



An institution founded by Mr. Shiv Nadar  
and a constituent of SSN College of Engineering  
NAAC A+, NIRF 46 (Engineering) NIRF 81 (Overall)

📍 Rajiv Gandhi Salai (OMR), Kalavakkam,  
Chennai - 603 110. Tamil Nadu, India

✉ mba.placements@ssn.edu.in

🌐 [www.ssn.edu.in](http://www.ssn.edu.in)

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## At a Glance

A transformative journey designed to equip you with the skills and knowledge needed to thrive in the dynamic world of business. Led by a team of experienced faculty members and industry experts, our curriculum combines rigorous coursework with practical applications, ensuring that you develop a comprehensive understanding of business principles and practices. With state-of-the-art facilities, strong industry connections, and a focus on ethical leadership, SSN School of Management provides the perfect environment for personal growth and professional development. Join our vibrant community and become part of a legacy of successful business leaders and entrepreneurs.

## Admission Process

Admission is competitive and is based on performance in All India Admission Tests like CAT/XAT/CMAT/MAT and State Level Admission Tests, GD and Personal Interview. The ratio of selection to application is 1:20.

## Specialization

Over the course of two years, our program offers specialized tracks in Human Resources, Finance, Marketing, Operations, and Business Analytics, allowing you to tailor your education to your career goals.

## Inclusivity

The school is known for its inclusivity in terms of gender, work experience and under graduate disciplines.



## 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.







## 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. Kala Vijayakumar**

President







## 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 2024-26. 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 moulded 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."

