



# THIAGARAJAR SCHOOL OF MANAGEMENT

(Autonomus)

Madurai, Tamil Nadu

Accredited by NAAC with 'A' Grade



## Two years Residential PGDM Program

Among TOP 100 B-Schools- NIRF Ranking 2020(MHRD)

KARUMUTHU  
T. MANICKAVASAGAM CHETTIAR  
BUILDING

LEARN TO LEARN

## ADMISSION 2021



FACULTY INCLUDE  
ALUMNI OF IIMs/IITs/NITs



HIGH VALUE EDUCATION  
@ AFFORDABLE COST



AMONG INDIA'S OLDEST B-SCHOOL  
ESTABLISHED IN 1962



90+ RECRUITERS A WIDE SPECTRUM  
OF INDUSTRIES AND ROLES





## Our Vision

»» A leading academic institution of choice amongst management students, faculty and employers alike respected for grooming ethical, managerial and entrepreneurial leadership through high quality teaching, training and research.

## Our Mission

»» To promote wide application of professional management principles, practices and attitudes in the management of economic and social institutions, primarily through teaching, training, research and consultancy.

To hone young men and women into technically proficient, managerially competent, and socially purposeful professionals deeply committed to upholding and practicing highest standards of probity.

To help transform entrepreneurial ideas into scalable and sustainable economic and social institutions.

To promote responsible leadership by seamlessly weaving ethical values, social dimensions and long-term sustainability into all aspects of its activities and academic programmes.

## About the Institute

Thiagarajar School of Management (TSM) was established in the year 1962 by the great philanthropist and industrialist, Shri. Karumuttu Thiagarajar Chettiar, commenced with an Executive Development Programme (EDP) to enhance the skills of practicing managers and entrepreneurs. The success of the EDP and the accolades received from the industry provided the impetus to kick-start the Master of Business Administration in 1972 and PGDM in 2011. TSM has been granted autonomous by UGC and NAAC accredited with 'A' grade.



## About PDGM Programme

The Post Graduate Diploma in Management (PGDM) is TSM's Management Programme. It has been benchmarked against the top B-Schools in India in terms of design and inputs, is comparable to very good Management Programmes in the country. This program is AICTE approved and NBA accredited and AIU recognized for equivalence of MBA which enables TSM's PGDM graduates to apply to any Indian / Foreign Universities for any higher education programme such as Ph.D and for government jobs. It consists of 23 core courses and 15 electives. 12 weeks Summer Internship Outbond training and international study tour.

»» PGDM Programme follows a Trimester calendar, with the entire academic programme being split into six trimesters, a practice followed by the IIMs and XLRI.

»» Multi instrumental pedagogy, consisting of inter alia:

- » Lectures » Cases » Role playing
- » Term papers » Field projects » Spreadsheet based problem solving » Data driven problem solving » Extensive use of Harvard cases.

Option of choosing any combination of electives, without being restricted to areas of specialization, a practice followed by top Indian and international B-schools.



## The Board of Governors of Thiagarajar School of Management

### SHRI B.T. BANGERA

Chairman, Board of Governors  
Managing Director, Hi-Tech Arai Limited, Madurai

### DR. K.S. BHARATH

Chairman and Managing Director  
Aparajitha Corporate Services (P) Ltd., Madurai

### DR. V.CHINNIAH

Professor and Head, Department of Management  
Studies, Madurai Kamaraj University

### SHRI R GOPALAKRISHNAN

CEO- Mind Works  
Former Executive Director, Tata Sons Ltd., Mumbai

### SHRI JOSEPH ZACHARIAH

Former Director,  
Vikaasa School, Madurai

### SHRI LAKSHMI NARAYANAN

Former Vice Chairman, Cognizant Technology  
Solutions, Chennai

### SHRI N. MURALI

Co-Chairman, Kasturi and Sons Ltd., The Hindu,  
Chennai

### PROF. J. PHILIP

President, Xavier Institute of Management and  
Entrepreneurship (XIME)

### SHRI S. SRIDHAR

Former Chairman and Managing Director, Central  
Bank of India, Mumbai

### DR. PURNA BANERJEE

UGC Representative  
Professor, Presidency University Kolkata

### SMT. VALLI RAMASWAMI

Whole Time Director, Loyal Textile Mills Ltd.  
Trustee, Manickavasagam Charitable Foundation,  
Madurai

