MADURAI SCHOOL OF MANAGEMENT (MSM)

PLACEMENT BROCHURE
MBA PROGRAM 2012–2014

NH - 7 Madurai - Dindigul Four Lane Road, T. Vadipatti,

Madurai - 625 218

Web: www.msm-tn.in

MBA BATCH 2012–2014 STUDENTS

ABOUT MADURAI SCHOOL OF MANAGEMENT (MSM)

Madurai School of Management (MSM) prides itself by being **governed by** a trust comprising world-leading academicians, successful industrialists and well-known socio-economic professionals. The trust is called the ***Sarvavidya Educational and Public Charitable Trust (SEPCT)***. *SEPCT* is registered in Madurai as a deed of Trust under Charitable Trust Act 1950 with registration number 1012, dated 5th May 2011.

The *vision of SEPCT* is development of the local region in order to continue achieving sustainable growth by making a step-change in the educational scenario. Its vision is shaped by the quest to attain the level of imparting perfect and complete education in the widest sense of the term with the ever changing needs of society at large and rural population in particular.

The *Mission of SEPCT* is strongly committed to transparent governance and accountability in approach towards society in the noble field of education.

Development of the Madurai School of Management is the first mile stone in the vision of SEPCT. In line with its vision and mission, MSM is being developed at Thathampatti and Kulasekarankottai villages, which are some of the most backward areas of Madurai District, Vadipatti Taluk, to provide the region an opportunity to have higher education in a World Class Environment and develop the people academically, thereby bringing social and economic development in the region.

Vision of Madurai School of Management

The **vision** of Madurai School of Management (MSM) is the development of the local region in order to continue achieving sustainable growth in (i) Teaching and Learning,(ii) advancement of knowledge with ethical values, and (iii) leadership in service outreach. MSM aims to achieve this vision by committing itself as a world leader in preparing professionals who provide leadership and exemplary educational and related services to improve the lives of individuals in a changing and complex global society. It aims to evolve into a centre of academic and research excellence in the country and to become an educational institute of international reputation with a team of highly qualified competent academic professionals and a pool of students of the highest educational standards.

Mission of Madurai School of Management

The **mission** of Madurai School of Management is "*Imparting excellent management education to students in the region*". This means that MSM is committed to developing and teaching subjects that are relevant to the region, create value to students and make a difference, promote responsible leadership and provide students ample opportunities for growth and enrichment.

MESSAGE FROM CHAIRMAN

Prof. S. Krishnan, B.E, M.Sc (Engg.).,

Chairman

MADURAI SCHOOL OF MANAGEMENT (MSM)

Sarvavidya Educational and Public Charitable Trust (SEPCT), a trust promoted by Academics, Professionals, Industrialists, and Social net working persons, established the **MADURAI SCHOOL OF MANAGEMENT(MSM),** a Stand-Alone B-School offering MBA program Affiliated to Anna University.

The MSM, a premier Institute of higher learning, committed to excellence in education through demonstration by example, bringing real-life situations in the class-rooms, making students analyze, involving them in the class-rooms, and being empathetic. The ambience and serenity of a world-class infrastructure housed in a 'GREEN' campus; Qualified, quality and experienced faculty who have proven themselves in their fields by providing an excellent blend of rigor and relevance in their teaching; Career Counseling and Placement facilitation; Research aimed at solving problems of the Real-world- combine to enable students to follow their hearts with passion and confidence.

In addition to the experienced full time faculty, the teaching team is complemented by a panel of distinguished national/international visiting faculty from a consortium of higher learning Institutions/Universities and Industries. The MSM also offers a host of Personality Development programs to ensure that students develop skill and expertise. The future according to me should be making MSM into a - innovative, creative, learner centric, excellent world-class Institution.

S. Krishnan

REQUEST FROM DIRECTOR

Dr. K. Alamar, MBA., PhD.,
Director
MADURAI SCHOOL OF MANAGEMENT

Dear Sir / Madam,

Greetings from **Madurai School of Management (MSM).**

Madurai School of Management – A Stand alone Management Institute for MBA programme, a constituent college of Sarvavidya Educational and Public Charitable Trust, affiliated to Anna University, Chennai was established in T.Vadipatti, Madurai in 2012 with the noble aim of providing high quality management education upholding social and moral values. The trustees of this institution are renowned scholars and able administrators, and hail from different walks of life-academics, administration and industry.

