



**SSN School of Management
Institution Profile**

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SSN is Ranked **19th** among all Private B Schools in India

As per survey conducted by Career 360 (Magazine of the Outlook Group) in 2011



From the Founder

Dr. Shiv Nadar



“

I'm a product of the Indian education system. I owe my success to the opportunities that I had in my country. I firmly believe that there is a lot of young talent in India. With good stewardship, guidance and encouragement, the youth can rise to the highest levels of global leadership in all fields of activity.

What better means to render back to the system that nurtured you than to create an educational institution that can offer great opportunities to the best students in your own country!

It is a constant endeavour to bring to SSN Institutions the best in technology, infrastructure and other resources to fulfill our vision of creating a centre of excellence in education and research.

”

President's Vision

Mrs. Kala Vijayakumar



“

There are more than 4000 B-Schools in India spanning a wide spectrum of student profile, program content and reputation each has gathered. Over the last 13 years, we have made a mark as one of the top institutions in Tamil Nadu.

Ours is a much sought after destination among students aspiring to enter the management profession. Our efforts to mould young people into successful managers and citizens go far beyond academics alone.

We aspire to be a launching pad for many successful careers in the Indian Industry and look forward to the day when some of our Alumni will be among the Narayanamurhtys and the Premzis of India.

”

From the Director's Desk

Dear MBA Aspirant

I welcome you to the SSN School of Management Admission Process for the MBA batch 2014-16.

Launched in the year 2000 SSN MBA Program is a 2 year fully residential course with emphasis on values based holistic learning and trainings for Industry readiness. The students are selected strictly on merit. The shortlisting is done on an All India basis through tests such as CAT, MAT, XAT, CMAT. The selection process involves a Group Discussion and Interview.

At SSN, students have been exposed to a rigorous, broad based academic process that goes beyond the classrooms. The students are moulded into future ready management professionals through a combination of academics, personality workshops and industry exposure to fit in naturally into business and industry.

Our students in the earlier batches have been placed across a wide spectrum of industries and organizations and have been well appreciated for their enthusiasm and skills.

As Director of the program I am closely in touch with the progress made by the students who join this Institution. Our objective is to make the students confident and capable executives who can add value to any organization. Our faculty team does everything possible to make the academic journey of the students a very rewarding and transformational one.

My best wishes to you for a bright future !

Prof. B. Srinivasan
Director

About SSN School of Management

SSN School of Management has been established with the vision of nurturing the next generation of industry ready managerial talent. The institution has been founded by Dr. Shiv Nadar, Chairman HCL Technologies and one of the pioneers in the field of Information Technology in India.

SSN School of Management is a much sought after destination for students aspiring to do an MBA program. The School shares the campus and infrastructure with other institutions of SSN. The 250 acre campus with all modern infrastructure and facilities make it an ideal place to hone one's skills, expand one's horizons and transform into a leader. The residential nature of the program offers an ideal opportunity for peer interaction and learning leading to an unforgettable experience. The school is ranked highly among the peer institutions and is consistently among the top performers in terms of Anna University academic results.



Admissions 2014

The school follows two way admission process. Both the processes are based only on merit. Under the government quota students are admitted through rankings based on TANCET (Tamil Nadu Common Entrance Test) conducted by Anna University. SSN is one among the few B-Schools whose seats get filled in the first day of counseling much ahead of other Institutions.

Students applying through the management quota must have written one of the entrance tests – CAT, XAT, MAT, CMAT or TANCET. The selection process is based on the scores in the entrance test as well as past academic record and performance at the Group Discussion and Personal interview organized by the Institution.

The fee structure for both Management Quota and Government Quota is the same.

MBA Program

The SSN School of Management is affiliated to Anna University, approved by AICTE and accredited to NAAC. The program with an annual intake of 120 students offers specialization in four areas – Marketing, HR, Finance and Operations. The students must complete dual specialization with marketing as one of the specializations. The first year comprises of general courses covering all the functions of management. In the second year, apart from the two compulsory courses in Strategic Management and International Business Management students are free to choose their electives based on their specializations.

