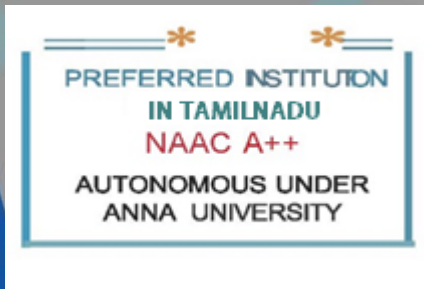


**WHERE HITTING BULL'S EYE ISN'T
AN ACT, BUT A HABIT**



MBA
ADMISSIONS OPEN
2022 - 2024

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

**SSN SCHOOL OF
MANAGEMENT**

Founded By Dr. Shiv Nadar, Chairman HCL Technologies

www.som.ssn.edu.in

ssn

ABOUT SSN SCHOOL OF MANAGEMENT

SSN School of Management is a much sought after destination for students aspiring to do an MBA program. The 250 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 and personal transformation.



THE MBA PROGRAM

SSN School of Management was established in the year 2000 and shares the mission and vision of SSN in imparting high quality education to the students.

SSN is an autonomous institution under Anna University. The program is approved by AICTE and accredited by NAAC with an A++ grade.



The program consists of four semesters. SSN believes in the overall development of students who are well-equipped with a sound foundation of conceptual knowledge and essential skills for a successful career. The pedagogy adopted is a mix of lectures and case studies. Class participation and student presentations are actively encouraged to enable students develop the necessary articulation skills and a proactive bent of mind.



CURRICULUM

The first year provides for learning the foundation areas and professional core courses. The second year provides an opportunity for students to do a deep-dive in functional areas of interest by way of specialization and electives. SSN offers five specializations, Marketing, Finance, Operations, Human resources and Business Analytics. The students are expected to specialize in two areas.

Operations

Marketing

HRM

Finance

Business Analytics



The curriculum also includes Managerial Communications and Seminars which provide an opportunity for students to develop and strengthen the essential skills that play a major role in shaping careers and advancements.

All this is supplemented by guest lectures by eminent people from the industry which provides an opportunity for students to interact with thought leaders.

Some value-added courses are also offered outside the curriculum to enable students acquire contemporary skills.

FACULTY

SSN School of Management has an excellent group of full-time faculty with extensive experience in teaching, research and industry. Adjunct faculty from the industry handle some of the courses to provide a blend of different teaching methodologies. A unique culture of SSN is the easy accessibility of faculty members to facilitate a great learning experience.

The details of faculty profiles can be accessed on Faculty Section on our website www.som.ssn.edu.in

LIFE BEYOND ACADEMICS

SSN offers a number of opportunities for students to develop themselves holistically.

Guest Lectures: The Guest Lectures are intended to bridge the gap between the academic and the corporate world wherein senior corporate professionals and leaders are invited to share their practical business insights with students to impart experiential learning.

Few guest speakers at the campus:

Speakers	Coverage
Yogesh Gupta , SAP Consultant, Robert Bosch	Career Opportunities in SAP & How to Crack Dream Jobs in Today's Dynamic Digital Economy
Manoharan , Principal Consultant & Senior General Manager, TCS	Employability Factors - An IT Perspective
Nareshkumar , Manager, Aon CoCubes	Importance Career assessments to succeed in Placements.
Richa Chopra , Head-Ad Sales, Disney Hotstar	Creating an Impactful Resume
Lakshmi Narayanan , Executive Director, Build HR	Dimensions in HR
George Christopher , Chief Technology Officer, MacApp Studio	What makes up an entrepreneur?
Santosh Krishnan ,Regional Marketing Manager, Dabur India	Building Strong Brands
Suresh Kumar G , Founder & CEO, Peepul & MacApp Studio	ITC's Entry into Agarbathies
Sivarajah , Co-Founder & CEO, NativeLead	Success Mantra for an Entrepreneur



LIFE BEYOND ACADEMICS

Value-added Courses (VAC): With recruiters looking beyond an MBA for additional skillsets, students are encouraged to take up value-added courses to gain the much needed expertise to succeed in their careers.

Daksha: Daksha is a management fest organized by MBA students to exhibit their organization skills. It attracts participants from various reputed management institutions. The Business Quiz program, Sangram, is a flagship event of Daksha and is conducted by SSN's alumnus since the inception of the event in 2004. Some of the best quizzing teams in other institutions participate.

Clubs: The clubs act as foundation for building personality and communication traits. MBA students of every batch organize themselves into various clubs - Newspaper, Speak-out, Marketing and Book reading.