The first Prime Minister of India Pandit Jawaharlal Nehru said that education has mainly two aspects – Productive and Cultural. The former is knowledge oriented and the latter is life oriented. Our institution strives to provide all round formation to our students. Our faculty members are committed and capable of imparting high quality education and training to the students. In a fast changing knowledge society, there is little place for cocooned and fragmented learning. Our institution has taken extra effort to train our students in self management, team spirit, presentation skill, quantitative and reasoning ability. Our institution inculcates the passion for learning, creativity and innovation. We have arranged series of workshops, seminars, and the resource persons of which are from B Schools and industries across the globe, which have opened and widened the horizons of learning and enabled the students to have a macro understanding of global business and culture. With excellent infrastructure in our institution, our students experience the joy of learning.

With this background and training, we are confident that our students will measure up to the exacting demands of new career. It gives me immense pleasure to present the profile of our students to all the potential employers. I am sure that MSM, Madurai is the right institution for sourcing dynamic, talented and result oriented professionals.

K. Alamar

CORE FACULTY

Dr. K. Alamar, Ph.D., M.Phil., M.A., MBA.,
Director and Professor
Experience: 31 years in Academic as Teaching and Research Faculty
Area of Specialization: Economics, Applied Statistics and Optimization

Dr. K. Thiruppathy, Ph.D., M.Phil., M.Com., MBA.,
Associate Professor
Experience: 18 years in Academic as Teaching and Research Faculty
Area of Specialization: Empirical Research in Finance and Human Resources

Mrs. A. Angayarkanni, BCA., MBA.,
Assistant Professor
Experience: 1 year in Academic as Teaching Faculty
Area of Specialization: Human Resources and Finance

Ms. S. Archana, B.Sc., PG.Dip.HRM., MBA.,
Assistant Professor
Experience: 1 year in Academic as Teaching Faculty
Area of Specialization: Finance and Human Resources

Mr. M. Ashok, B.Com., MBA.,
Assistant Professor
Experience: 1 year in Academic as Teaching Faculty and 1 year in TV Media as Event Manager
Area of Specialization: Finance and Human Resources

Mr. R. Kaliraj, B.E., MBA.,
Assistant Professor
Experience: 1 year in Academic as Teaching Faculty
Area of Specialization: Human Resources and Marketing

Ms. P. Pethurathi, B.A.,B.L., MBA.,
Assistant Professor
Experience: 2 years in Academic as Teaching Faculty
Area of Specialization: Human Resources and Marketing

Mr. G. Rajaram, B.E., MBA.,
Assistant Professor
Experience: 2 years in Academic as Teaching Faculty and 1.5 years as Entrepreneur
Area of Specialization: Human Resources and Marketing

Ms. U. Ramya, B.E., MBA.,
Assistant Professor
Experience: 1 year in Academic as Teaching Faculty
Area of Specialization: Human Resources and Systems

Mr. B. Sudhan Kuamr, B.Sc., MBA.,
Assistant Professor
Experience: 1 year in Academic as Teaching Faculty,
2 years in Industry as HR and Administration Manager and 4 years as Process Controller
Area of Specialization: Human Resources and Marketing

Ms. Tharani, B.Com., MBA., PG.Dip.Entrp., (Ph.D).,
Assistant Professor
Experience: 1 year in Academic as Teaching Faculty
Area of Specialization: Finance and Marketing

VISITING FACULTY

Prof. S. Krishnan, B.E., M.Sc Engg.,
Former Dean and Professor, Thiagarajar College of Engineering, Madurai
Experience: 47 years in Academic as Teaching / Research Faculty and Administrator
Area of Specialization: Optimization and Operations Management

Dr. M. Mathirajan, M.Sc Maths, M.S Engg. (IISc), Ph.D (IISc).,
Principal Research Scientist, Indian Institute of Science, Bangalore
Experience: 27 years in Academic as Teaching / Research Faculty
Area of Specialization: Mathematical and Heuristic Optimization, Operations Management, Supply Chain Management, and Business Analytics

Dr. U. Dinesh Kumar, M.Sc Maths, Ph.D (IIT-B).,
Professor, Indian Institute of Management, Bangalore
Experience: 15 years in Academic as Teaching / Research Faculty
Area of Specialization: Business Analytics, Stochastic Models, Reliability, Multi Criteria Optimization, Six Sigma, Integrated Logistics Support, and New Product Development

