

SONA

SCHOOL OF MANAGEMENT

Nurturing leaders with human touch

A UNIT OF SONA COLLEGE OF TECHNOLOGY

www.sonamgmt.org



Attitude is **EVERYTHING**



“Where there is Value for Money”

“Sona School of Management has made its presence in a global context through its involvement in research, consultancy, teaching and training, while the cost of education at **SONA SCHOOL OF MANAGEMENT** can be matched with any business school that are located in small towns”



Welcome to **SONA SCHOOL OF MANAGEMENT**

Located in Salem, an emerging hub of professional education in Tamil Nadu, Sona School of Management is in a completely different league. Sona School of Management, blooms from the fold of Sona College of Technology, Salem, founded by the textile tycoon and social activist Late Shri. M.S. Chockalingam in 1998. He always envisioned that excellent professional education would pave way for remarkable industrial and economic progress of the country. Shri. C. Valliappa, the Chairman of Sona group of Institutions and the illustrious son of Founder Chairman now wears the mantle of leadership of this esteemed college.

Vision

To become a top-tiered business school of eminence with excellence in Management Education, Research and Practice

Key Success Factors

- People
- External relations
- Scholarship/Research
- Academic programmes
- Placement
- Internal processes

Mission

- By nurturing and shaping human capital through quality education, training, research, consulting support, and entrepreneurial mindset.
- Regular benchmarking with the best of the league.
- By fostering culture of learning and reflection, achievement orientation, creativity, interdependence, and respect for diversity.
- Branding through creating value for money, concern for ethics, society and environment.



Late Shri. M.S. Chockalingam, a textile wizard and philanthropist, who always evinced an abiding interest in professional education as a means to industrial and economical growth and prosperity of the country, founded Sona College of Technology.

The vision of Sona's Founder Chairman was to have a vibrant Engineering and Management Institution that is equal in educational excellence to the best in the world, that is why this institution has gathered momentum to reach phenomenal height today.



Shri. M.S. Chockalingam
Founder



Mr. C. Valliappa
Chairman

Mr. C. Valliappa, is the Chairman of this institution and the illustrious son of Founder Chairman. His passion and commitment to the cause of education, able guidance and devoted care of the various needs of this institution has established SONA as a veritable haven of educational brilliance which is moving towards greater heights of achievement and glory.

Pillars of **SONA**



VICE - CHAIRMAN



Mr. Chocko Valliappa
Vice - Chairman

Mr. Chocko Valliappa, the Vice Chairman of this institution and he has made a triumphant venture into the highly competitive IT industry and has accumulated a vast experience in developing and exploring innovative technologies. He is a passionate and a multifaceted industrialist who co-founded the incubation company, Valliappa Software Techpark. He is the founder of Vee Technologies, which has become a gold standard Global services company focused in Revenue Cycle Management, Healthcare and Engineering services and it features in information Week List – 100 Top Global Outsourcing Companies.

“We established Sona School of Management in 1998 with a view to provide industry centric MBA and a vision of giving back to the society in the line of nation building by designing a program that would be distinctly known as Value for Money. Here, we focus on mature young minds to become leaders with human touch,”

VICE - CHAIRMAN

Mr. Thyagu Valliappa, the Vice Chairman of this institution and he heads the Textile and Garment sector and is very keen in elevating the institute to very big standards on par with globally renowned colleges. He is the founder and CEO of Storage and Movement (SAM) division of Valliappa Software Tech Park (VSTP), which offers a total solution in the areas of logistics and warehousing. He is also the CEO of Sona Sports & Entertainment.

At present, the institute has tieups with companies like Safex, Janalakshmi Bank, Vee Technologies, ZOHO Corporation, East West Pharma, JSW and many more.

