PLACEMENT BROCHURE

KEY TO SUCCESS





Madurai, Tamil Nadu Accredited by NAAC with 'A' Grade

MIS VISION

Our Vision

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

Our Mission

To promote the 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 groom young men and women into technically proficient, managerially competent, and socially purposeful professionals deeply committed to upholding and practicing the 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 longterm sustainability into all aspects of its activities and academic programmes.

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TSM Timeline

2001

Received AICTE approval for the MBA programme

1962

Birth of TSM Commencement of Executive programme ____

1998 Relocated to 40- acre lush green campus

2008

Received NBA accreditation for the MBA programme

1972

Commencement of part-time MBA programme

1986 Commencement of full-time MBA programme

This **60 Year** old institute is located in the heart of Madurai

city, in a lush green

17-acre Campus





Message from the Chairman

66_____

TSM attracts the best students and faculty, the key pillars of the institute. Our institute is committed and determined to achieve academic excellence and professional growth.



hiagarajar School of Management (TSM) was founded by the late Shri. Karumuttu Thiagarajan Chettiar in 1962. Thereafter, late Shri Manickavasagam Chettiar meticulously developed the institution by strictly following the high ideals set by its founders. The Manickavasagam Charitable Foundation of the Loyal Textile Mills Group manages and runs the institution today.

TSM attracts the best students and faculty, the key pillars of the institute. Our institute is committed and determined to achieve academic excellence and professional growth. Our vision carries hard work, open communication, team-work and high level of responsibility which allows our students not only to face challenges but also fulfill individual responsibilities to the sophisticated society built up and the nation at large. We provide the best environment for teaching – learning process, and research and innovative work.

We are striving hard to create a world-class educational institution. We wish to offer the very best to our students. It is our sincere desire to serve the nation by creating the business leaders of tomorrow.

Shri B.T. Bangera Chairman



Message from the Director

The curricula at TSM are contemporary and industry relevant. Core functional courses and perspectivebuilding electives are designed and delivered by highly qualified, committed, and experienced faculty who are current in their knowledge.

99

t gives me great pleasure to welcome TSM's Campus Placement Program 2023. We at Thiagarajar School of Management (TSM) cherish and value the long relationship we have with our corporate partners who have been recruiting young management graduates from TSM. As most of our partners may be aware, TSM is amongst the oldest management institutes in the country, with a unique heritage nurtured over fifty-eight years under three generations of the founding family.

The curricula at TSM are contemporary and industry relevant. Core functional courses and perspective-building electives are designed and delivered by highly qualified, committed, and experienced faculty who are current in their knowledge. The faculty includes a significant number of industry experts and working professionals. Through experiential learning such as Rural Development Immersion Program, TSM graduates are exposed to broader socio-economic aspects. As an institution that prides itself on identifying and nurturing change leaders, TSM aspires to work even more closely with various organizations to understand the ever-changing needs and challenges and to help them identify and acquire the right talent.

As we announce the campus placement for the graduating PGDM and MBA batches of 2023, we reaffirm our appreciation to the organizations who have partnered with us in the past and we look forward to their continued support in the years to come. We also warmly welcome the many first-timers to the verdant ambiance of the TSM's Madurai campus. We take this opportunity to solicit continuous engagement with the recruiting organizations and request their feedback about TSM and TSMites. This feedback will help us make the curriculum design and delivery better and these can assist future TSMites to emerge as better change agents.

Dr. Murali Sambasivan Director



Message from Placement Head

Our deep-rooted connections with the industry enable us to ensure that our students get hands-on knowledge during their course of study, and equip them with the requisite industry skills, giving them a competitive edge over other candidates.