Dr. P. Balasubramanian, B.E (IIT-M), Ph.D (USA).,
CEO, Theme Work Analytics (p), Limited, Bangalore
Experience: 33 years in IT Industry as IT Executive
Area of Specialization: IT, Optimization, Supply Chain Management

Dr. S. Bose, M.E., MBA, Ph.D.,
Assistant Professor, College of Engineering Guindy, Anna University, Chennai
Experience: 17 years in Academic as Teaching / Research Faculty
Area of Specialization: Cryptography, Information Security, Social Networking and DBMS

Mr. P. Bose, MCA.,
Technical Lead, Fujitsu Network Communications, Chennai
Experience: 15 years in IT Industry as IT Executive
Area of Specialization: Network Technologies, and New Production Introduction

Mr. R. Mayilvahanan, B.E., PGDBA.,
IT Manager, Intel India Corporation, Bangalore
Experience: 17 years in IT Industry as IT Executive
Area of Specialization: IT, Testing, Networking

Mr. Rajesh Devadas, MCA, (Ph.D).,
Senior Project Manager, Hewlett-Packard (HP), Bangalore
Experience: 18 years in IT Industry as IT Executive
Area of Specialization: IT, Trainer for Technical and Soft Skill for Jr. Level IT Staff

Mr. S. Akhilan, B.E., M.S (IT&M), MBA.,
Senior Systems Engineer
Experience: 8 years in IT Industry as IT Specialist
Area of Specialization: IT and Management, Retail Marketing

Mr. K.G. Saravanan, B.E., EGMP (IIM-B).,
Manager in Metlife Insurance Industry, Bangalore
Experience: 20 Years in Financial, Insurance and Construction Industries as Excecutive
Area of Specialization: Marketing

ADJUNCT FACULTY

Dr. Ramakrishnan Ramanathan, B.E., Ph.D (IIT-M).,
Director, Business and Management Research Institute, University of Bedfordshire, UK
Experience: 20 years in Academic as Teaching and Research Faculty
Area of Specialization: Sustainable Operations Management, Sustainable Logistics and Supply Chains, Multi-Criteria Optimization, Big Data, and Business Analytics

Dr. S. Nachiappan, M.E., Ph.D.,
Associate Professor, University of Nottingham Ningbo, China
Experience: 16 years in Academic as Teaching and Research Faculty
Area of Specialization: Sustainable Logistics and Supply Chain, Optimization, and Performance Measurement

Dr. Kannan Govindan, M.E., Ph.D.,
Professor, Indian Institute of Management, Bangalore
Experience: 10 years in Academic as Teaching and Research Faculty
Area of Specialization: Operations Management, Logistics and Supply Chain

Dr. Damodharan Sampath, M.E., Ph.D (IISc).,
Regional Head, Enterprise Architecture at CIMB Bank, Singapore
Experience: 17 years in Academic as Teaching and Research Faculty and 12 Years in Financial Sectors as Executives for Financial Management
Area of Specialization: Strategic Planning, Enterprise Architecture, Project, Program and Portfolio Management and Consulting

Mr. Ravishankar, B.E., MBA (USA).,
Partner in Emergys Corporation, North Carolina, USA
Experience: 20 Years in IT Industry as IT Executive
Area of Specialization: IT, Software Project Management, E-Commerce Architect, Business Intelligence, Business Process, ERP

Mr. G. Sethuraman, B.E, MBA.,
Entrepreneur, Singapore
Experience: 30 Years of experience in Industry
Area of Specialization: Industrial Design and Construction of Power Plants, Paper Plants, Steel Plants, Sewage Treatment Plants, Life Science Projects, Semiconductor Clean-Room Projects and Project Management.

Mr. Duraisamy Raja, M.E.,
Project Manager, Singapore
Experience: 29 Years in Telecom Industries both in India and Abroad
Area of Specialization: IT, Telecommunication Network

Mdm. Paul Manjula, M.E., M.Tech (NUS).,
Director, B3 Engineering Pte Ltd., Singapore
Experience: 13 Years in IT and Construction Industries
Area of Specialization: IT, Project Management

INFRASTRUCTURE

P E D A G O G Y

Pedagogy: In addition to providing the necessary knowledge on University's curriculum and syllabus, we offer industry oriented input through variety of teaching methods that includes lectures, case discussions, seminars, presentations, team building exercises, business games, role plays, soft skills training and field visits. We have been providing continuous opportunities for regular interface with industry professionals through periodical seminars and workshops, which reinforces the practical exposure of our students.