“Over the years, we have built great network and trust with the industries and half of the placements are an extension of the summer internship program,”



Mr. Thyagu Valliappa
Vice - Chairman



Pillars of
SONA

“A Highly versatile global learning environment”

“At Sona the students acquire the mind set, skill and competencies, necessary to drive the country and the world forward into the next century”



MBA Programmes

Industry Immersed

- **Limited number** of seats *
- **Excellent** Placement (including foreign placements) and Internships with stipend
- Faculty and experts from **IIMs, Top tiered** institutions and **Corporate experts**
- Academic rigor with Industry immersed course curriculum- both through **I (Innovative) School** and **B-school** approach
- **Certified Value added** programmes from the consortium of industries and tie-ups
- International Tour (optional)

General

- Value added programmes
- Visiting faculty from top tiered institutions and organizations
- Good placement opportunities
- International Tour (optional)





“Managerial Grooming with global corporate culture”

“Sona School of Management is emerged as a premier business school in the country with its faculty and students forming a vibrant partnership, in relentless pursuit of excellence”

Distinctive Features

- Best industry linked Management Institute by AICTE – CII, Anna University Affiliated, Autonomous, AICTE Recognized, NBA Accredited, NAAC “A” Grade, ISO Certified School
- Excellent Placement including Global/Foreign Placement - Highest salary package - Rs 11.90 LPA and Average salary package - Rs.4.50 LPA
- Faculty and experts from IIMs, Top Tiered Institutions and Corporate Experts.
- Merit –Based Admissions
- Value for Money
- One among the top B-schools in Tamil Nadu
- AMDISA member
- State of the art infrastructure with wifi Campus.



Pedagogy

The MBA programme offered by the Sona School of Management affiliated to the ANNA UNIVERSITY is dedicated to guide young minds in making them dynamic, industry ready and sought after management graduates. The program is structured in such a way that it not only grooms the students to be employable but also empower and encourage them to evolve as entrepreneurs. The MBA program is spread over a period of Two years comprising of six trimesters.



Sona School of Management Model

The two year MBA program commences with an orientation for a period of five days. Right from the day one of the session Student-Managers are soaked into the corporate spirit. The programme's focus is not only to immerse the student - Managers in to the corporate spirit but also equip them with the required innovator's skills such as questioning, observing, networking, experimenting, risk taking and associational thinking. It also focuses on honing the soft skills of the students such as behavioural skills, problem solving, communication skills and moreover it aims to bring the students with varied academic background for a common learning platform.

SSOM emphasizes on student centered learning with the use of pedagogical tools like Case study, Storytelling, Role play, Simulation, Team projects, Problem solving sessions, Industry speakers/visitors and Inquiry-based Learning.

The differentiating factor of SSOM among the other B-school is inculcating a sense of social commitment and ethical choices in managerial decision process.



Curriculum Structure

First Year

The courses of the first year are designed to build the foundation through a rigorous set of core courses in the disciplines of economics, organizational behavior and management. Further it introduces the students to courses in the areas of management such as Business Analytics, Finance, Marketing, HR, Production and Family Business spread over three trimesters. The curriculum is designed balancing between academic logic and learning difficulties from the student perspective and ensuring that it lays a foundation for advanced and specialized learning in the second year. Courses with an aim to develop their communication, increase the confidence of the students and enhance the scope of the placements are also included in the curriculum. At the end of the first year, students are required to undergo an internship for a period of 4 weeks duration in an organization which helps the student in gaining insights into the organizational structure, and processes and apply some of the learning in solving real time problems in the organizational setting. This would help the student in identifying suitable choice of electives for the second year.



Second Year

SSOM offers electives in the areas of Business Analytics, Finance, Marketing, HR, Productions and Family Business Management based on the insights given by the corporate and the academic experts. The elective courses offered in the second year focuses on the application of theory, tools and techniques in a practical business environment and provide wide knowledge and updating the emerging perspectives in the areas of specialization. Therefore the student seek more value addition in gaining further insights which helps the students in getting better placements.

At the end of the second year, the students are encouraged to attach themselves with an organization and work on a Capstone project/real time problem solving on a fulltime basis.



Course Curriculum

Sona School of Management offers Master of Business Administration (MBA) 2 years full-time programme with dual specialization in the following areas

- Business Analytics
- Finance
- Marketing
- HR
- Production
- Family Business.