Courses Offered

FIRST YEAR

General Management Courses covering all functional areas

SECOND YEAR

MANDATORY COURSES

- Strategic Management
- International Business

ELECTIVES

Marketing

- Advertising and Sales Promotion
- Strategic Brand Management
- Services Marketing
- Customer Relationship Management

Human Resources

- Strategic HRM
- Industrial Relations and Labour Welfare
- Organizational Theory, Design and Development

Finance

- Corporate Finance
- Securities Analysis and Portfolio Management
- International Trade Finance

Operations

- Product Design
- Supply Chain and Logistics Management
- Services Operations Management



Learning Methods

A combination of classroom sessions, seminar sessions and tests and assessments are employed for effective teaching-learning process. The classroom pedagogy involves lectures, case method, group discussions and role plays.

Seminars are an integral part of the academic schedule and are held every week. Emphasis is laid on the current affairs and developments in the world of economics and business. Students make presentations on the topics assigned after thorough analysis and research.

The students are encouraged to actively participate and challenge themselves in the learning process. Students are continuously assessed to meet the University guidelines and beyond. Extensive use is made of technology in the teaching process with a centralized repository of academic resources called GARC (Graduate Academic Resource Centre).



Beyond Boundaries

In addition to the regular subjects, the following courses have been also been designed to enrich students' knowledge and understanding of subjects outside the syllabus.

- B2B Marketing
- Sales Management
- Principles of Banking
- Valuation of Assets
- Sales and Operations Planning
- Vendor Management
- Inventory Management
- Vendor Managed Inventory

The SSN Advantage

Industry Analysis

The class is divided into groups, and each group performs an in-depth analysis of any one industry. This provides an opportunity to the student body to gain exposure to a cross-section of sectors and segments.

Guest Lectures

Distinguished speakers grace SSN and throw light on a variety of interesting topics. The students always look forward to these interactive sessions.

Industrial Exposure

Regular visits to the industry bring the students closer to real life business situations.

Book Review

Books are man's best friends. SSN book lovers enthusiastically participate in reviewing books every week.

Creative Writing

SSN unleashes the creative potential of every student by letting them explore their creativity on any topic of their choice and get their write-ups reviewed.

Inter Collegiate Fests

Students of SSN actively participate in a number of events in other B - Schools and colleges to bring laurels to the institution by winning awards and prizes.

Knowledge Gateway

Understanding that knowledge is the gateway to success, the future managers make presentations on topics of their interest.

Internships

Though these are part of the academic curriculum, extra importance is given to these. This is guided by the famous quote from Mallcom Gladwell, the well known author "We learn by example and by direct experience because there are real limits to the adequacy of verbal instruction". To minimize the gap between concepts and reality, students of MBA have two internships as a part of their curriculum. The first is a 4-week internship program between their first year and second year followed by a longer 16-week internship in the final semester. Faculty members are actively involved in these internships to ensure that the projects undertaken by students are both substantial and rigorous.

Interactions 2012 - 2013

16th Aug 2013	Topic	Employability & the Job Market Scenario
	Speaker	Venkat Aravamudhan, CEO, TransLean Edutech
16th Aug 2013	Topic	Blue Ocean Strategy
	Speaker	Dr. Ramana Charyulu, Prof. T.A.Pai Institute of Management
9th Apr 2013	Topic	Social Media Marketing
	Speaker	Mr. Kiruba Shankar, CEO, Business Blogging
2nd Mar 2013	Topic	Union Budget 2013-14 & its implications
	Speaker	Mr. Sampath Kumar, Editor, Business Line
28th Feb 2013	Topic	The Can Do Attitude
	Speaker	Ms. Padmaja, Corporate Trainer



Dr. Ramana Charyulu,
Prof. T.A.Pai Institute of Management



Dr. Ramana Interacting with Students
and Faculty during the Session



Mr. Venkat Aravamudhan, Founder Trans Learn
Edutech sharing his views on the Job Market