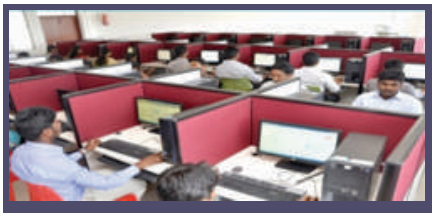
Library: MSM library has a collection of over 2200 Management Titles, which includes all the book-titles mentioned in the Anna University's MBA-Syllabus. In addition to about 20 National journals related Management, MSM has subscribed J-Gate facility of AICTE, which facilitate the students to refer more than 3000 e-journals related to Management. Furthermore, MSM offers every students to have personal copy of the prescribed book, for each of the subjects, throughout the semester.

L I B R A R Y

C L A S S R O O M

Class Rooms and MSM Faculty: There are Four Classrooms and each is provided with LCD Projector, White-Marker Board, Integrated Audio Visual System and suitable software, blending technology with education. In addition, all the classrooms are Wi-fi enabled. There are twelve faculty members with very good background both theoretically and practically. Our faculty members are committed and capable of imparting high quality education and training to the students.

Computer Lab: MSM has a computer lab equipped with more than 70 desktops/workstations. All computers are inter-networked over a fast Ethernet link. The lab consists of several management related Software Packages such as R Studio, Tally, LINDO/LINGO, MS Project, etc., which enable students to get exposure to application perspective of the functional areas of Management.

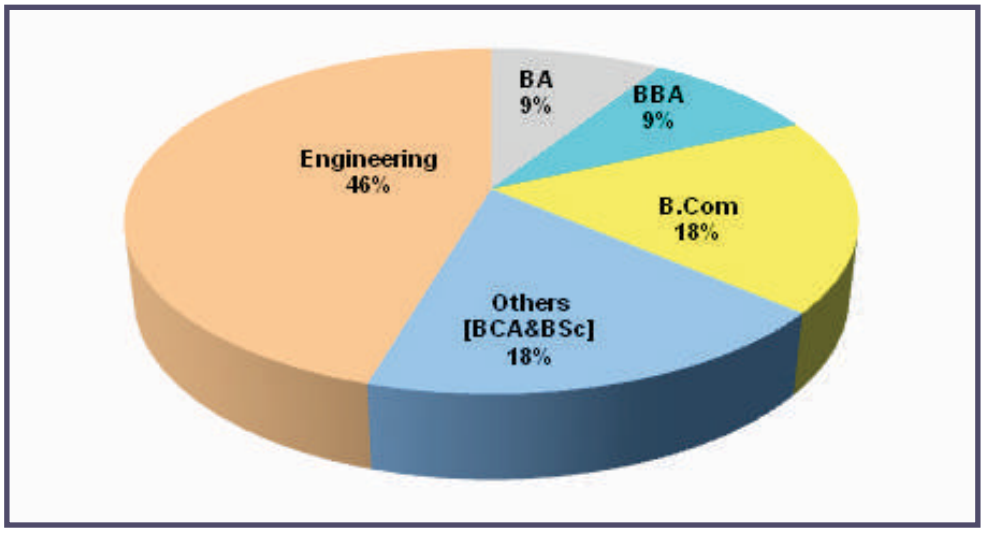

C O M P U T E R L A B

T R A N S P O R T

Transport and Hostel: MSM has been providing transport facility for both students and faculty mainly in the routes: Madurai-MSM-Premise; Nilakottai-MSM-Premise; and Dindigul-MSM premise. MSM is providing hostel facility at Madurai and Vadipatti for both Boys and Girls.

STUDENTS DISTRIBUTION

Distribution of MSM-Students as per their Under-Graduates



Distribution of MSM-Students as per Dual Specializations of Anna University, Chennai

Specialization 1

Specialization 2

STUDENTS PROFILE

K. CHINNADURAI	UG : B.Com	Age : 27	Soft Skills : Aptitude, Research Analysis, Case Study Analysis, Negotiation
UG Project : ----------			Specializations : Finance & Marketing
Summer Project in MBA : Market Study on Financial Investment in Sakthi Finanace Limited, Coimbatore			Special Training/Course : 3 days soft skill training in Career Refresh, Yercaud
Skill Set : MS Office, Tally, R+, SPSS, LINDO, TORA, MS Project,			Experience : Worked as marketing co-coordinator in Ad-Inn advertising agency for 6 months; and Worked in RPO and at Toll collector in DSTRL for 2 years
			Email : chinnadurai0503@gmail.com