Trimester 1

Organisational Behaviour

Managerial Economics - I

Accounting For Decision Making – I

Quantitative Methods - I

Business Law

Managerial Communication

Trimester 2

Organisational Structure Design and Change

Managerial Economics – II

Accounting For Decision Making – II

Quantitative Methods – II

Marketing Management – I

Operations Management

Corporate Communication

Trimester 3

Marketing Management- II

Human Resource Management

Financial Management

Management Information Systems

Business Research Methods

Strategic Management

Advanced Excel

Trimester 4

Corporate Social Responsibility and Ethics

Elective 1

Elective 2

Elective 3

Elective 4

Summer Internship

Open Elective I

Trimester 5

Entrepreneurship Development

Personal Management And Growth

Elective 5

Elective 6

Elective 7

Elective 8

Open Elective II

Trimester 6

CAPSTONE (PROJECT WORK)



Total credits for the program: 101 credits

Campus Placements

Inter national Highest Salary Package

: **Rs.11.90 Lakhs**

Starting Salary Package

: **Rs.7.3 Lakhs**



Corporate Recruiting at Sona

Amara Raja Batteries, Tirupati

Amul, Chennai

Arun Excelllo Group, Chennai

Avtec, Hosur

Axis Bank

BNP Paribas

Career Net, Bangalore

Data Patterns, Chennai

DBS, Salem

Decathlon, Bengaluru

Emami

Empire Spices

Everest Industries

Face, Coimbatore

First American, Salem

First Naukri, Chennai

Flextronics, Chennai

HCL Chennai

ITC Chennai

HDB Financial Services

HDFC Asset Management, Bengaluru

IDBI Insurance

Janalakshmi Financial Services

Jaro Education

Just Dial, Chennai

Karur Vysya Bank

Nabfins, Bengaluru

Naukri



Oyo Rooms, Chennai

Play Factory, Hosur

Pricol Technologies, CBE

Ramco Cements, Chennai

Reliance Securities, Chennai

Stock Holding Corp, Chennai

Think & Learn Pvt Ltd., Bengaluru

TTK Health Care

Vistaar Finance, Bengaluru

Veritas Finance, Hyderabad

VKC, Kerala

Weikfield

Wild Craft Pvt Ltd., Bengaluru

Zoho, Chennai

The Sona School of Management

Sona School of Management has a team of highly experienced faculty members who are among the best in the field of management. Some of them have had a long and successful stint in the industry, which is an integral component of their pedagogy. They bring their vast experience into the classroom providing greater depth to the learning process. Their research papers are published in many internationally renowned management journals.

Dr. M. Selvaraj, Professor and Joint Director worked in textile industry for 10 years in the areas of Production, product development, purchasing, Statistical Quality Control and Administration. He has 23 years of teaching experience. He has offered consultancy services to Textile mills on QMS, Production management, cost cutting, lean manufacturing. He has authored five books and presented papers in State level and National level Conferences. He has published 14 research articles in national and international journals of repute. His areas of interest include Operations and Quality Management. He has visited Assumption University, Bangkok.



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Joint Director/Professor

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Dr. P.K. Anjani
Associate Professor

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Dr.P.K.Anjani, an Associate professor, at Sona School of Management, Salem has an academic experience of 20 years. She has specialized in HR and Marketing in her Post graduate. She has pursued her Doctoral degree from Anna University in the year 2012 in the area of Organizational Change. She has conducted training programs on Change Management and Team Building. She is also a certified "CHAMP" professional. She is published 10 research papers in national and international journals.

Dr. D. Immanuel, Associate Professor, Sona School of Management, Salem has 3 years of entrepreneurial experience, 8 years of Industrial experience in the areas of sales and marketing of food processing technology / machines, civil construction products and 15+ years of Post Graduate teaching experience. His areas of interests include International Business Management, Entrepreneurship Development & Strategic Management. He has pursued his Ph.D in "Entrepreneurship Development," from Anna University.



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Faculty Team



Dr.P.Praba Devi is an Associate Professor in the Sona School of Management. She has completed her Doctoral research with 20+ years of experience in academia and industry. She teaches marketing papers for the students and her area of interest is Service Quality, marketing and consumer behavior. She has published articles in several refereed journals and journals with high impact factor. She has also reviewed the books published by leading publishers.