**Dr. Hariharanath K**

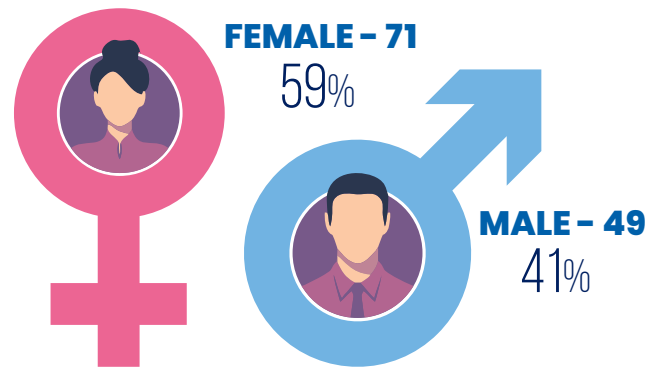
Director



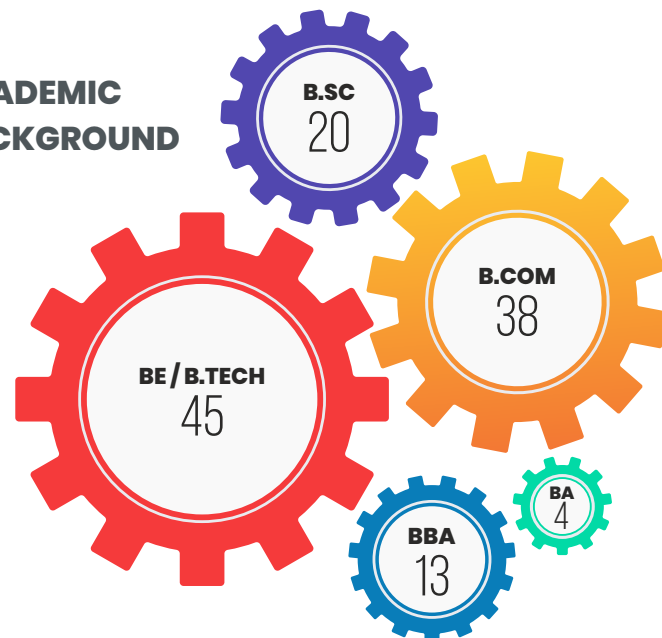


# BATCH PROFILE

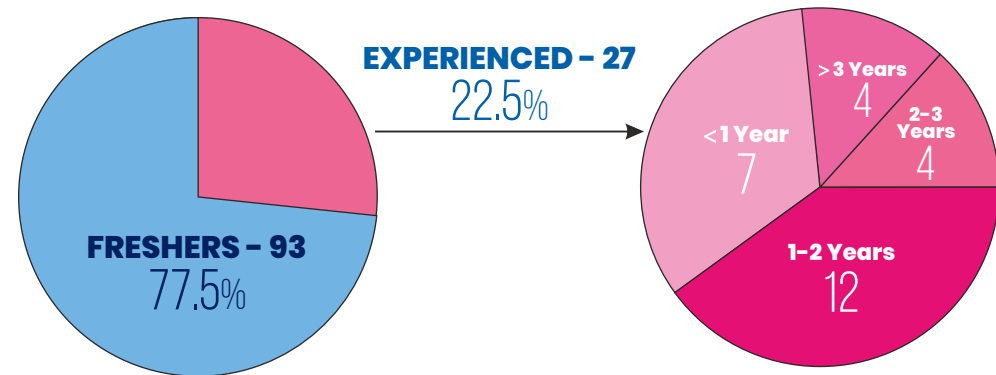
## BATCH SIZE - 120



## ACADEMIC BACKGROUND

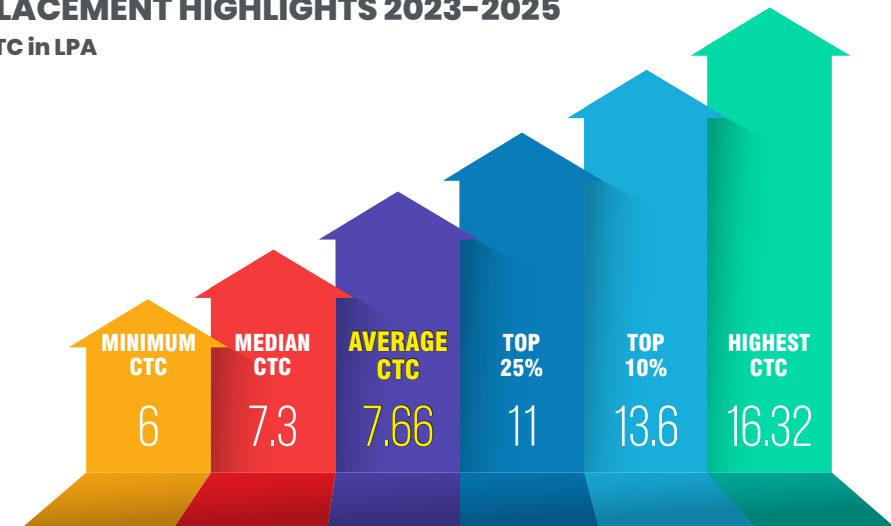


## WORK EXPERIENCE



## PLACEMENT HIGHLIGHTS 2023-2025

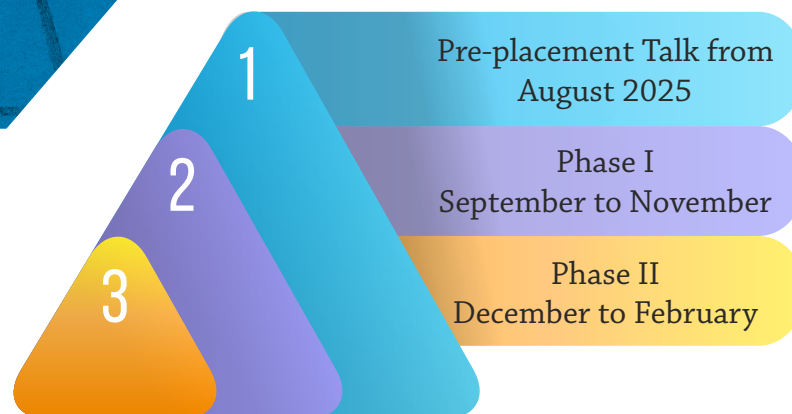
CTC in LPA







## PLACEMENT PROCESS



Expression of interest and registration of company's requirement (G. Form)

Sharing of brief particulars and Job description

Sharing of interested student profiles by the Institution

Interview Schedule and process

Selection of Candidates

Confirmation of offer Company

Acceptance of the offer by the students

Reporting to company  
Project Internship : **February 2026**  
Employment : **June 2026**



[Click here to register your organization for placement hiring](#)



# FACULTY PROFILE

## ACCOUNTING & FINANCE

- **Dr. Theerthaana P**  
B.E., MBA., Ph.D
- **Dr. Kavitha Muthukumaran**  
B.Sc., MBA., Ph.D
- **Mr. Kishore Chidambaram** (Adjunct)  
B.Sc., MBA
- **Mr. Rajesh Raghavan** (Adjunct)  
B.Com., AICWA, ACS, PGDFM  
President-Corporate, Rane Folding Ltd