Ms. Padmaja, Corporate Trainer
engages the students in a fun activity



A Group Making a Presentation

25th Sept 2012	Topic	Game Theory in Business
	Speaker	Mr. Govind Hariharan, Prof. Coles College of Business, Kennesaw State University
12th Dec 2012	Topic	Build Your Own Future
	Speaker	Joseph Zachairah, Former GM, Madura Coats & Fenner India
3rd Oct 2012	Topic	Knowledge Process Outsourcing
	Speaker	R.Santhanakrishnan, CEO, TaurusQuest Services
8th Sept 2012	Topic	Planning For Your Life
	Speaker	Shiv Shivkumar, Senior VP, Nokia IMEA



Students listening to Mr. Venkat's address



Dr. Paolo Taticchi, Director of MBA Programs - Royal Docks Business School giving his lecture



The audience engrossed in Mr. Paolo's speech



Mr. R. Santhanakrishnan, CEO - Taurus Quest Services, discusses with the students.



The audience listening to Mr. Santhanakrishnan in rapt attention

Facilities at SSN



The Campus

A sprawling 250-acre campus on the IT corridor combines the best of two worlds – proximity to a metro city and being away from the hustle and bustle. The landscaping and greenery along with aesthetically designed buildings contribute significantly to the ambience for learning.

Wi-Fi

SSN is a fully wi-fi enabled institution. This promotes anywhere and anytime learning, be it the classroom blocks, the library or the hostel. There is 24-hour internet connectivity.

Library

A well stocked library containing 8000 books, ranging from academics to non-academics,



business journals and magazines of world standard are available at the disposal of the students. Resources covering a wide range of subjects are available to provide an in-depth knowledge to the students. Access to online journals through Ebesco and to corporate and industry information through Capitaline adds the resource base available to the students.



The Auditorium

The campus boasts of one of the finest auditoria among educational institutions in Chennai. The 1000-seater air-conditioned facility with state-of-the-art equipment is available for all major events and functions in the campus.

The Sports Complex & The Gym

A sound mind is incomplete without a sound body. SSN prides itself in having one of the best sports facilities – both indoor and outdoor. A world-class indoor sports complex as well as extensive outdoor facilities are available to the students for their physical well-being. Separate gymnasia for boys and girls are also available.



The Hostels

Well-furnished, spacious and comfortable hostel facilities are available. All post-graduate programs are residential and all efforts are made to ensure students' comfort during their academic journey.

Student Activities and Exposure



Rotaract Club



Rotaract Club Inauguration

The Rotaract Club of SSN is the recipient of Presidential citation for its outstanding activities and contributions, which include medical camps, blood donation camps and multiple awareness camps on social issues.

Daksha

The MBA students organize a national level management fest. This well-known one day event attracts the best student talent from a spectrum of institutions who compete in a variety of events to pitch themselves against the best. Through this event, the students of SSN get their first experience of organizing, planning, team-work and leadership. The event is funded entirely by the SSN Trust.

MMA

The students' chapter of the Madras Management Association provides a window to the students to meet and interact with people from the industry and enhance their networking skills.

Word Warriors

Every coin has two sides and students of SSN have a separate platform to debate and analyze both the sides of any issue.

Sports Club

"All work and no play" makes SSN look dull. SSN has proved its versatility by having national and international players on its rolls.

Communication Skills Training

To hone their soft skills further, students of SSN go through a structured communication skills development program.

Student Achievements

Achievements and Laurels attained by our Students(2012-14 Batch)