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Dr.N.Nithya,
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Dr.N.Nithya is Assistant Professor in Sona School of Management with almost ten year of experience in teaching, have handled papers like Quantitative Techniques for Management, Business Research Methods, Total Quality Management, and Supply Chain Management. She has qualified UGC NET and SET in Management Studies and UGC NET in Population Studies. She has published papers around 14 papers in international and Scopus indexed journals. She had co-authored two books on TQM and Quantitative Methods for BE and MBA curriculum. She has also worked for state government for Department of Economics and Statistics for one and half year. To her credit, she has completed, six sigma Green Belt certification programme from Benchmark Australia.

Umay Salma Shajahan is Assistant Professor in Sona School of Management with 15 years of experience in academics. She teaches courses like Accounting for Managers, Financial Management Security Analysis, Portfolio Management, Strategic Financial Management and Risk Management and Insurance. She is pursuing her Ph.D in the area of finance under Anna University.



Ms.Umaya Salma Shajahan
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Dr.P.Kamalakaran
Assistant Professor

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A Quality-oriented professional with 14 years of experience in Teaching and Corporate Relations. He teaches Accounting and Finance subjects. He is a technocrat and puts data into use. Areas of interest includes Business Analytics, Intelligence, Financial Modelling and Microsoft Excel. He is acknowledged for expertise in providing consultation to industry clients in the areas of Market Research and Surveys. He has published 8 research papers in national and international journals. Awarded as "DRONACHARYA" – Best Teacher Award by Team Tanishq on Teacher's Day.

Faculty Team

Prof. G.Padmanaban has over all 18 years of academic and industry experience . He had worked in Human Resource Management department and contributed with Manpower Planning, Recruitment and Selection, Employee relationship, and Training and development and Compensation functions. It included with opportunity to work with TCS, Wipro, IBM, and Siemens. He has taught courses like Organisational Behaviour, Human Resource Management, Principles of Management, Strategic Management, Operations Management, Performance Management, Competency Mapping, and Supply Chain Management.



Mr.G.Padmanaban

Assistant Professor

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Dr.S.Sathyakala

Assistant Professor

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Dr. S. Sathyakala is working as Assistant Professor in Sona School of Management. She teaches courses in Banking Management, Strategic Management, Accounting Management, Security analysis and Portfolio Management. Her major research interests are in Banking and Organizational Strategy. She has completed her Post Graduation from Bharathiyar University specialised in both Finance and Human Resource Management. She has more than a 12 years of teaching experience. She has published papers in both National and International journal and currently doing her research in Asset Liability Management system in Indian banks.

Ms.M.S.Kamalaveni is Assistant Professor in Sona School of Management with 12 years of experience in practicing law and 9 years of experience in teaching. She teaches Business Law, Human Resource Management and Industrial Relations and Labour Welfare to Students. She has also taught Business Concepts, Principles of Management, Disaster Management and Professional Ethics and Human Values to Engineering Students. She is a member of Salem Bar Association, Omalur Bar Association and NHRD. She is pursuing Ph.D under Anna University. Her areas of interest are corporate law and HR.



Ms.M.S.Kamalaveni

Assistant Professor

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Dr.V.P.Rameshkumaar

Assistant Professor

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Dr.V.P.Rameshkumaar is Assistant Professor in Sona School of Management with an experience of 12 years in teaching and industry. His teaches Supply chain management, Principles of Management and Total quality management. He has published papers in national and international journals. He has visited places like Dubai, Singapore, and Malaysia for industrial visits and projects.

Faculty Team

Ms.V.Jothi Francina

Assistant Professor

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V.Jothi Francina, is an Assistant Professor in the Sona School of Management with an experience of 16 years in teaching. She has taught papers like Probability and Statistics, Production Planning and Control, Enterprise Analysis Desk Research and Applied Operations for students.

Dr.D.Ganesan is Assistant Professor with 10+ years of experience in Industry and Academia. He has pursued his doctoral degree in Manonmaniam Sundaranar University. He areas of interest are advertising, consumer psychology and marketing.