R. CHITRA DEVI	UG : B.Com (CA)	Age : 22	Soft Skills : Aptitude, Analytical, Research Analysis
UG Project : FIFO-LIFO method using Visual Basic and SQL.			Specializations : Finance & Marketing
Summer Project in MBA : Study on Marketing Strategy of PepsiCo, Madurai			Special Training/Course : PGDCA; Tally; and 3 days soft skill training in Career Refresh, Yercaud
Skill Set : MS-word, MS-excel, SQL, Tally, R Studio, Visual Basic, LINDO, Photoshop, SPSS			Experience : Fresher
			Email : chitradevirajiah90@gmail.com

S. DHANA LAKSHMI	UG : B.TECH (IT)	Age : 24	Soft Skills : Analytical, Aptitude, Communication, Data Analysis, Case Study Analysis
UG Project : Discernible and Detaching of Identical Records from Multiple Web Database			Specializations : Finance & Operations
Summer Project in MBA : Analytic Hierarchy Process (AHP) in Cricket, Indian Institute of Management, Bangalore			Special Training/Course : 3 days soft skill training in Career Refresh, Yercaud
Skill Set : MS Office, Tally, R+, SPSS,LINDO,TORA,SQL, MS Project, Visual Basic 6.0 , C,C++,JAVA,HTML			Experience : Fresher
			Email : sdhanammail@gmail.com

M. DHARMENDRA	UG : B.E (CSE)	Age : 22	Soft Skills : Analytical, Aptitude, Communication, Data Analysis, Case Study Analysis
UG Project : Anonymity in GPS Traces Via Uncertainty Aware Path Cloaking			Specializations : Finance & Operations
Summer Project in MBA : Business Strategy and Management Control Measures of Silver Atena, an Assystem Company, Bangalore			Special Training/Course : Ethical Hacking; Software Quality Management; Cloud Computing; Android OS; and 3 days soft skill training in Career Refresh, Yercaud
Skill Set : MS Office, Tally, R+, SPSS, LINDO, TORA, MS Project, Visual Basic, C, C++, JAVA, Open Source Software, HTML			Experience : Fresher
			Email : mdharmendra08@gmail.com

STUDENTS PROFILE

R. DIVYA BHARATHI	UG : B.Com	Age : 21	Soft Skills : Aptitude, Analytical, Communication.
UG Project : A Study on Banks, Post Office, Joint Stock Companies, Partnership Firms and Advertising			Specializations : Finance & Operations
Summer Project in MBA : A Study on Production Process in PepsiCo, Madurai			Special Training/Course : Tally; and 3 days soft skill training in Career Refresh, Yercaud
Skill Set : MS Office, Tally, R+, SPSS, LINDO			Experience : Fresher
			Email : divyarajaram10@gmail.com

T. GUNASEKAR	UG : B.Sc (CS)	Age : 21	Soft Skills : Aptitude, Negotiation
UG Project : WEB Designing for Rental Market			Specializations : Finance & Marketing
Summer Project in MBA : Market Study on Insurance Industry in India with Reference to Sakthi Finance Ltd., Coimbatore			Special Training/Course : C++; Java; VB; and 3 days soft skill training in Career Refresh, Yercaud
Skill Set : MS Office, Linux, Tally, SPSS and LINGO, VB 6.0, C, C++, Photo Shop, Java, HTML:			Experience : Fresher
			Email : gunasekarvivin.177@gmail.com

K. JANAKIRAMAN	UG : B.A (Economics)	Age : 21	Soft Skills : Aptitude, Negotiation
UG Project : ----------			Specializations : Finance & Marketing
Summer Project in MBA : A Study on Salesforce in Jayaram Bakery, Madurai			Special Training/Course : 3 days soft skill training in Career Refresh, Yercaud
Skill Set : MS Office, Tally, SPSS, and LINDO			Experience : Fresher
			Email : tjohn6192@gmail.com