### PROF. N. VENKITESWARAN

Former Professor, Indian Institute of Management,  
Ahmedabad

### DR. MURALI SAMBASIVAN

Director, Thiagarajar School of Management,  
Madurai

### DR. M. SELVALAKSHMI

Principal, Thiagarajar School of Management,  
Madurai

### DR. N. MANJULA

Admission Chairperson  
Associate Professor, Thiagarajar School of  
Management, Madurai





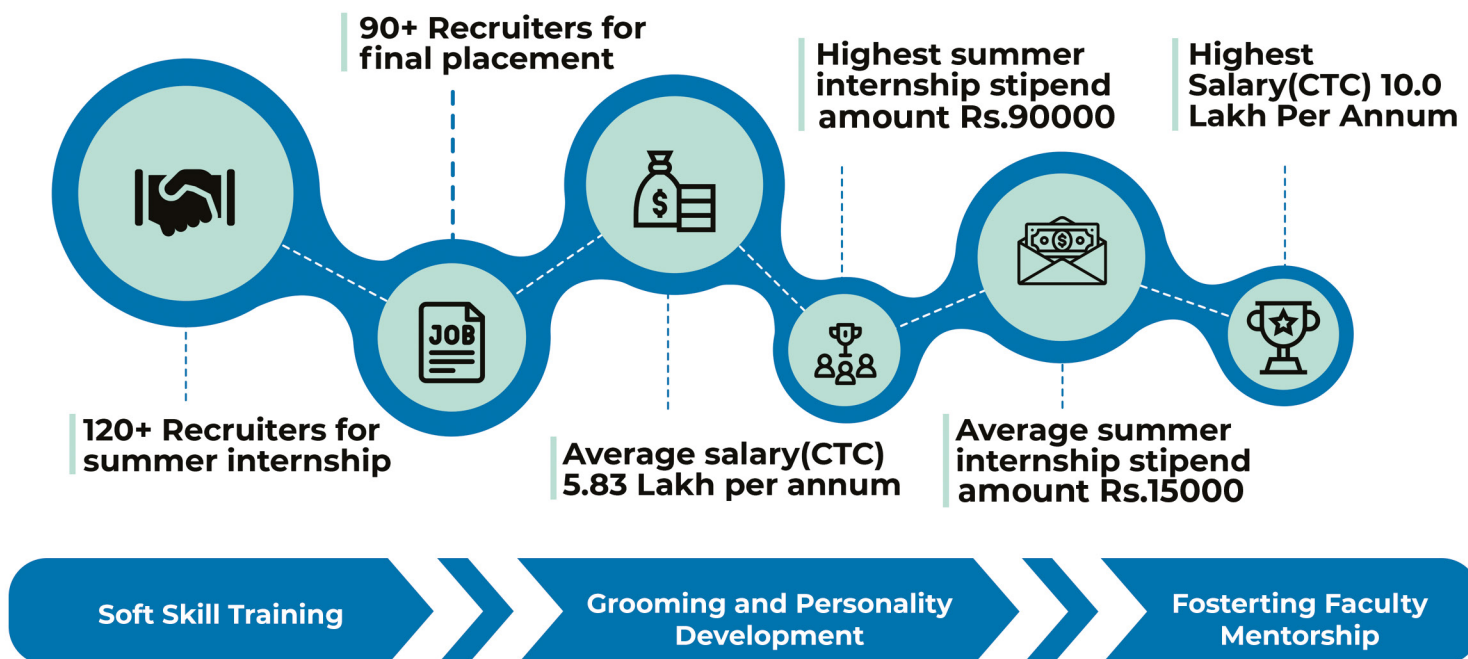
# TSM

## ADVANTAGES

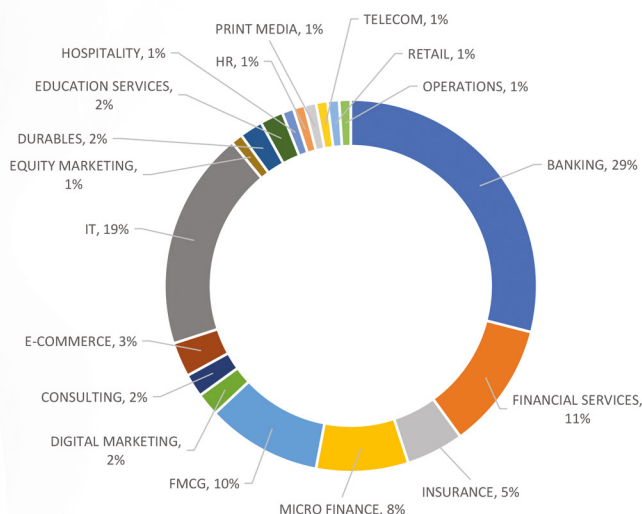
- » AICTE approved. Accredited by NAAC with 'A' grade.
- » Fully residential programme in a sprawling 40 acre lush green campus, separate hostel for boys and girls, faculty quarters inside the campus.
- » State-of-the-art infrastructure with Wi-Fi enabled campus.
- » Progressive curriculum, benchmarked with top B-schools.
- » Innovative teaching methodologies and holistic development of students.
- » 80% faculty are doctorates including alumni of IIMs /IITs/NITs.
- » Steadily improving placement record in terms of highest and average salaries, number of jobs per student and number of recruiters.
- » Large alumni base, which is rewriting history of leading business house in India and abroad.
- » Thriving campus life.
- » Endowed with all these rich attributes, TSM is at the forefront of positive transformation.