S.No.	Name	Award/Prize	Title	Event	Organizer
1	Murali R and Bhuvaneshwaran C	II Prize	Quiz	Jet Alexandria	Jeppiaar Engineering College
2	S.Ramya and Prashanthine R	III rd Prize	TQM Case Analysis	Q Quest	AU TVS Centre for Quality Management.
3	Kanimozhi B	I prize	TQM Paper Presentation	Q Quest	AU TVS Centre for Quality Management.
4	Krithika S, Dhanasheela C, Mahalakshmi V, Binitha B and Hari G	First prize	Adzap	Students Symposium	Anna University
5	Kanimozhi B and Anusha Christine Shylaja G	I prize	Paper Presentation	Expertrix 2013	Easwari Engineering College
6	Murali R and Dhivya Bharathy R	Second Prize	Business Quiz	Expertrix 2013	Easwari Engineering College
7	Murali R and Bhuvaneshwaran C	First prize	Business Quiz	Students Symposium	Anna University
8	Kanimozhi B and Babu M	First prize	Paper Presentation	Students Symposium	Anna University
9	Kanimozhi B	I prize	Paper presentation	Yukti	TSM, Madurai
10	Murali R and Bhuvaneshwaran C	First prize	Stock Wars	Students Symposium	Anna University
11	Sangeetha N and Sridivyalakshmi G	First prize	Paper Presentation	Students Symposium	SMK Fomra Engineering College



Internship Companies

ABT Maruti	Aravind Eye Hospital	Avtar Steel Industries Ltd.	Balaji Trading Corporation
Berger Paints India Ltd.	CavinKare Pvt Ltd.	Coca Cola Beverages	Corborundum Universal Ltd.
Coromandel Engineering Company Ltd.	Cox and Kings	Crystal Advertising Agency	Enzotech
ETA Star Property Developers Ltd.	Cholamandalam Investment and Finance Company Ltd.		Exemplarr Worldwide Services
Cholamandalam Securities	Giri Trading Agency Pvt Ltd	HCL Technologies	HDFC Bank
Financial Software and Systems	HIBRISE Technologies	HPCL Visakh Refinery	INDCON Structural
India Cements	ITC Ltd.	Jean Martin	JWT
Kotak Securities	LBV Automation	Madras Consultancy Group	Madura Fashion & Lifestyle
Michelin India	Motilal Oswal	Nelcast Limited	Nielsen
Paterson Securities	Process Global Inc	Ramco Systems	RANE Engine Value
Rane NSK Steering Systems Ltd.		Seshasayee Paper and Boards Ltd	
Vista Soft Pvt Ltd.	Shell Oil India Pvt Ltd	Shiksha Edu Tech	Shriram Capital Ltd.
Sicagen India Ltd.	Sical Logistics	Spencers Retail	Sundaram Finance
Star Health and Allied Insurance		Super Auto Forge	SWOT & R Consultants
TI Diamond Chain	Titan Industries Ltd.	Tata Tele Services	TVS Logistics
Shasun Pharmaceuticals Limited		World Bank	Zoho Corp

Recruiters Speak

"The current employment opportunity requires good academic records and excellent interpersonal skills to get the desired offer. The students are well prepared for this requirement and we find the standard of overall population at SSN to be highly competitive. SSN will be on top of the list for all employers for recruiting fresh MBA graduates in near future"

Kishore S, HR - Madras Cements

"It was really good to meet young Managers with loads of positive energy and enthusiasm. The interest shown towards our company and the response was awesome"

Vijayaraj.P, HR - Real Image Technologies



"ZOHO has recruited a few bright & young talents from SSN in both engineering & Marketing streams. These students have positive approach towards their work, committed and are open to feedback (positive & negative). Excellent team players who add value to ZOHO's engineering & Marketing minds. ZOHO is extremely happy to have been associated with SSN College and wish to

continue working with you in future too. Thank You"

Jevitha Sathyanarayanan, HR - ZOHO Corp

"Ms.K.S.Chitra, 1 year M.B.A student of your College has undergone Summer Internship in our Company from 2.7.2013 to 3.8.2013. In fact I appreciate her eagerness to learn, commitment in the assignment given, punctuality and politeness. Whatever the job given to her, she has completed perfectly. I am proud of her and fortunate enough to meet such a brilliant girl. If at all anybody wants personnel for HR post, certainly I refer her name. Thank you very much for sending such a good student"

A.Rajamanickam, DGM HR - IP Rings Ltd

"The Institute has got all the merits to be branded as one amongst the best 'B' Schools in Southern India. The plethora of talents that your institute has developed will certainly be invaluable assets to Organizations like ours which seeks the best talent Kudos to the Management"

Ashok, Strategic Resourcing Group - L&T Infotech Ltd

"We are an organization focused on Enterprise solutions. We recruited 6 MBA students from SSN this year to be part of our business development and ERP consulting team. Our basic criteria for choice was their high level understanding of enterprise solutions, attitude, communication/articulation capabilities and their willingness to learn. We are very happy that all of them excel in all the attributes mentioned above. Besides attracting right students, SSN seems to have right curriculum and teaching techniques to ensure their students come out successfully."