P. JANANI	UG : B.E (CSE)	Age : 22	Soft Skills : Analytical, Aptitude, Communication, Financial Analysis, Data Analysis
UG Project : Adaptive Fault Tolerant Qos Control Algorithms for Maximizing System Lifetime of Query based Wireless Sensor Networks			Specializations : Finance & Human Resources
Summer Project in MBA : A Comparative Study on the Financial Performance of Mutual Fund Industry, Indian Institute of Management, Bangalore			Special Training/Course : 3 days soft skill training in Career Refresh, Yercaud
Skill Set : MS Office, Tally, R+, SPSS, TORA, LINDO, MS Project, Visual Basic, HTML			Experience : Fresher
			Email : janu.miet22@gmail.com

M. JASMINE JENNIFER	UG : B.Tech (IT)	Age : 26	Soft Skills : Aptitude, Communication, Case Study Analysis, Data Analysis, Research Analysis
UG Project : A Self-Configuring Framework for Bootstrapping Keys in System Networks			Specializations : Finance & Human Resources
Summer Project in MBA : HR Analytics Using Statistical Packages at Indian Institute of Science, Bangalore			Special Training/Course : .Net Diploma; 3 days training in Problem Solving using Experimental Design, Indian Statistical Institute, Bangalore; and 3 days soft skill training in Career Refresh, Yercaud
Skill Set : MS Office, Tally, R+, SPSS, LINDO, Experimental Design, C#, SQL,C++, VB			Experience : Fresher
			Email : jasminejennifer11@gmail.com

STUDENTS PROFILE

P. JEYAKUMAR	UG : B. TECH (ECE)	Age : 23	Soft Skills : Analytical, Logical Thinking, Communication, Case Study Analysis
UG Project : Secure High-Throughput Multicast Routing in Wireless Mesh Networks Using NS2			Specializations : Finance & Operations
Summer Project in MBA : A Comparative Study and Assessment on Performance Analysis of an ASSYSTEM, Bangalore			Special Training/Course : 3 days soft skill training in Career Refresh, Yercaud
Skill Set : MS Office, Tally, R+, SPSS, LINDO			Experience : Fresher
			Email : jayasimbu153@gmail.com

M. KANNAN	UG : B.A (Economics)	Age : 21	Soft Skills : Aptitude, Negotiation
UG Project : ----------			Specializations : Finance & Marketing
Summer Project in MBA : A Study on the Business Process in Golden Leathers, Madurai			Special Training/Course : M.Sc (Yoga); and 3 days soft skill training in Career Refresh, Yercaud
Skill Set : MS Office, Tally, SPSS, LINDO, MSPROJECT, JAVA, VB, HTML			Experience : Fresher
			Email : kannan162012@gmail.com

R. KARTHIKA	UG : BCA	Age : 22	Soft Skills:Aptitude, Communication, Debate, Case Study Analysis
UG Project : Automobile Management using VB			Specializations : Finance & Human Resources
Summer Project in MBA : Design & implementation of HR strategies in Meenatchi Mission Hospital & Research Centre (MMHRC), Madurai			Special Training/Course : Java Programming; PCP(Professional Computer Programme); and 3 days soft skill training in Career Refresh, Yercaud
Skill Set : MS Office, Tally, R+, SPSS, LINGO, LINDO, MS Project, Java, VB, HTML			Experience : Fresher
			Email : karthika.mba.r@gmail.com

K. MARI VIGNESWARI	UG : BCA	Age : 23	Soft Skills : Aptitude, Communication, Research Analysis
UG Project : Digital Image Tracing by Sequential Multiple Water Marking			Specializations : Finance & Human Resources
Summer Project in MBA : Employee Safety Practices and Accidents at Madura Coats Pvt. Ltd.			Special Training/Course : Tally; 7 days soft skill training in Chakara Solution, Madurai; and 3 days soft skill training in Career Refresh, Yercaud
Skill Set : MS-Word, MS-Excel, SQL, Tally, LINDO, Visual Basic, Photoshop, SPSS, HTML			Experience : Fresher
			Email : mari.vigneshwari@gmail.com

P. PRADEEPABHARATHI	UG : B.Com (CA)	Age : 25	Soft Skills : Aptitude, Financial Analysis
UG Project : Online Auction			Specializations : Finance & Marketing
Summer Project in MBA : A Study on Customers Satisfaction and Attitude towards Health Insurance with special reference to Bajaj Allianz, Madurai.			Special Training/Course : ---------
Skill Set : MS-Word, MS-Excel, Tally, R Studio, LINDO			Experience : Fresher
			Email : pmb.singh07@yahoo.in