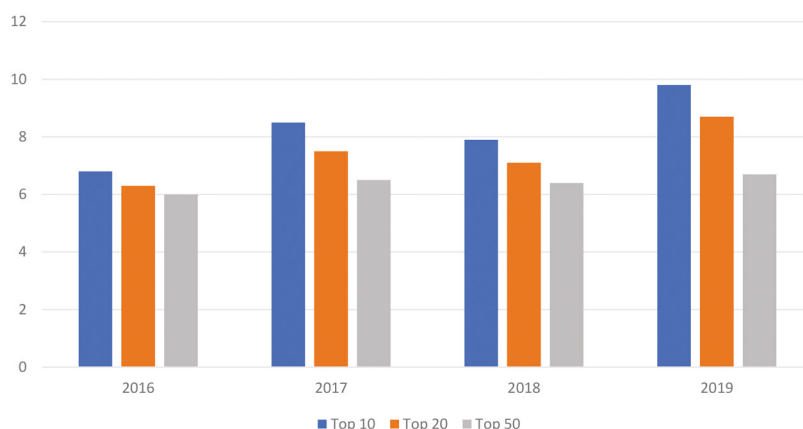
# Placement Snapshot and Support



**Percentage of students placed (Sector Wise Classification) In 2019-2020**



**Average CTC per annum in lakh for top offers**



## EMINENT CORPORATE GUEST SPEAKERS @TSM



**Shri. Sridhar,**  
CMD Central Bank of India  
interacting with students



**Shri. N.R. Narayanamoorthy,**  
Co-founder Infosys Technologies  
interacting with students.



**Shri. Lakshmi Narayanan,**  
Vice Chairman, Cognizant Technology  
solution interacting with students.



**Shri. Krish Gopalakrishnan**  
Co-founder Infosys Technologies  
interacting with students



# Our Placement Partners

FMCG BFSI IT MANUFACTURING OTHERS

 <b>AXIS BANK</b>	 <b>EY</b> Building a better working world	 <b>BNP PARIBAS</b>	 <b>FEDERAL BANK</b> YOUR PERFECT BANKING PARTNER	 <b>CAMS</b> Our Mission... Your Growth	 <b>HDB FINANCIAL SERVICES</b> From the trusted family of HDFC Bank
 <b>CITY UNION BANK LTD.</b>	 <b>ICICI Bank</b>	 <b>ICICI PRUDENTIAL</b> LIFE INSURANCE	 <b>ICICI Securities</b>	 <b>ICRA</b>	 <b>janalakshmi</b>
 <b>kotak</b> Life Insurance	 <b>Mahindra</b> FINANCE	 <b>MOTILAL OSWAL</b> Investment Services	 <b>RELIANCE</b> Securities	 <b>SF</b> SUNDARAM FINANCE Enduring values. New age thinking.	 <b>hffco</b> We'll take you home
 <b>Royal Sundaram</b> General Insurance	 <b>MADURA</b> microfinance	 <b>TATA AIG</b> INSURANCE WITH YOU ALWAYS	 <b>CAPITAL FIRST</b>	 <b>SourceHOV</b> People. Knowledge. Innovation.	 <b>BAJAJ CAPITAL</b> ALWAYS ACTING IN YOUR INTEREST (N)
 <b>KARVY</b> STOCK BROKING	 <b>asianpaints</b>	 <b>Berger</b>	 <b>BLUE STAR</b>	 <b>BRITANNIA</b> Eat Healthy, Think Better	 <b>CAFÉ COFFEE DAY</b>
 <b>Coca-Cola</b>	 <b>Colgate</b>	 <b>Godrej</b>	 <b>gsk</b> GlaxoSmithKline	 <b>HATSUN</b>	 <b>ITC</b> ITC Limited
 <b>Mondelēz</b> International	 <b>MTR</b>	 <b>Nestlé</b>	 <b>VIR</b>	 <b>Whirlpool</b>	 <b>ZEBRONICS</b>