Dear Recruiters,

Greetings from Thiagarajar School of Management!

t TSM, our endeavor is to edify our students and empower them to become thought leaders and heads of ${f Q}$ organizations. We strive to place our students in the most reputed enterprises, adding immense value to their workforce. At TSM, we prepare our students to face the challenges of the complex world of business that they will enter, once they leave the doors of this distinguished institute. Our deep-rooted connections with the industry enable us to ensure that our students get hands-on knowledge during their course of study, and equip them with the requisite industry skills, giving them a competitive edge over other candidates. We have always keenly observed global business trends and tracked the shifts in the business landscape. This has allowed us to bring in innovations that align our pedagogy and curriculum with contemporary business environments. The TSM alumni network is a robust organization that serves to guide and inspire our students to achieve greater heights. The Corporate Relations team comprising of our own TSM students efficiently steers the process. Our Placement Committee has crafted a comprehensive structured plan to make sure that our goal of achieving 100% placements, is consistently met.

Dr. Srikumar P R

Head – Placements and Corporate Engagements

THIAGARAJAR SCHOOL OF MAN

CORPORATE BROCHURE 2022-23

Faculty Details



Accounting and Finance

Prof. A. Arunkumar B.Com., ACA., LCS., PGDBA.

Dr. G.S. Nalini M.Com., M.Phil., MBA., Ph.D.

Prof. R. Shruti BE., ACA.

Dr. Narend Subramanian Ph.D.

Dr. Wajahat Ph.D.



Resources

Dr. P. Mutharasi BA (Eng.lit)., MBA., Ph.D.

Dr. P. Sivapragasam BPT., PGDCHM., MSW (HRM). Ph.D

Dr. Prince R MBA, Ph.D.

Prof. G. Siva Sakthi B.E. PGDM., PhD (pursuing)





Dr. Dona Ghosh M.Sc., M.Phil., Ph.D.

DR. V. Pradeep MBE, Ph.D.



Prof. Ved Srinivas BA (Hons)., MBA



Dr. S. Goswami

MA (Economics)., M.M.M., Ph.D.

Dr. N. Manjula MBA., M.Phil., FDPM (IIM-A)., Ph.D.

Dr. M. Selvalakshmi MBA., M.Phil., FDPM (IIM-A).

Dr. J. Ramesh Kumar MBA., FDP (IIM-A)., Ph.D.

Dr. Nachiketas Nandakumar B.Com., MBA., Ph.D.

Dr. B. Nataraj MBA., Ph.D.



General Management

Dr. S.P. Denisia MA., MBA., PhD.

Dr.Kongkona Dutta MA., PhD (IIT-M).



Operations and Quantitative **Methods**

Dr. Murali Sambasivan B.Eng (Hons)., PGDIE (NITIE Mumbai)., Ph.D. (Univ of Alabama)

Dr. Goutam Sutar Ph.D. (IIT-KGP)

Dr. Bharat Singh Patel BE., M.Tech (IIT-BHU)

Dr. M. Balaji ME., MBA., FDPM (IIM-A)., Ph.D. (IIT-M).

Dr. K. Mathiyazhagan B.E., M.E., Ph.D. (NIT – Trichy)



Dr Senthil V MCA, M Phil, Ph,D.FDPM (IIM A)

Visiting Faculties

Prof. S. Gnanaharan

MA (Economics)., Certified (by UNIDO - EDI) Cluster Development Agent Certified (by NEN) Entrepreneurship Trainer)

Dr. Khong Kok Wei -PhD in Marketing., Multimedia University, Malaysia

Dr. Udayan Kumar Basu -

Teaching and Consulting Former Vice President in charge of Issue Management in SBI Captial Market and DGM (Indian Head) of Kolkata Branch Bank of Tokyo, Mitsubishi.

Dr N. Vijayakumar Ph.D. (Finance)., HOD Commerce dept, University of Puducherry.

Prof. Sekhar Venkatachalam –

Adjunct Professor. Former CEO and MD for various projects.

Prof. R. Krishnan

MBA., C.A.I.I.B., Competency Enricher and Trainer.

Prof. A.N.S. Vijay

LLB. Advocate in Governance aspects, RBI matters, and Start-up support services, Externalization & Restructuring deals, Secretarial Operations, Corporate & Legal Affairs, and Statutory Compliance.