## 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** (Adjunct)  
CTO, Big Tapp Analytics
- **Mr. Thirumurugan** (Adjunct)  
B.E, MBA

## LEGAL ASPECTS OF BUSINESS

- **Dr. Ananth Padmanabhan** (Adjunct)  
MSx Slaan Fellow, SJD & LLM,  
Carey Law School, Pennsylvania

## HUMAN RESOURCE MANAGEMENT

- **Dr. Sriji E S**  
B.Sc., MBA, PhD (IIT-M)
- **Mr. Senthil Kumar P** (Adjunct)  
BCA, MBA, PGDM- HR, Numeric UPS

## OPERATIONS & SUPPLY CHAIN MANAGEMENT

- **Dr. Vani Haridasan**  
B.Tech (NIT-J), MBA., Ph.D
- **Mr. Sreepathy R** (Adjunct)  
B.Sc., B.Tech, MS, APICS, CSCP- Manufacturing  
Director (Retd.) Reckitt Benckiser
- **Mr. Karthik Vaithyanathan** (Adjunct)  
B.E., M.B.A, 3TP Senior leadership program (IIM A)  
VP, Operations & Business Development, IP Rings

## STRATEGIC MANAGEMENT / BUSINESS ANALYSIS

- **Dr. Hariharanath K**  
MBA., Ph.D
- **Mr. Manoharan M M.E** (Adjunct)  
Sr. GM, TCS (Retired)

## PERSONALITY & LEADERSHIP

- **Mr. Raghuraman**  
MBA

## MARKETING MANAGEMENT

- **Dr. Thiruvendakam T**  
MBA, Ph.D
- **Dr. Sudarsan Jayasingh**  
B.Sc., MBA., Ph.D
- **Dr. Kirubakaran B**  
B.E, MBA., Ph.D., Postdoc (IISc, Bangalore)
- **Dr. Prasanna Mohan Raj**  
B.E., M.B.A., Ph.D (NIT Trichy)
- **Mr. Satish Tampi** (Adjunct)  
B.E., PGDM (IIM-A)
- **Dr. Tanmay Chattopadhyay** (Adjunct)  
Ph.D, BITS, Mesra  
Head – Marketing, Amararaja Batteries
- **Mr. Parthiban Dorai** (Adjunct)  
SSN MBA 2001-03  
Head, MarTech & Client Engagement Ogilvy







# COURSE CURRICULUM

## SEMESTER-I

Economic Analysis for Business  
Statistics for Managerial Decision  
Organizational Behaviour  
Accounting for Management  
Legal aspects of Business  
Principles of Management  
Business Communications  
Data Analysis and Modelling  
Information Management  
Seminar I - Industry Analysis

## SEMESTER-II

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

# SEMESTER-III & IV

## MARKETING

- Consumer Behaviour
- Digital CRM
- Sales and Distribution Management
- Services Marketing
- Strategic Brand Management
- International Marketing
- Retail Management
- Marketing Research
- Marketing Analytics
- Advertising & Digital Marketing

- Artificial Intelligence for Business
- Big Data Analytics
- Functional Analytics
- Tools for Business Analytics

- Python for Business Analytics
- Business Analytics Project
- Social Media Web Analytics
- Blockchain Technology & Applications

## BUSINESS ANALYTICS

## HUMAN RESOURCES

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

- Banking Services Management
- Security & Portfolio Management
- Financial Statement Analysis
- Financial Modeling & Analysis
- Corporate Finance
- Financial Services
- Behavioural Finance

## FINANCE

## OPERATIONS

- Supply Chain & Logistics Management
- Services Operations Management
- Project Management
- Total Quality Management
- Materials Management