 <b>Amul</b>	 <b>KR</b> Khimji Ramdas	 <b>WRIGLEY'S</b>	 <b>Acurus</b> Solutions	 <b>Cognizant</b>	 <b>JRA</b> Japan Research Associates
 <b>KPMG</b>	 <b>ramco</b>	 <b>subex</b> powering the ROC	 <b>virtusa</b> Accelerating Business Outcomes	 <b>ZOHO</b>	 <b>JEEVAM</b> AI & Cloud Technology Solutions
 <b>TATA</b> TATA CONSULTANCY SERVICES	 <b>L&amp;F</b>	 <b>VERNALIS</b> a division of Orion	 <b>CHAIN•SYS</b>	 <b>PHOTON</b>	 <b>BOSCH</b>
 <b>Dalmia</b> Bharat Cement	 <b>Ford</b>	 <b>Honeywell</b>	 <b>HYUNDAI</b>	 <b>Fenner</b> J.K. Fenner (India) Ltd.	 <b>LARSEN &amp; TOUBRO</b>
 <b>Pon Pure Chemicals Group</b> celebrating your growth	 <b>RENAULT</b>	 <b>SAINT-GOBAIN</b>	 <b>TVS Sundaram-Clayton Limited</b>	 <b>TEL</b>	
 <b>TVS</b>	 <b>RAMCO</b> SUPERGRAD Engineered for Concrete	 <b>ASHOK LEYLAND</b>	 <b>naukri.com</b> India's No 1 Job Site	 <b>REDINGTON</b>	 <b>RELIANCE</b> Communications
 <b>spencer's</b> taste the world	 <b>starmark</b> Emami Group Venture	 <b>TATA</b> TATA TELESERVICES LIMITED	 <b>vodafone</b>	 <b>WILDCRAFT</b>	 <b>amazon</b>
 <b>SPR</b> Building with purpose	 <b>VKE pride</b>	 <b>98.3 FM</b> RADIO MIRCHI	 <b>aruba</b> NETWORKS	 <b>OYO</b> Rooms	 <b>pfizer</b>
 <b>Thomas Cook</b>	 <b>visualbi</b>	 <b>mSobius</b> KNOWLEDGE SERVICES	 <b>SOBHA</b>	 <b>Mahindra</b> Rise.	 <b>CRYSTAL PALACE F.C.</b>





Asian Paints-“Effective Communication Skills and Strong Analytical Skills”



Coca Cola- “ Students have excellent exposure in field activities and have good communication”



Café Coffee Day- “Versatile thinking process,career aspirations,attitude and flexibility”



ITC- “Field exposure in marketing, better theoretical knowledge as compared to peer campuses”



Whirlpool- “Students have organizing competence,ground work and clarity of thought process”



Hyundai- “The sincerity and commitment expressed by the students makes them unique”



Zoho- “Faculty are good enough to inculcate excellent thought process among students”