STUDENTS PROFILE

K. RAHMATH NISHA	UG : B.E (ECE)	Age : 22	Soft Skills : Analytical, Aptitude, Communication, Research Analysis
UG Project : Voice Recognition ZIGBEE Based Home Automation			Specializations : Finance & Operations
Summer Project in MBA : Mathematical Models and its Implementation in LINGO for Scheduling Batch Processing Machines			Special Training/Course : 3 days training in Problem Solving using Experimental Design, Indian Statistical Institute, Bangalore; and 3 days soft skill training in Career Refresh, Yercaud
Skill Set : MS Office, Tally, R+, SPSS, LINGO, LINDO			Experience : Fresher
			Email : nisharahmath24@gmail.com

J. SIMEON SAMUEL	UG : B.Tech (ECE)	Age : 23	Soft Skills : Communication, Team Player, Debating, Quick Learner, Good Listener
UG Project : Three Level Security in Safety Doors			Specializations : Finance & Operations
Summer Project in MBA : Assessment of Performance for Assystem, Bangalore			Special Training/Course : Robotics Workshop; and 3 days soft skill training in Career Refresh, Yercaud
Skill Set : MS office, SPSS, RS, LINDO, TORA, Tally, SQL, VB, HTML			Experience : Fresher
			Email : simeonsamuelj@gmail.com

S. SRIDEVI	UG : B.Sc (Mathematics)	Age : 22	Soft Skills : Aptitude, Analytical, Communication
UG Project : Power Series			Specializations : Finance & Operations
Summer Project in MBA : Job Satisfaction of Employees, Arkay Glenrock Private Limited, Dindigul			Special Training/Course : HDIT; Type Writing (English Lower); and 3 days soft skill training in Career Refresh, Yercaud
Skill Set : R+, SPSS, LINDO			Experience : Fresher
			Email : sridevisudhankumar@gmail.com

S. SINDHUPRIYA	UG : BBA	Age : 21	Soft Skills : Aptitude, Communication, Negotiation, Research Analysis
UG Project : A Study on Employee Absenteeism in Jayaraj Automobiles, Madurai.			Specializations : Finance & Marketing
Summer Project in MBA : Working Capital Analysis in Madura Coats Pvt. Ltd.,			Special Training/Course : TQM and 3 days soft skill training in Career Refresh, Yercaud
Skill Set : MS-Word, MS-Excel, SPSS, R Studio, Tally, LINDO			Experience : Fresher
			Email : sindhupriyaselvam29@gmail.com

R. VIGNESH	UG : B.Tech (CSE)	Age : 22	Soft Skills : Analytical, Aptitude, Communication, Case Study Analysis, Debating
UG Project : Civil Supply Management			Specializations : Finance & Operations
Summer Project in MBA : Capacity Planning & Project Scheduling in Severn Glocon, Chennai			Special Training/Course : Ethical Hacking; Software Quality Management; Micro Processor and Controller; and 3 days soft skill training in Career Refresh, Yercaud
Skill Set : MS Office, Tally, SPSS, LINDO, TORA, MS Project, Visual Basic , C,C++, HTML			Experience : Fresher
			Email : vignesh4365@gmail.com

STUDENTS PROFILE

S VIGNESWARI	UG : B.E (Civil)	Age : 22	Soft Skills : Aptitude, Analytical, Communication, Case Study Analysis, Debating
UG Project : Cathodic Protection on Reinforced Concrete Structures, Chennai			Specializations : Finance & Operations
Summer Project in MBA : A Study on the Training and Development of the Employees in Vee Care Hospital, Chennai			Special Training/Course : AUTO CAD
Skill Set : MS Office, Tally, R Studio, LINDO, TORA, MS Project			Experience : Fresher
			Email : bubblyvignaa@gmail.com

P. VIMALA	UG : BBA	Age : 22	Soft Skills : Aptitude, Communication
UG Project : A Study on Employee Satisfaction in Arkay Glenrock Private Limited, Dindigul			Specializations : Finance & Human Resources
Summer Project in MBA : Human Resource Practices in Meenakshi Mission Health Research Centre, Madurai			Special Training/Course : Tally; and 3 days soft skill training in Career Refresh, Yercaud
Skill Set : MS Office, Tally, SPSS, LINDO, SQL, TORA, MS Project			Experience : Fresher
			Email : vimalakar22@gmail.com