Venkat Aravamudan, Founder & Executive Director - SmartMegh Solutions

Past Recruiters

 L&T Infotech	 Coca-Cola	 ZOHO Work · Online	 HCL
 SHRIRAM Capital <small>INCLUSIVE GROWTH SINCE 1974</small>	 99acres.com	 Butterfly	 TATA TATA CONSULTANCY SERVICES
 ITC <small>ITC Limited</small>	 aspire SYSTEMS	 BEROE <small>The Future of Procurement Intelligence</small>	 BNP PARIBAS
 PEARSON	 HAVELLS	 Mahindra HOLIDAYS	 gsk GlaxoSmithKline
 Cognizant	 tringapps	 AXIS BANK	 SYSTECH
 MADRAS CEMENT LTD <small>RANCO CEMENT</small>	 BNY MELLON	 ENZOTECH <small>Water treatment & Recycling solutions</small>	 Sundaram Fasteners Limited
 REAL IMAGE	 KALEESUWARI <small>REFINERY PRIVATE LIMITED</small>	 sify	 ITC-WELCOMGROUP <small>Hotels, palaces and resorts</small>
 NUMERIC <small>The ultimate in clean power</small>	 smart megh	 getit	 KARYA Technologies
 CUB CITY UNION BANK LTD	 SF SUNDARAM BUSINESS SERVICES	 Indiabulls	 HCL HCL INFOSYSTEMS LTD
 REDINGTON <small>End to End SCM solutions</small>	 KUMARAN SYSTEMS	 SECOVA	 BLUE STAR
 Eurocon TILES	 Altech		

Faculty Profile

Mr. B. Srinivasan

B.Tech, PGDM
Director & Professor

Mr. Mahesh Doraiswamy

B.Sc (Hons), PGDM
Professor

Dr. Vijaya Mani

M.Sc (Tech) M.S, Ph.D, MBA
Professor

Mr. S. Gopalakrishnan

B.Tech, PGDM
Professor

Dr. K. Sampath Kumar

B.A. (Economics), B.G.L., M.Com., M.Phil.,
MBA (Finance), MBA (HR & Marketing),
Cert. A.I.I.B., A.C.S., F.I.C.W.A., Ph.D
Professor

Dr. Srinivas Gumparthi

MBA, M.Phil., Ph.D
Professor

Mr. B. Ashok Kumar

PGDM
Professor

Dr. M. Geetha

Ph.D
Associate Professor

Dr. Vani Haridasan

B.E, MBA, Ph.D
Asst Professor

Dr. T. Thiruvankadam

MBA, M.HRM., PGDPM & IR.,
M.Phil., Ph.D
Asst Professor

Dr. Kavitha Muthukumaran

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

Mr. Sudarsan Jayasingh

B.Sc., MBA
Asst Professor

Ms. U. Sangeetha

M.Sc, M.Phil.
Asst Professor

Ms. P. Asha

B.Sc., DHRDM, MBA
Asst Professor

Faculty Profile - Adjunct

Mr. M. Bashyakar

B.Sc., ACA, CFA

Mr. S. Kalyanaraman

B.E, PGDM

Mr. V. S. Kumar

B.Com, AICWA, ACS, PGDBA

Mr. V. K. Kumar

B.Tech, PGDM

Mr. Jagannath Ramaswamy

B.Tech, PGDM

Mr. R. Kasturi Rangan

B.Sc., MBA

Mr. R. Shekar

B.E, PGDM

Dr. K. Hari Haranath

MBA, Ph.D



Campus

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