Courses Offered



Dean - MBA DR. BALAJI M ME,MBA,PhD (IIT Madras),FIE

MBA programme is a general management programme, with opportunities for functional specialization. MBA programme is offered by **Thiagarajar School of Management**, Affiliated to Madurai Kamaraj University. TSM has set a quality policy that emphasizes on developing young management graduates who are wellequipped to meet the immediate needs and expectations of the Industry. Additionally, they are also expected to evolve into visionary and empowered individuals with a thirst for continuous learning, and the desire to be proactive, and take informed and timely decisions.

DR. BALAJI M

ME, MBA, PhD (IIT Madras), FIE



Dean - PGDM DR. GOUTAM SUTAR M.Sc.,PhD. (IIT Kharagpur)

PGDM programme is a general management programme, with opportunities for functional specialisation. PGDM programme is offered by **Thiagarajar School of Business**. TSB has set a quality policy that emphasizes developing young management graduates, who besides meeting the immediate needs and expectations of the Industry, would also evolve into empowered individuals with an urge for constant and continuous learning and bias for action. The programme comprises of 6 trimesters equally spread over the 2 years, with each trimester of approximately 12 weeks duration.

DR. GOUTAM SUTAR MSc., Ph.D. (IIT Kharagpur)

Trimester 1

- » Organizational Behaviour-I
- » Managerial Economics
- » Data Analysis for Management-I
- » Financial Accounting and Reporting
- » Marketing Management-I
- Managerial Communication-I

Trimester 2

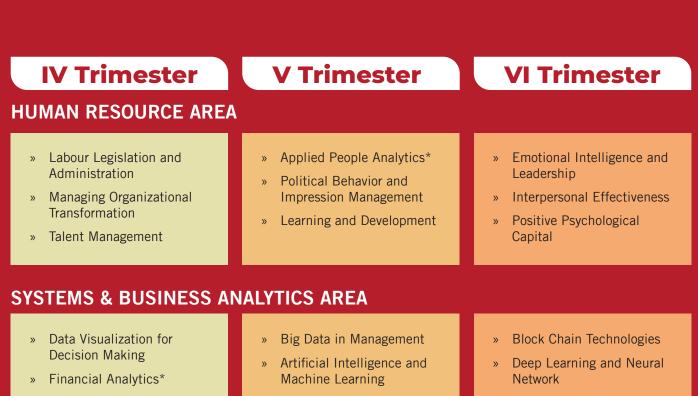
- » Organizational Behaviour-II
- » Economic Policies for Managers
- » Data Analysis for Management -II
- » Marketing Management-II
- » Managerial Cost Accounting
- » Operations Management
- » Corporate Finance-I
- » Business, Government and Society
- » Managerial Communication-II

Trimester 3

- » Corporate Finance-II
- » Strategic Management
- » Human Resource Management
- » Decision Making with Optimization Techniques
- » Business Research Methodology
- » Applied Business Analytics
- » Ethics and Governance
- » Comprehensive Viva-Voce
- » Rural Development Immersion Programme
- » Legal aspects of business

Electives offered

IV Trimester	V Trimester	V Trimester
FINANCE AREA		
 » Advanced Financial Analysis » Financial Analytics* » Financial Markets & Institutions » Financial Risk Management » Insurance Management » Security Analysis and Portfolio Management 	 » Company And Business Valuation » Corporate Funding and Financing Decisions » Financial Derivatives » The New Age Banking-Bank Management Strategies for the 21st Century » Strategic Cost Management* » fin tech firms: foundations & applications 	 Computational Finance Fixed Income Securities Strategic Financial Decision Making Financial Modelling Through Spreadsheet
MARKETING AREA		
 » Consumer Behavior » Sales and Distribution Management » Customer Relationship Management » Strategic Brand Management » Advanced Marketing Analytics* 	 » Services Marketing » Marketing of Financial Products and Services » Digital and Social Media Marketing » Marketing of Agri-business Marketing 	 » B2B Marketing » Retail Marketing » Marketing at the Bottom of the Pyramid » Contemporary Issues in Marketing
OPERATIONS AREA		
 » Project Management » Lean Six Sigma & Business Excellence » Supply Chain Management 	 » International Logistics Management » Strategic Cost Management* » Fundamentals of Operations Analytics* » Environment & Sustainability Development 	 » Industrial Safety Management Systems » Strategic Sourcing