## 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.

1

Course : **Gamification AI Metaverse**

Resource Person : **Dr. Nibu Thomas**

**Independent Consultant**

2

Course : **Product Design**

Resource Person : **Mr. P. Duraisamy Rajan**

Company : **Archimedis Digital**

3

Course : **Strategic HR Partner**

Resource Person : **Mr. Pandi Alagu Raja**

Company : **Deluxe**

4

Course : **Mastering Risk Management**

Resource Person : **Dr. Srinivas Gumparthi**

**Professor, SSN School of Management**



## ALUMNI TALK SERIES

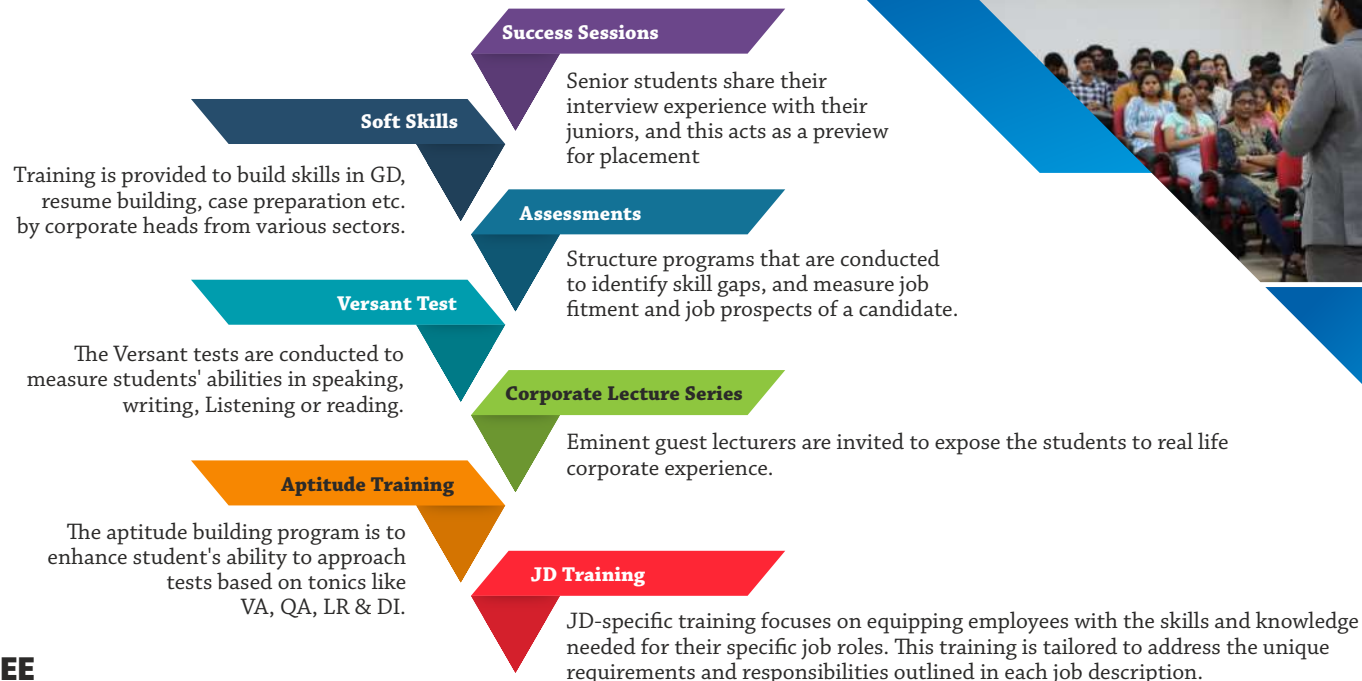
Name	Designation	Organization	Session Focus	Batch
Harshini H	Assistant Manager	Federal Bank	Journey of MBA and Life thereafter	2019-2021
Mirun Balasubramanian	Senior Product Associate	BNY Pershing	Your uniques value: Leveraging your skills in a competitive workplace	2017-2019
Deepika Sridhar	Proprietor & Founder	Nature Valley Camp	From HR to Founder	2009-2011
Radhika Ravi	Campus hiring National Head	Wipro	My journey in HR	2009-2011
Ravi Shankar Shanmugam	Director of Cloud Infrastructure & Security	Cognizant	Your MBA Edge - Navigating Industry Trends and Expectations	2007-2009
Scindia Balasingh	Enterprise Marketing (ABM) Leader	IBM	Crafting your successful Marketing Career	2009-2011
Sethu GokulaKumar	Director Sales & Marketing	Apar Innosys LLP	Mastering the Pitch - The Strategy and Art of Selling Success	2001-2003
Mageswar	Associate Vice President	Startup TN	Turning Ideas into Reality	2014-2016
Sherlin Santha	HR Talent Management	TCS	Panel Discussion on different specializations	2020-2022
Prashanthi T	Business Analyst	Comcast India	Panel Discussion on different specializations	2019-2021
Jeyashree Suresh	Management Trainee	Exelacom Technologies	Panel Discussion on different specializations	2021-2023