Participation in External Events: SSN actively encourages students who wish to participate in events organized outside. These offer a great avenue to improve their competitiveness.

Few achievements by our Students



Sindhu Bharathi was the winner for the Photography event at ETHOS 2021 organised by Sri Ramachandra College of Management.

Gautam Chandar, Ajay Krishna, Jayasri were the winners and Praveen Kumar, A, Pauplin Fiona And Sneha Priyadarshini got second prize for the connection event at Ethos 2021 organised by Sri Ramachandra College of Management.

Meena M was the winner for the Extempore event at MAGNIFEST organised by Hindustan Institute of Technology and Science.

Adhithya C was the winner for various events like Startup strategy, Connectionz, Business solution, Business quiz at MAGNIFEST organized by Hindustan Institute of Technology and Science.

Raghul Manikandan, Santhiya N got second prize for the Entrepreneurship Premier League event and third prize Feather Masters (Poster Narrative) event at E-STAR organized by Amity Business School, Chennai.

Dolly Joy Kirubha V got second prize for stress interview event at ALEXANDRA-29 organised by Jeppiaar Engineering College.

Sports Facility: The healthy body acts as a catalyst in the process of gaining Knowledge. SSN has one of the best indoor and outdoor sports facilities among educational institutions



Madras Management Association: This is one of the more active management associations in the country which organizes a range of activities throughout the year. SSN students, as members, have a great opportunity to attend their sessions in person or, in many cases, through a live web-cast.



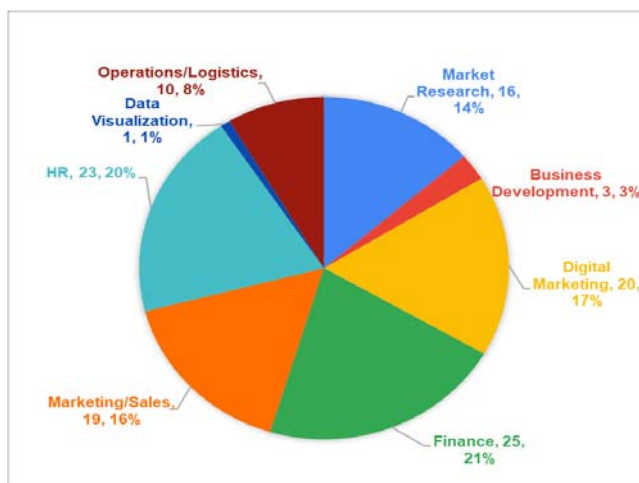
INTERNSHIPS

The program provides for two industry internships. Students do an 8-week internship after the first year which gives an opportunity to "experience corporate world in action" where survival depends on the value provided by an employee to the organization. Skills such as of pro-activity, initiative, critical thinking, observation and willingness to take responsibility are the necessary ingredients for a successful internship. The students return to the program to continue their third semester with an enriched state-of-mind about realities in the corporate world.

List of Companies that have sought the talent for summer internship 2021

ITC	Macapp Studio	L&T	IOC	Maarga Systems	Karaikal Port
Skill Dzire	Avon Seals Private Limited	Adeptchips	Acclivis Education Consultancy	Virtusa	Lavazza
OTG	Multiplier Technologies	Tata Ficosa Automotive Systems	Aspirations Energy	Again Drinks	Scovelo Consulting
In22	Neeeyamo	MPR food product	Global Northstar	CPCL	Harkin Global
SPIC	Numeric UPS	Komarla Hatcheries	Tzar Industries	Kauvery Hospital	Sneha Farm (p) ltd
Nippon	Elastic Tree	Swastikha	Influencer Manthra	NLC	Rainbow Hospital
SECO	Smart Advisors	Pelican PMS	JSW	BiggTapp	National Trust Housing
Aorta Digital	Basil Energetics Pvt Ltd	Crompton Greaves	Apex laboratories Pvt limited	Ifortis Worldwide	Sun group
Drshti	Rage Communications	SMRC Automotive Products India Ltd.	MGM Healthcare	Belstar Microfinance	VGN projects Estates pvt.Ltd

Summer Internship by Functional Areas



The second internship is a 12-week internship in the fourth semester which consists of a capstone project in a company. This internship is all about identifying an area collaboratively with the company and carrying out a systematic research to either solve a problem or create a better state of affairs. This internship gives an opportunity for students to apply all their learning in a functional domain to design and implement methods to make data-driven recommendations or decisions.