- » Advanced Marketing Analytics*
- » Applied People Analytics*
- » Fundamentals of Operations Analytics*
- » Computational Finance*
- » Financial Modelling Through Spreadsheet*

GENERAL MANAGEMENT AREA

» New Venture Management Public Policy and Management

CORE PAPER

» Business Ethics and Corporate Governance

PGDSBA

Post Graduate Diploma in Data Science and Business Analytics

Dean

DR. NATARAJ B B.Tech., M.B.A., Ph.D. (Bharatiar University) PGDSBA - DEAN

About the Programme

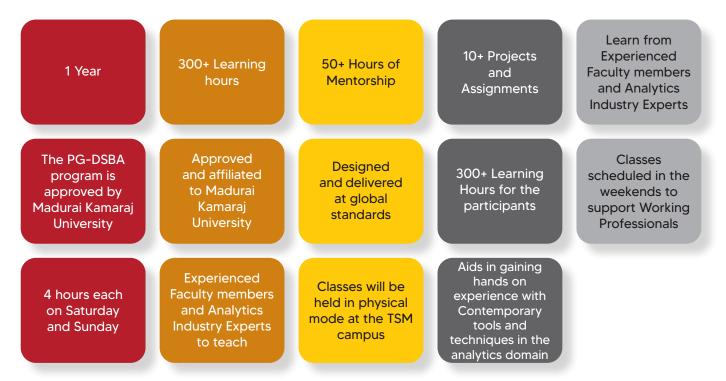
Analytics is emerging as a key growth area spanning industries. The need of the hour is the talent that can work on delivering carefully crafted analytics solutions, insights, and recommendations to businesses. PG-DSBA programme is designed to bring contemporary applicationoriented inputs to the classroom.

After completing the course, the participants will have a better understanding of data handling tools and can make analytics-based management decisions.

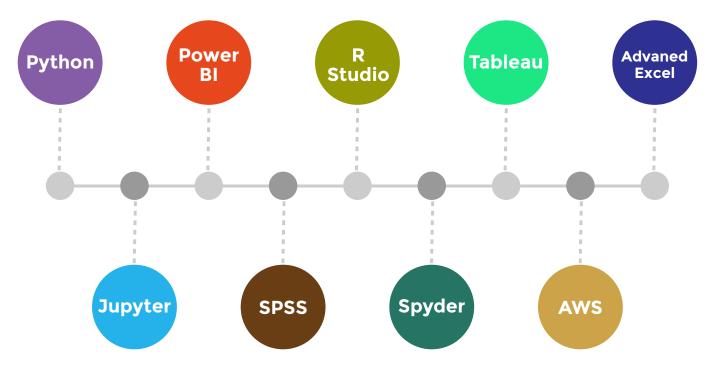
This program will provide hands-on experience to the participants and make them understand the importance of datadriven solutions for business problems.

This programme enables experiential learning, by providing tools and techniques in the analytics domain. The learning modules are designed based on analytical approaches and software applications to achieve knowledge and skills essential for working professionals in business analytics.

Programme Highlights



Languages and Tools Covered



www.tsm.ac.in

Rural Development Immersion Program and Outbound



Rural Development

Rural Development Immersion Program is an unique initiative offered at Thiagarajar School of Management to motivate and encourage young professionals to develop sensitivity to rural issues through direct experiential learning and about the various aspects of rural life. Students were able to learn and apply, Participatory Rural Appraisal-Tools and Techniques for Planning, to Understand Poverty and Livelihoods status of the low income. With the help of DHAN Foundation, students in the first year undergo 1 week of Rural development immersion program and students are also certified on successful completion of 1 week's program.

International Outbound Program

Thiagarajar School of Management rated as one among the top hundred B schools in the NIRF ranking Pan India, had been one of the best B schools offering a unique value proposition by taking the next step in students' careers. The institution had embedded international outbound training in the PGDM program curriculum and had been having an objective of making the students work together globally with fellow mates to refine their skills, broaden their experience, and advance their careers in the VUCA world. The delegation comprises 116 students, and four senior academicians traveling to Malaysia until July 30, 2022, as part of the Future Leaders Exchange (FLEX) Programme which is part of our MoU with Saito University Malaysia.