B. VINOTHKUMAR	UG : B.E (ECE)	Age : 24	Soft Skills : Analytical, Aptitude, Communication, Research Analysis
UG Project : Remote Sensing and Control An Irrigation System Using a Distributed Wireless Network			Specializations : Finance & Operations
Summer Project in MBA : Capacity Planning & Project Scheduling in Severn Glocon, Chennai			Special Training/Course : SQL, SAP(BI) and 3 days soft skill training in Career Refresh, Yercaud
Skill Set : MS Office, Tally, R Studio, SPSS, LINDO, C , SQL, PLSQL, SAP(BI).			Experience : Fresher
			Email : b.vinothece69@gmail.com

SUMMER PLACEMENT / PROJECT

2012-2014 batch MBA-Students' of MSM carried out their summer projects in the following Institutes / Organization:

- Indian Institute of Management, Bangalore.
- Indian Institute of Science, Bangalore.
- Assystem, MNC, Bangalore.
- Silver Atena, MNC, Bangalore.
- Sakthi Finance, Coimbatore.
- TAFE, Madurai.
- PepsiCO India, Madurai.
- Volkswagen, Madurai.
- Madura Coats Pvt. Ltd., Madurai.
- Meenakshi Mission Hospital & Research Centre (MMHRC), Madurai.
- Arkay Glenrock Private Limited, Dindigul.
- Vee Care Hospital, Chennai.
- Severn Glocon India Pvt. Ltd, Chennai.

MBA CURRICULUM

SEMESTER WISE THE CURRICULUM FOR THE MBA BATCH [2012-2014]	
I SEMESTER	**III SEMESTER**
Statistics for Management	International Business Management
Economic Analysis for Business	Strategic Management
Total Quality Management	Elective I
Organizational Behavior	Elective II
Communication Skills	Elective III
Accounting for Management	Elective IV
Legal Aspects of Business	Elective V
Seminar I	Elective VI
II SEMESTER	Summer Project Report
Operations Management	Seminar III
Financial Management	**IV SEMESTER**
Marketing Management	Project Work
Human Resource Management	**SUMMER PROJECT (6 WEEKS)**
Management Information System	Project report of the Summer Project is to be submitted by the students within 30 days from the commencement of the 3rd Semester. Evaluation report should be sent to the Controller of Examinations by the Institute before the last working day of the 3rd Semester.
Applied Operations Research for Management	
Business Research Methods	
Business Application Software	
Seminar II	

ELECTIVES OFFERED FOR THE MBA BATCH [2012-2014]	
MARKETING ELECTIVES	**FINANCE ELECTIVES**
Retail Marketing	Security Analysis and Portfolio Management
Services Marketing	Merchant Banking and Financial Services
Advertising & Sales Promotion	International Trade Finance
HUMAN RESOURCE ELECTIVES	**OPERATIONS ELECTIVES**
Managerial Behavior & Effectiveness	Supply Chain and Logistics Management
Entrepreneurship Development	Product Design
Industrial Relations & Labour Welfare	Services Operations Management

EMINENT SPEAKERS

(During Sep. 2012 – Oct. 2013)

BRIGADIER JM Devadoss
Senior Army Professional (Retd.),
Madurai.

Dr. Dhamodaran Sampath
Regional Head,
Solution Architecture,
GIOD, CIMB Bank, Singapore.

Dr. U. Dinesh Kumar
Professor,
Indian Institute of Management,
Bangalore.

Dr. Parasuram Balasubramanian
Founder and CEO,
Theme Work Analytics (P) Limited,
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India & Purdue Research Park,
West Lafayette, USA.

Dr. Nachiappan Subramanian
Associate Professor,
Nottingham University Business School,
Ningbo, China.

Shri. Muthuppandi
Manager,
Schneider Electric India Pvt. Ltd.
Bangalore.

Shri. Rajesh Devadas PMP
Program Manager,
Hewlett Packard Global Services,
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Dr. Ramakrishnan Ramanathan
Professor,
University of Bedfordshire Business School,
UK.

Shri. Ramanan Seshadri
Functional consultant,
Alletec Technologies Pvt.Ltd.,
Chennai.

Shri. M.C. Senthilkumaran
CEO of Assystem in India and
MD of Silver Software,
Bangalore.

Shri. Sethuraman Gopal
Business Director,
Dharkal Engineering,
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Dr. R. Vijayalakshmi
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Ms. M. Vimalarani
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MADURAI SCHOOL OF MANAGEMENT (MSM)

PLACEMENT BROCHURE MBA PROGRAM 2012-2014

MBA BATCH 2012–2014 STUDENTS

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