Dr.D.Ganesan

Assistant Professor

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Distinguished Faculty



Mr.Somick Goswami

Partner
Price Waterhouse Cooper Ltd
Bengaluru



Mr.Prateek Sircar

Associate Vice President
Human Resources
Kotak Mahindra



Mrs. Sai Kavitha Krishna Iyengar

VP & Country Head
Innovatia Inc (INDIA)
Bengaluru

Visiting Faculty Team



Arockia R

Associate Vice President
Deal Advisory, KPMG, India Private Limited



Shreyashi Chakraborty

FPM-IIM, Calcutta



Experts from Corporate World and Top Business Schools



Dr. Sai Kavitha, Country Head & VP-Innovatia addressing students



Mr. Chocko Valliappa, VC - SCT, CEO - Vee Technologies with Mr. Sandra Johnson, Vice President - RCM, Johns Hopkins Medicine



Mr. Ramoji. P, VP - Goldman Sachs, Bengaluru taking session



Mr. Bart Korff, General Manager Zodiac Commercial Aircraft Interiors



Dr. Shreyashi Chakraborty, IIM-C taking session



Dr. Sandhya Chintala, Vice President, NASSCOM addressing students

Faculty Achievements



Short term course on Business Analytics and Data Modelling using EXCEL on 10 - 12 and 25 - 26 March, 2017



Faculty Development Programme on Business Data: Analysis, Visualization and Intelligence on 2nd & 3rd June, 2017



Workshop on Design Thinking on 19 - 22, July 2017



Sona Business Case Conference on 21 - 23 September, 2017



7Yi Leadership Academy for Yuva faculty members held on 25 & 26 August 2017

Students Achievements



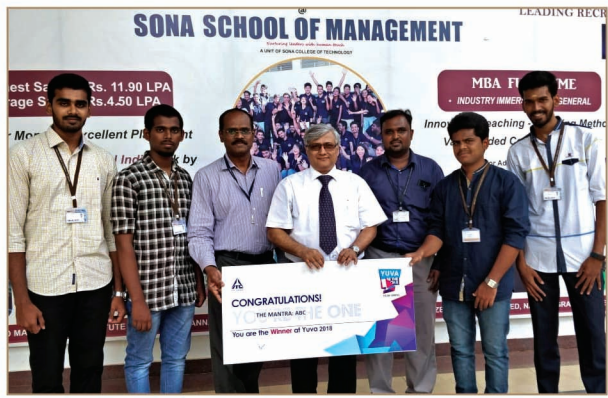
(Progyan) National management event conducted by Sastra University on 06.10.2017 V.Varunkumar and R.Vignesh won first prize in business quiz



BIT MAN FEST 2017 National level Management event conducted by Bannari Amman Institute of Technology on 1st march 2017 .V.Varun Kumar and R.Vignesh has won runner up in business quiz event