## CORPORATE TALK SERIES

Name	Designation	Organization	Session Focus
Jayaram Hariharakrishnan	Sr. Manager - MS&P Baby Care Saudi Arabia	P&G	Sales Execution and Marketing
Sidharth Sivasailam	Head of Product Strategy & Management Corporate Incubation	TCS	The Product Mindset: Decoding the Art & Science of Product Management and Careers in it
Tejeswini Rao	CFO	Superbhumans	Navigating the Future: Finance, AI, Automation and Emerging job markets
Vaisali Sridharbabu	Vice President	Natwest Group	Strategies for the journey from incubation to Industry
Labin	COO	Precision Equipments	Introduction to Industry Operations
Purushothaman S	Group CHRO	Precision Equipments	
Rajesh Kumar	Manager Sales & Marketing	Precision Equipments	
Jayaraam S	Deputy General Manager	Business Standard	Be Smart with Bsmart
Prasath Jayaraman	DGM - Supply Chain Management	Telekonnnecters	Resilience & Sustainability in automotive SCM
Indwin E Joel	Sr. Manager - People Development	Anubavam Technologies	What MBA is to a Manager?

# 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.



## STUDENT PLACEMENT COMMITTEE



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**Vikram Balaji S**

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✉ vikrambalaji2430075@ssn.edu.in



# ALUMNI ENGAGEMENT AT SSN SCHOOL OF MANAGEMENT

SSN School of Management is proud of its vibrant and active alumni network, comprising over **2200+ members** who contribute immense long-term value to the institution and provide meaningful networking opportunities for students. The Alumni Committee acts as a vital link between alumni and the institution, fostering lasting relationships and continuous engagement.

“ To further strengthen this connection, Student Alumni Representatives (SARs) are appointed for each batch by the Alumni Association. Since the 2021–2023 batch, the Social Media and Mentorship Committees have been established under the leadership of SARs, expanding the scope of alumni involvement. ”

## Alumni Relationship Initiatives

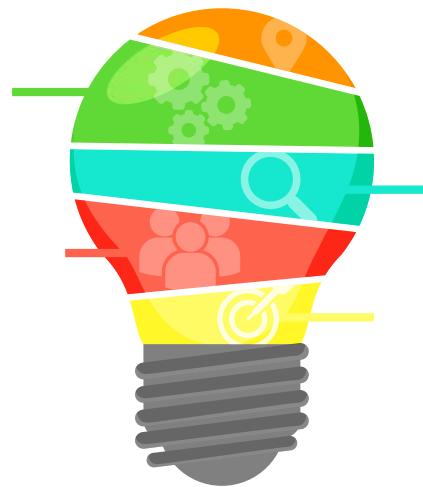
A heart-warming 20th-year reunion was organized for the 2001–03 batch, rekindling nostalgia and renewing strong alumni bonds.

### Talk Series

Talk series is organised featuring alumni from diverse industries to provide students with insights into current trends and real-world experiences within those sectors. For the current batch a series of insightful sessions were conducted featuring **16 accomplished alumni who are industry leaders**.

### LinkedIn Engagement

SSN School of Management's LinkedIn handle enhances brand awareness, foster loyalty, and maintain relationships with students and alumni. Currently with over **3,000 followers and 70% impression rate**, the platform reflects the institution's commitment to academic and professional excellence.



### Mentorship Program

The mentorship program aims to connect students with alumni who share similar areas of interest, facilitating knowledge transfer and providing valuable guidance for both personal and professional development. For the year 2024 - 2025 the Mentorship Program was initiated with Phase 1 mapping 49 students to 22 dedicated alumni mentors. With Phase 2 now underway, 12 more students have been onboarded, continuing the impactful mentorship journey.

### Database Management

A comprehensive alumni database is maintained, capturing all relevant attributes like profiles, career growth, achievements, etc., to ensure seamless tracking and engagement through the Alumni portal.

### Career Development Support

Alumni play an active role in career development through initiatives such as a Value-Added Course on Product Design and Product Management, as well as mock interviews conducted by senior professionals from various specializations.





### Entrepreneurship Club

Empowers students with entrepreneurial skills through business plan development and case studies, promoting strategic thinking, problem-solving, and networking.



### Stock Trendz Club

Builds investment knowledge via quizzes, mock trading, and sessions on BSE, NSE, Mutual Funds, and ETFs, offering practical exposure to stock markets.



### Let's Talk Club

Improves communication through activities like JAM and storytelling, boosting fluency, vocabulary, confidence, and stage presence.



### Spotlight Club

Enhances current affairs knowledge and presentation skills through MUNs and PPTs, helping students grow professionally and overcome stage fear.