## OUR DISTINGUISHED ALUMNI



**Mr. Anand Selvakesary**  
Head Global Consumer Banking  
CITIBANK USA  
Class of 1991



**Mr. K. Nagaraj**  
MD, Aparajitha Corporate Services Pvt Ltd,  
Madurai  
Class of 1996



**Mr. Girish Raghavan**  
Group Head - Testing Solutions  
Wipro Technologies, Chennai  
Class of 1997



**Mr. Ramakrishnan Viswanathan**  
Director, Deloitte, Abu Dhabi, UAE  
Class of 1998



**Mr. Rajaraman V**  
Director Finance and IT  
Saint Gobain, Paris  
Class of 2000



**Mr. Saminathan Krishnamurthy**  
Assistant Vice President  
State Street Corporation, Bangalore  
Class of 2003



**Mr. Senthil Kumar**  
Director UBS  
Dubai, United Arab Emirates  
Class of 1991



**Mr. Anoop Thomas**  
Director Operations  
Exponential Digital Solutions  
Thiruvananthapuram, Class of 2005



**Mr. Lakshmanan CV**  
Global Demand Collector  
BP Oil Inc, London, United Kingdom  
Class of 2005



**Mrs. Trishna Pratap**  
Staffing Specialist, Boeing, Bangalore  
Class of 2012



TSM had provided a lot of freedom from conceptualizing an idea, experimenting events and exhibitions. This experience helped later in my career to move up positions.

**RAGHAV - Chennai, class of 2011 Hub Head South Fab Hotels**



TSM has given me an ocean of opportunities, made me self-dependant and self-reliant, which eventually helped in shaping my personality. One important thing I learnt was effective management of time. It has brought me out of my comfort zone and made me ready to face any odds in life.

**SOURAV DE - Kolkata, class of 2017 placed in ITC**





TSM has helped me in attaining quality education and it acted as a catalyst in my transformation into a management professional. Adding to this, the strong alumni network

**ANKITA MUKHERJEE** Kolkata, Class of 2019 placed in Colgate



TSM acts as a platform for students to acquire knowledge, talent and cognitive skills. The experiences driven by various clubs are sculpting us to meet the requisites for the upcoming new roles, making us industry ready

**MANISHA Andaman**, Class of 2019 placed in Landmark



From being an engineer and then to starting a business, as a first generation entrepreneur, I believe that both technical and management skill should complement each other. TSM adds value in the latter part by providing a good understanding about general management in first year and specialization in the second. The case study methodologies, presentations and internships help

**GURU VIGNESH** Madurai, class of 2019 Co founder of Impensus electronics Pvt Ltd

## STUDENTS TESTIMONIALS FROM OTHER STATES

### REYNUGA J- Pondicherry, class of 2020

I won best HR manager award (runner) in an inter-college event. TSM provides a platform to extend the knowledge through wide range of journals and books in library. We get hands on experience in all domains. I am blessed to be a part of the TSM family.



### GULSHAN SINGH - Jammu, class of 2020

TSM is a place of learning, fun, culture and many such life preaching activities. Studying at TSM brought an added value to my life. It gave me an opportunity to meet different kinds of people and enhance my professional skills.

### PRIYANKA MISHRA – Vizag, class of 2020

The management events conducted in the college has provided me with a real time experience. The cultural diversity of TSM is something every student should experience and it has always been a major factor for me to choose this college. Added to this, the strong alumni network of TSM would provide me a considerable advantage.



### SHREYA ROY - Lucknow, class of 2020

TSM has provided me a platform to equip with skills and knowledge to face the challenges of corporate world . The lush green campus has good infrastructure, well equipped library and highly qualified faculty . I got exposure from different activities, clubs, events, seminars, international outbound trip, industrial visits etc. It has helped me to shape my personality, confidence and overall development .

### AKAASH T - Kolkata, class of 2020

TSM is the institution where I got my first exposure to financial markets and I had the opportunity to hone my skills in the area of my interest with regular interaction with the faculty members and utilizing the college resources. Interaction with the visiting faculties with an illustrious industry experience during the classes gave essential insights into the Indian corporate scenario. TSM being away from the buzzing city, the stay at the hostel has been comfortable and calm.







”

**Rural Development Immersion programme:** RDIP Programme is focussed on sensitizing about larger social issues to serve the community in a better way. The course is structured in such way that students observe life with scarce resource in coastal and rural area which would positively help the students to understand the dilemmas, livelihood challenges and social welfare in a holistic perspective.