SONA BAZAAR - A Marketing Event on 11.10.17



"Yuva be the one programme "conducted by ITC



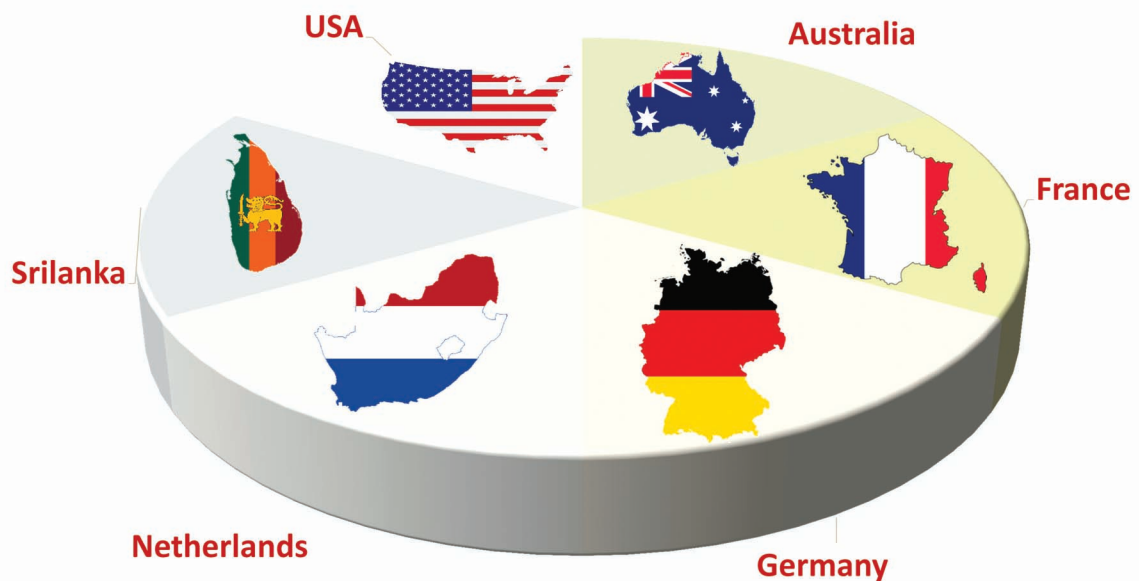
Adventure Activities

Campus placements at Sona School of Management

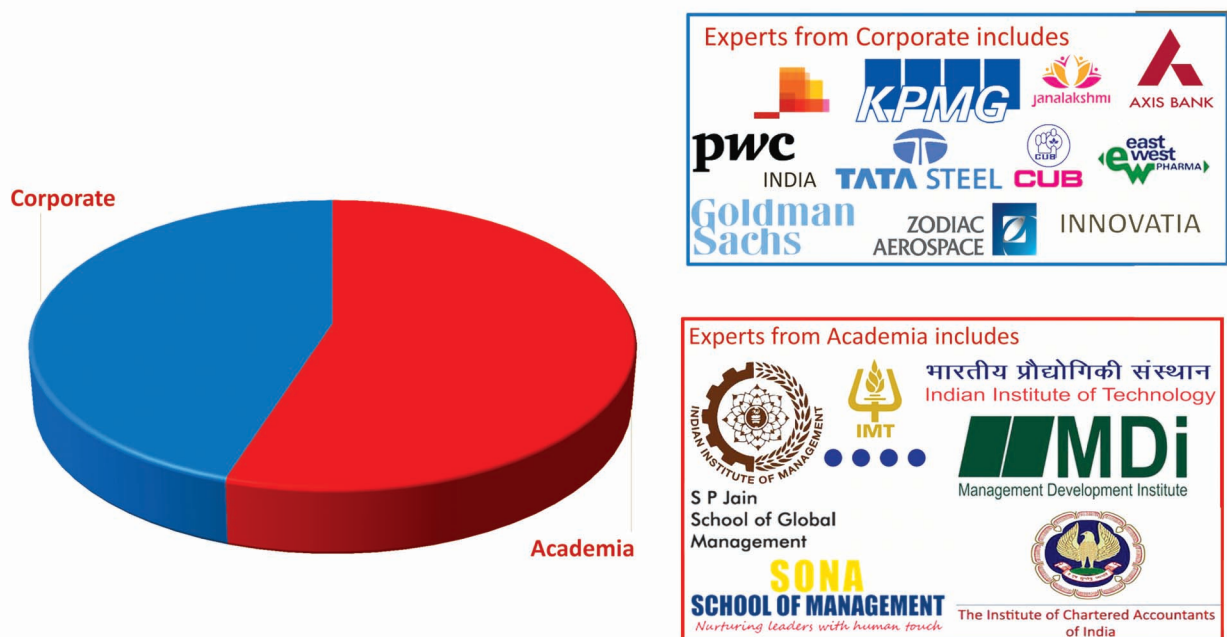
At Sona School of Management we focus on shaping the students to be industry ready through rigorous practical exposure and industry interactions, workshops, guest lectures, soft skills training and aptitude tests.

The Placement team is headed by the full time faculty supported by a team of faculty and student members guided and supported by the Director.

