sectors – Manufacturing, FMCG, Analytics, IT, and Government Institutions. Such industrial exposure provides students with adequate exposure in tackling real life problems encountered in the workings of an organization. The companies also gain from the fresh perspective and inputs of the students.



# SUMMER INTERNSHIP 2022

## HIGHLIGHTS

Internship through Campus	-	94
Off Campus Internships	-	24
Highest Stipend Offered	-	₹ 30,000



## Areas of Internship

Batch 2021 – 2023

## Summer Internship Recruiters







## PROJECT INTERNSHIP

- 12 weeks during the fourth semester.
- Normal period – March to May.
- The students can be assigned areas with either a need for improvement or a problem that needs to be resolved. Ideally, this should incorporate a data-oriented approach and meet the requirements of a systematic research.
- The objective is to outline a solution for consideration by the company. The outcome will also include a project report to the company and the Institution.



# MBA 2020 CAREER OPPORTUNITIES

Batch Strength	-	114
Registered for Placements	-	112
Students Placed	-	107
Percentage of Students Placed	-	95%

## COMPANY STATISTICS

Salary Levels	#Companies	#Offers
10 Lakhs & Above Salaries offered	4	4
7 Lakhs to 10 lakhs	14	23
5 Lakhs to 7 Lakhs	27	45
4.5 Lakhs to 5 Lakhs	13	35

## Our Top Recruiters



# FACULTY PROFILE & COMPETENCY AREAS



**Dr. K. Hariharanath**  
MBA, PhD  
Director  
**Area:** Strategy & IT Consulting



**Dr. Kavitha Muthukumaran**  
B.Sc, MBA, PhD  
**Area:** Accounting and Finance



**Dr. K. Sampath Kumar**  
MBA, CAIIB, ACS, PhD.  
**Area:** Finance



**Dr. Vani Haridasan**  
B.Tech (NIT J), MBA, PhD  
**Area:** Information Technology, Operations, Logistics, Supply Chain and Business Analytics



**Dr. T. Thiruvankadam**  
MBA, PhD  
**Area:** Marketing



**Dr. P. Theerthaana**  
B.E, MBA, PhD  
**Area:** Accounting and Finance



**Dr. Srinivas Gumparthi**  
MBA, PhD  
**Area:** Economics & Finance



**Dr. B. Kirubakaran**  
B.E, MBA, PhD  
**Area:** Market Research



**Dr. T. Girija**  
B.SC (PSG C), MBA, PhD  
**Area:** Market Research & Business Analytics



**Dr. Sriji E S,**  
MBA, MSc. Applied Psychology, PhD (IIT Madras).  
**Area:** Organization Behaviour and HR



**Dr. Sudarsan Jayasingh**  
B.Sc, MBA, Ph.D  
**Area:** Marketing & Business Analytics



**Mr. B. Raghuraman**  
B.E, PGDM  
**Area:** Marketing, Personality and Leadership



# FACULTY PROFILE & COMPETENCY AREAS

## Adjunct Faculty

## Areas of Interest

Prof. Palanisamy K, FCA, ACMA, ACS, LLM

- Law

Prof. Srivatsan N C, B.Com,FCA,FCMA

- Law

Prof Jagannath Ramaswamy, B.Tech,PGDM (IIM-C)

- Marketing

Dr. Kasthurirangan R, BSc,MBA

- Marketing

Dr. Ravi Thilagan DJE, MBA,Phd

- HR

Prof. Anand Jagadeesan, FPM

- Marketing

Mr. Satish Tampi BE,PGDM (IIM-A)

- Marketing

Mr. Kishore Chidambaram BSC, MBA

- Finance

Mr. Easwaran M, B.E (CEG, Anna University), PGDBA

(LBSIM, Delhi)

- Marketing

Mr. GD Sharma, B.Com (Hons), MA PIMR (TISS Mumbai)

- HR

Mr. Rajesh Raghavan, B.Com, AICWA, ACS, PGDFM

(IFMR, Chennai)

- Finance, Operations

Mr. Chandraprakash V, B.E., NIT (Trichy), PGDM (IIM-B)

- Marketing

Dr. Jayshree Suresh, MBA., Ph.D

- Strategy, Leadership and  
Personality

Mr. Manoharan M, M.E (MIT, CH)

- Business Analysis

Mr. Laxminarayanan G, B.E, PGDM (IIM L)

- Business Analytics and  
Digital Transformation



# EXPERIENTIAL LEARNING

**Rural Community Engagement Course (RCE)**, the first of its type was offered to MBA students (2nd semester) in the academic year 2021-22 as a joint initiative between SSN School of Management, School of Design Thinking and Mission Samriddhi.