ATHMABODHA - Book Club



CHANDHAI - Marketing Club



NACH - HR Club



ZERO GRAVITY - Cultural Club



ARTHA - Finance Club



KEIZEN - Operational Club



VIVAAD - Debate Club



WE CARE - Social Response Club



YODDHA - Quiz Club

“

**Students' Clubs :** All round development of students takes centre stage at TSM. A wide array of co-curricular activities ensure that there is never a placid moment on campus. Students are actively encouraged to develop their latent talents by participating in variety of clubs and the forums functioning in the campus that cater to the diverse needs of our students.



## Out bound training

An exclusive leadership camp was organised in Chengalpattu near Chennai for three days for PGDM students during their 1st year of the programme. They are given rigorous leadership training in crisis management and team building by retired army professionals.



## International connect

TSM organised second edition of a ten days Rural Immersion programme for students of University of Peradeniya Srilanka. TSM has collaborated with MS Swaminathan Research Foundation, Kannivadi, SPIC Tuticorin, PayAgri Innovation, Theni, Indian Institute of Food processing Technology, Tanjore, for this programme.



## International Study tour to Dubai

Students of 1st year PGDM programme went to Dubai for 7 days as International study tour and visited American University Dubai Centre, Abu Dhabi Port trust, Pepsi, Dubai College of tourism and other places.



## International Collaboration

TSM signed MOU with following Institutions for students exposure to professional development / international studies / exchange programme.



Malaysia



Malaysia



State University of New York

(SUNY) USA



Srilanka



# ADMISSION 2021

## Admission Selection Process and Weightage

- » Score for academic performance in X Std., XII Std.,  
Under Graduate Degree - 20%
- » Score in the Common Admission Test  
(CAT / XAT / CMAT / MAT / GMAT) - 35%
- » Group Discussion - Personal Interview - Written  
Ability Test (GD - PI - WAT) - 30%
- » For participation in Sports, Extra/Co-Curricular  
activities, Academic diversity and  
Gender diversity – 10%
- » Work experience -5%

## Fee structure

PGDM

**10.0 Lakh**

Academic Fee  
Hostel Fee  
Mess Charges  
Exam Fee  
Study Materials  
Industrial Visit  
Oversees study tour

ENROLL NOW

## Intake:

PGDM

- » 120 Seats,  
(Direct admission)

**Application cost  
Rs. 600/-**

**Candidates are  
required to pay  
Rs. 900/- If  
shortlisted for  
GDPI process**

**CONTACT FOR DETAILS (10 AM TO 6 PM)**

**Mr. Senthil Ramaiyan** ☎ +91 96555 00925

**Mrs. Prinyanka Singh** ☎ +91 63802 05997

**Mrs. Renuka S** ☎ +91 95859 57366

## Eligibility criteria pertaining to Admissions 2021

Graduate in any discipline or will be  
graduating by May 2021

TSM uses CAT/XAT/GMAT/MAT/CMAT to  
short list the candidates for the two-year full  
time Post Graduate Programmes in  
Management.

The IIMs/XLRI or any other agencies play no  
role either in the TSM admission process or  
in the actual conduct of TSM programmes.  
Selection will be, inter alia, based on  
CAT/XAT/GMAT/MAT/CMAT taken in May  
2020 or later, previous academic  
performance and the performance during  
the Group Discussion and Personal  
Interview (GDPI) and Written Ability Test  
(WAT).

If the candidate has taken more than one  
test, the candidate is required to furnish ALL  
their test scores. The best test score after  
moderation will be considered for  
evaluation.

Candidates may apply for either PGDM or  
MBA or for both by indicating their  
preference in the space provided in the  
application form.





## About Madurai

Madurai referred to as the Athens of the East and the 'Temple city' is 2500 years old. It is the third largest city by population of Tamil Nadu. It is the gateway to south Tamil Nadu having the world famous Sri Meenakshi temple at its core. Madurai is known for its 'Jallikattu' event which is 1500 years tradition. It is located at 170 Km from Rameswaram and 240 Km from Kanyakumari and 450 Km from both Bangalore and Chennai. Madurai is well connected by road and rail and also has got an international airport.



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**SCHOOL OF MANAGEMENT**  
(Autonomous)

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📍 Pamban Swamy Nagar, Thiruparankundram,  
Madurai District, Tamil Nadu 625 005.

☎ 0452-2485013/14

🌐 [www.tsm.ac.in](http://www.tsm.ac.in)

📱 /tsmmadurai



SCAN TO VIEW OUR  
LOCATION