Clubs and

Corporate and Industry Relations Cell

A Team of Students hand-picked to act as a liaison between students and the corporate and extends support in placement activities by organizing Pre-Placement talks and Guest lectures to introduce students to the corporate world



Admission Cell

Coordinating the entire admission process and support in bringing the student batch of each year and on-board them smoothly.

Alumni Cell

Team of students maintaining a good connection with alumni and sourcing lectures from well-established industry experts originated from TSM and settled all over the world.

Club Activities

FILE

Artha Club Finance and Economics

Chandhai Club Marketing

Kaizen Club Operations and Analytics

Nach Club Human Resources

Research Club Business Research

E-Cell Entrepreneurship Management Cell

Zero Gravity Event Management and Culture

Impressions Digital Marketing Symphonies Singers and Musicians

TSM Sports Club Outdoor and Indoor Clubs

Nature Club Ecological Society

We Care Humanitarian and Social Welfare

Vivaadh Debating Society

Echoes Magazine

Athma bodha Book Reading

Extreme Moves Dancers club

Industry Expert Talk

Dr. V. Sumantran Chairman at Celeris Technologies

Mr. Amarendra Sahu Co-founder, and CEO, Nestaway

Dr. Vinitha Guptan Vice Chancellor, Saito University, Malysia

Dr. Prithika Chary Neurologist and Nuero Leadership Trainer

Dr Ramesh Chandra Biswal Founder & CEO, Villa Mart Pvt Ltd

Shri Ranjit Kumar Lead Analyst, HR Systems, Freshworks

Dr. Badrinath

Shri.S. Nagarajan BE, MS (Production Manager, TVS MOTORS)

K. B. Prashanth MBA., MS. (GDS Consulting, EY) Business Consulting - Financial Services Partner" at E&Y Mr. Soham Dutta (Decision Science Manager, Tesco)

Shri Dheepan Ramalingam Managing Director, Ringfeder Power Transmission, India

Mr. Harish KC Senior Manager, Bahwan CyberTek Pvt Ltd, Chennai

Shri. Ramesh Kuruva Chief Executive Officer, YNOS Venture Engine, (ynos.in) & Senior Scientist, CREST, IIT Madras has consented to interact with our students. This session will be through zoom.

Shri. Ekamurthy Balu Chief Operating Officer, SPIC limited, Whole time director, Green star fertilizer limited, Tuticorin, Tamilnadu.

Ms. Anu Oza Practicing HR

Alumni Interaction Series

Mr. Anand Selvakesari TSM MBA Class of 1991, Chief Executive Officer, Global Consumer Bank, Citigroup, USA

Mr. Premkumar TSM MBA Class of 2001

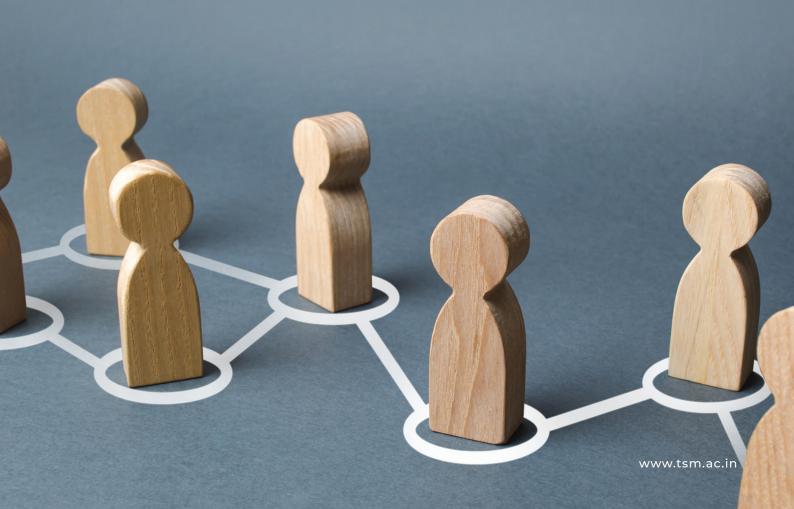
Mr. Jayakumar TSM MBA Class of 2002

Mr. Karthik TSM MBA Class of 200 (Co-Founders of Optisol Technologies)