### Marketing Club

Explores digital marketing, branding, and consumer behavior through collaborative projects, fostering creativity and industry readiness.



### Dataverse Club

Focuses on data analytics using tools like Power BI and Tableau, offering hands-on training in dashboards and case-based analysis.



## DAKSHA

DAKSHA, SSN School of Management's premier national-level management fest, has been a beacon of student excellence since 2004. This intercollegiate event attracts over 500 participants from top business schools across South India, growing in scale and impact annually.

Organized entirely by MBA students' association, DAKSHA features a diverse range of core management events like Best Manager, Bullion Stocks, and Business Analytics, alongside non-technical events such as IPL Auction.

DAKSHA serves as a powerful learning platform, providing students with hands-on experience in event management, marketing, and sponsorship.

It's also a dynamic space for participants to learn, compete, and network, applying business concepts in real-time and gaining exposure to industry trends through events like panel discussions.

Ultimately, DAKSHA is a celebration of knowledge, leadership, and collaboration, fostering growth beyond the classroom for both organizers and participants.







## Placement Officer's Message

At SSN School of Management, we believe that education is not just about knowledge it's about transformation. As our MBA Class of 2024-26 steps into the final leg of their journey, they are not just looking for jobs they are ready to find purpose, create impact, and grow with organizations that value passion, integrity, and innovation.

Over their MBA journey, these students have put in their heart and soul to learn, unlearn, and evolve. They've worked on real-time projects, collaborated with industry mentors, handled uncertainty with maturity, and turned every challenge into a stepping stone. Today, they're not just MBA graduates they're professionals shaped by experience, guided by mentors, and driven by dreams.

We understand that for you, hiring is not just about filling roles. It's about finding people who will grow with your values, culture, and vision. And that's exactly the kind of talent we're proud to offer.

Let's work together to build futures not just for our students, but for the teams and businesses they will soon be part of. Let's co-create stories of growth, learning, and long-term success.

We invite you to engage with our students and discover what makes them stand out not just on paper, but in purpose.

**Mr. Mugunth P**

Placement Officer at SSN Institution & Career Counsellor



MINDSPRINT



**TATA**  
CONSUMER  
PRODUCTS

**ASUS**



**tcs** TATA  
CONSULTANCY  
SERVICES



**Propel**

**SOCIETE**  
GENERALE



**cprime**



**Deloitte.**

**Mondelez**  
International

**meritto**



**Hewlett Packard**  
Enterprise

**adrenalin**

**Bandhan** AMC

**HCL**

**Sincere Syndication**  
Striding Dreams & Realities

**EXL**

**FEDERAL BANK**

**ojcommerce**



**Colgate**

**cognizant**

**everstage**

**Coca-Cola**

**CapitaLand**

**HDFC BANK**  
We understand your world



**beroe**

**Kaar**  
At Pursuit of Excellence

**TIGER**  
ANALYTICS

**CavinKare**  
Making Lives Happier

**OUR**  
**RECRUITERS**

# NOTABLE ALUMNI

**Mr. Sethu Gokulakumar**

Batch 2001-2003

Director, Sales & Marketing, Apar Innosys LLP  
Co-founder & Chief Sales Officer, Skyscout Solutions Pvt. Ltd



**Mr. K P Bharathy Venuprakash**

Batch 2002 -04

Director,  
Technomax Systems



**Mr. JAGAN RAMAKRISHNAN**

Batch 2002 – 2004

Global Sales - Indian GSI - F5



**Mr. Manikandan T**

Batch 2003 -05

Director, Cloud & IT solutions  
Wipro



**Mr. GANESH D G**

Batch 2003 – 2005

Vice President &  
Sr Technical Program Manager -  
Data and Analytics - Citi Bank



**Ms. KARTHIYAYINI DEVI**

Batch 2005 – 2007

Human Resources Lead,  
RADISE India



**Ms. HEMA PRIYA SUKUMAR**

Batch 2006 - 2008

Director - Head of Employee  
Relations and Wellness @ TIAA



**Mr. RAVI SHANKAR S**

Batch 2007 – 2009

Director – Cloud, Infrastructure  
& Security, Nordics Cognizant



**Ms. RADHIKA RAVI**

Batch 2009 – 2011

India Head Campus  
Hiring (WILP) - WIPRO



**Mr. ASWIN SURESH**

Batch 2010 -12

Senior Consultant  
Adrenalin eSystems Ltd







**Mr. P. MUGUNTH**

Placement Officer, SSN School of Management

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Tamil Nadu, India

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