PLACEMENTS

SSN recognizes that placement is the most important culmination in the two-year journey of the student that provides a great validation of the two years' effort by the institutions and students. SSN School of Management adopts a pro-active strategy to identify opportunities for students in reputed companies. The preparation for this is an integral part of the program and includes special modules on general awareness of industry and environment and a variety of training on communications, soft skills, group-discussion, aptitude and facing interviews. Alumni of SSN also contribute to this effort through counseling and mock activities.

The placement for the class of 2019-21 closed at around 90 % with the students being recruited by reputed companies. Students were placed in a variety of roles in various industries including IT, Banks & Financial Services and FMCG. The average CTC was Rs. 5.5 lacs per year.

That many of these companies are regular recruiters from SSN is a testimony to the quality of the students graduating from SSN.

RECRUITING COMPANIES



ADMISSION 2022-2024 (XXIII BATCH)

Admission to its two year, full time residential MBA program is through a rigorous selection process.

Government Quota:

Admissions to the Government Quota are handled by the Directorate of Technical Education, Government of Tamil Nadu. Candidates seeking admission under the Government Quota must have written the TANCET exam (Tamil Nadu Common Entrance Test) conducted by the Anna University. The single-window counseling normally takes place in the months of July / August every year at the Government College of Technology, Coimbatore.

Seats for the MBA program at SSN normally get filled up on the first day of counseling much ahead of its peer institutions. At the end of Day 1 of the counseling, there were only two institutions with all its seats taken up and SSN was one among them.

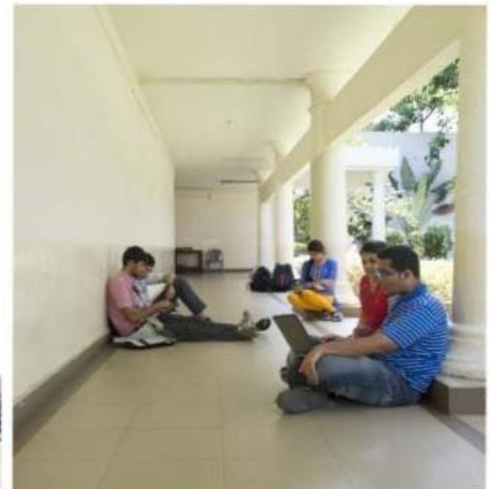
Management Quota:

Admissions under the Management Quota to SSN School of Management are made purely on merit. Candidates seeking MBA admissions under the Management Quota must have written one of the entrance tests – as listed under the eligibility given below. 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.

Eligibility

Above 60% in 10th, 12th and UG and consistent academic record, preferably with no history of arrears. All applicants are required to take any of the admissions tests listed below and have a valid score.

- CAT 2021
- XAT 2022
- CMAT 2022
- MAT (Sept /Dec 2021/ Feb /May 2022)
- ATMA 2022
- TANCET 2022, Other State Level Admission Tests 2022.



Application Process

Candidates can apply online through the link provided in the website of the Institution. They have the flexibility to update multiple entrance test scores as and when they complete the tests. This gives an opportunity to candidates to improve their chances of shortlisting.

Selection Process

Shortlisting of candidates is done based on the entrance test scores and academic track record. The selection process consists of a group discussion and personal interview in addition to a test on reading comprehension.

Admission is done in multiple phases to coincide with the announcement of results of the various entrance tests.

There is no difference in the fees for students joining in the management quota and government quota. For more details, please visit the admissions section of our website: www.som.ssn.edu.in

MBA 2019-21 BATCH



Shiv Nadar was born and raised in mofussil Tamil Nadu, in an India awakening to its first Prime Minister, Jawaharlal Nehru's "Tryst with Destiny". In 1976, Nadar along with seven others created HCL in a Delhi Barsati "akin to a garage startup". Today HCL has evolved into a \$7 billion global enterprise with over 110,000 professionals from 102 diverse nationalities, who operate from 70 countries, including over 500 points of presence in India.

In 1994, Nadar established the philanthropic Shiv Nadar Foundation by creating the SSN Institutions in Chennai. SSN comprises top ranked engineering and management colleges among other institutions. The foundation is a significant driver of social change and transformational education through its landmark institutions spanning the entire education spectrum from schools to universities.

Dr. Shiv Nadar

Founder and Managing Trustee, SSN Trust, Chairman, HCL Technologies



SCHOLARSHIPS

SSN Institutions have a thriving practice of awarding scholarships based on various parameters. For more details, please check the scholarships section on our website www.ssn.edu.in

MBA Program is covered under overall SSN Scholarship initiative. About 5-6 scholarships are awarded every year for MBA program. The first year students are awarded scholarships based on various admission parameters as explained in selection process. The second year MBA students are awarded scholarships based on their first year performance.

SSN SCHOOL OF MANAGEMENT

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