SSN SoM and School of Design Thinking joined hands together to tailor-design this innovative practical course for MBA students. The objective of this optional course is to create an awareness/appreciation of rural society, their livelihood and identify opportunities for socio-economic improvements. The team of faculty for this program comprised of experienced resource persons from the organizations such as Mission Samriddhi, School of Design Thinking, Intellect Design Arena Ltd, Mission Samriddhi partners and relationship organizations.

The students opted and participated in this course with great zeal and enthusiasm.





# STUDENTS' ACHIEVEMENT



## MADRAS MANAGEMENT ASSOCIATION

### MMA ALL INDIA MANAGEMENT STUDENTS ' CONVENTION 2022



CHANAKYA ( BEST MANAGER)

Ms.Krishna Sudha

WINNER OF BIG DEBATE COMPETITION

Ms.Deepika Venkatesan



MMA MANAGEMENT QUIZ WINNER

Mr. Kaushik & Mr.Athish



And lot more..



# STUDENTS' ACHIEVEMENT

## OVERALL CHAMPIONS TROPHY

"ETHOS '21" AT SRI RAMACHANDRA COLLEGE OF MANAGEMENT  
"ZEST'16" AT MOP VAISHNAV COLLEGE FOR WOMEN  
"SAMRAJAIM'20" AT ALAGAPPA UNIVERSITY

BEST MANAGER-HR  
CRISIS 2ND

Ms. Snehalatha.S

WINNER OF BEST HR TEAM  
SSAMYOG22

Ms.Sreemathi S

WINNER OF BEST HR TEAM  
SSAMYOG22

Ms. Shakthi Dharshini &  
Ms. Shruthi.P

YOUTH FEST- BUSINESS QUIZ  
WINNER

Mr. Sai Srinivas Datta

PROGYAN 15'- BEST CFO AWARD

Ms. Abinaya

ESTUARY'22 - VOYAGE  
RHSAPSODY WINNER

Ms. Abirami M

SAMYOG2K'22- HR CONNECTIONS  
WINNER

Mr. Rishi keshav

SAMYOG2K'22- HR CONNECTIONS  
WINNER

Ms. Neha sudharshini



# ADMISSION PROCESS

Admission to the MBA program is provided through two categories of seats - Management Quota (MQ) and Government Quota (GQ).

## Management Quota

- Admissions under the Management Quota to SSN School of Management are made purely on merit.
- Admission through CAT / MAT / XAT / CMAT/ ATMA / State level admission tests TANCET or other state level tests.
- The selection process of MQ students depends on:
  - Academic Score
  - Entrance test score
  - GD, Essay appreciation and Personal Interview Performance.

## Government Quota

- Admissions to the Government Quota are handled by Directorate of Technical Education, Government of Tamil Nadu.
- Admission through TANCET Exam, conducted by the Anna University followed by single window counselling conducted by Government of Tamil Nadu.
- GQ seats for MBA program at SSN gets filled up on the first day of counselling much ahead of its peer institutions.

**There is no difference in the fee structure for students joining either in the management quota and government quota.**



# ADMISSION PROCESS

## Academic Eligibility

- X, XII, UG > 60%
- No history of arrears in UG program. However applicants with up to two history of arrears can apply for the program. The call for GD/PI in case of applicants with two history of arrears is at the discretion of the institution.

## Admission Tests Accepted

### All India Admission Tests (Tamil Nadu and Other state students)

- CAT 2022
- XAT 2023
- CMAT 2023
- ATMA 2023
- MAT 2022-23 (Sept 2022, Dec 2022, Feb 2023 and May 2023)

## State Level Admission Tests

- TANCET 2023 (Tamil Nadu and other state students)
- Other State Level Admission Tests (only for students from other states)

**Students are encouraged to apply for admission using all India admission tests and not to wait for state level admission tests.**

## Admission Process

- Register Online - [Click Here](#)
- Fill the Online Application form  
(Students have flexibility to update multiple entrance test scores as and when they complete their tests)
- Upload the certificates and agree to the terms & conditions.
- Complete the payment and submit the form

For more details visit our website: [www.som.ssn.edu.in](http://www.som.ssn.edu.in)



# DIVERSITY AND INCLUSIVITY

The following metrics of 2022-24 batch indicate  
the diversity at School



60.8%



39.2%



21.6%

Work Experience

## UNDERGRADUATE DEGREE



40.8%

B.Com



27.5%

B.E



11.7%

B.Sc



6.7%

B.B.A



4.2%

B.Tech



9.2%

Others

Diversity provides a great opportunity for peer group learning.





**THE EASIEST  
WAY UP THE  
CORPORATE LADDER**

**MBA**  
ADMISSIONS OPEN

CAT/XAT/MAT/CMAT/ATMA/TANCET  
State Level Admission Tests



**School of Management**

**Rajiv Gandhi Salai (OMR), Chennai,  
Kalavakkam, Tamil Nadu – 603 110.**

**Admissions Coordinator**

Ms. Sridevi  
+ 91 73388 45104



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