International Faculty presence in teaching at Sona School of Management



Faculty Mix at Sona School of Management



We thank the following organizations



Amenities of the Institute



MBA Residential Students



Open Air Auditorium



Fitness Centre



Day & Night Basket Ball Court



Billiards Court



Swimming Pool



NRI Students



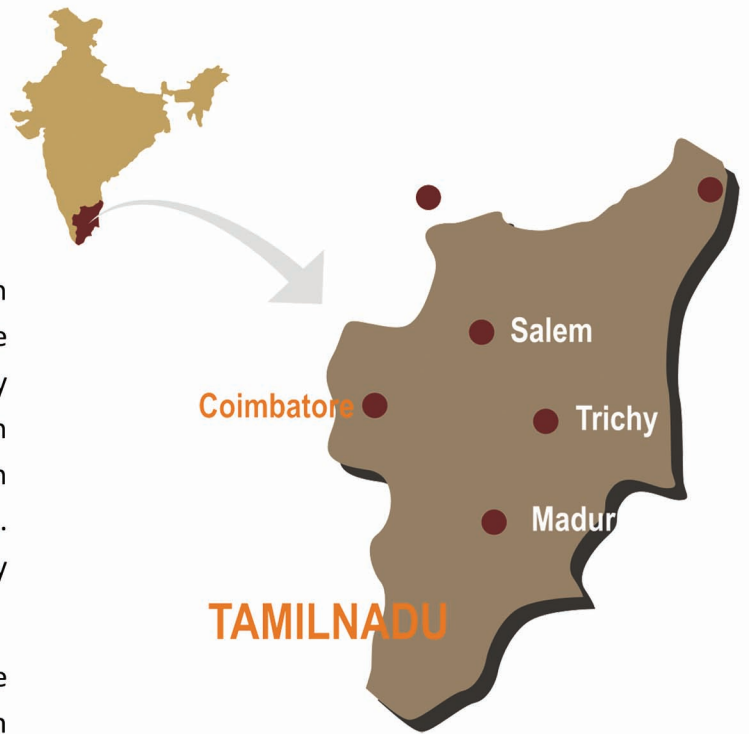
NRI Cultural Events

About Salem

Sona is located at the heart of the Salem city in Tamilnadu. The name 'Salem' derived from the term Silam refers to the country surrounded by hills. Salem is the fifth largest city in the State in terms of population, sixth in terms of urbanization and announced as Smart city for development. Salem is also referred as Steel City and Mango City and has a great history behind.

Situated in a strategic location and could be reached by road and rail in 4 hours from Bangalore and 6 hours from Chennai. Daily trains from New Delhi, Mumbai, Ahmedabad, Bangalore and Trivandrum pass by Salem Junction, which is a Railway Division of Indian Southern Railways. The longest highway NH7 runs through Salem.

Salem is known for its temples with rich cultural heritage. Kailasanathar temple at Tharamangalam a Siva temple, the most beautiful of its kind features exquisite stone carvings, is a west facing temple built in 13th century speaking volumes of the temple architectural skills of Tamilnadu. Salem is an education hub, providing quality education with more than 100 colleges and schools which cater to the education needs of people in Tamilnadu and also attract students from various parts of India and abroad. Some of the famous institutions like Saradha College for Women, Government College of Engineering, Mohan Kumaramangalam Medical College and Sivaraj Siddha College are in Salem.



Business associations like Confederation of Indian Industry (CII), Salem chapter, Young Indians Association (YI), NIPM, Salem Productivity Council (SPC), Chamber of Commerce etc., are very active in Salem promoting trade and business.

“Modern theatres” is a famous place in Salem where earlier Tamil movies were created. The people of Salem are great movie viewers and the popularity of cinema is evident from the fact that there are nearly 100 and odd theatres, largest in any district.

Yercaud is a popular summer resort in Salem with a cool and middle climate, just a 45 minutes’ drive from foothills of Salem. The Stanley Reservoir at Mettur is an architectural marvel and an important landmark.

Mango fruits from Salem are enjoyed and much sought after especially the variety Malgoa which is the pride of Salem.

People in Salem lead a simple life, with hospitality as their core value.

How to Reach

Sona sits at the heart of the “Steel City” Salem in Tamilnadu. By a fast train, Bangalore is just 4 hours away or 6 hours by road from Chennai, well-connected by frequent super-fast trains. Salem has an airport and has easy access to all metros by road and rail. Daily trains from New Delhi, Mumbai, Ahmedabad, Bangalore and Thiruvananthapuram pass by Salem junction.





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