Shri. Raj Kennedy TSM Class of 1990 Regional Head - Middle East & South Asia - Delivery Integration, Shell India, New Delhi **Dr. P. Malarvizhi** TSM Class of 1990 Educator & Researcher - Accounting & Finance, New Delhi

Mr. Anand Selvakesari TSM MBA Class of 1991, Chief Executive Officer, Global Consumer Bank, Citigroup, USA

Shri. Lakshmanan C TSM MBA Class of 2005, Global Demand Planning Analyst, GlaxoSmithKline, UK



Beyond Academics

Industrial Visit

Our Students are exposed to industry environment through Industrial Visits which help them notice and understand real-time work culture better. As a part of which our students visited Whirlpool Industry at Pondicherry which is evident as below.



Achievements

Beyond the Scholastic learning and regular assessments, our students are built as wholesome professionals such that they could compete with IIMs and IITs. Some of such active participation and success stories are given below.



Runner Up Jeya harini and Praveena of MBA 2023 Humano Expedition (HR Event), Progyan 2022, from Sastra

Vardhini R and Aishwarya Lakshmi J of MBA 2023 -**1st Runner up** at Intution 202 event conducted by Delhi School of Management

Pavin J of MBA 2023 - Won II prize in Xcelmania event at Indian Institute of Management (IIM), Rohtak

Rotary Youth Leadership Awards

RYLA Event_ Youth Leadership Awards Conducted by Rotract Club gave way to Show case many of the TSM talents in building a future for Management professionals.

Our Students outperformed the game where,

- » Pooja C of 2nd Year PGDM, Vardhini R and Kingsley Libertus J of 2nd Yr MBA won a ticket to Singapore,
- » Pravin, Krithika, Abisheha Priyan and Kiran Suresh won the best Entrepreneur Award
- » Nowfal Rizwaan A was awarded as the best performer.



Yukti

The biggest B School annual event organized by TSM where many corporate partners and other B schools (India Wide) participate actively and showcase their talent.



YUKTI (meaning strategy), TSM's annual business school summit, is one of the largest business conclaves in South India with more than 800 participants from various prestigious B-schools of India. The focus of YUKTI is to foster excellent relationships among the students of various institutions and to allow promising managers to prove their caliber, and power of persuasion. Students get the opportunity to share the dais with eminent personalities from the industry.



Central Perk

A Completely studentdriven Café inside the campus which helps them grow as a manager and make profits while studying.



HR Conclave

nAch- the HR club of TSM has organized an HR Symposium named, TALENTIA 22: REIMAGINING THE FUTURE. The event was a great success with a panel of 14 speakers who are industry experts in the field of HR namely,



Mr. Hari T.N. CHRO Big Basket

Mr. G.D. Sharma Independent Director – Mercantile Ventures

Mr. Shyam Prashad Rajasekaran SPR, Co-Founder & CEO – Veg Route

Mr. Charles Godwin P. Senior HR Leader – Zoho

Mr. Suresh Pugalenthi Head HR (India Operations), WIN

Mr. S G Vignesh DGM – HR Shared Services, MBRDI

Mr. Madhukar V Head HR – SPIC & Greenstar **Mr. Chandrasekhar Chenniappan** Senior Director HR – Virtusa

Ms. Koushalya Raghavachari Talent Partner – Ather Energy

Mr. Dinesh Singh Director – M. Ramsingh Agro Foods

Mr. Lakshmi Narayan NJ Executive Director – BuildHR

Mr. Chandru Chakrapani Founder – Peogic Solutions

Mr. Ponnuswamy V.P, Senior HR Advisor & Trustee – Ooruni

Mr. Nagarajan C Chairman – NIPM Madurai & GM HR &IR – GHCL





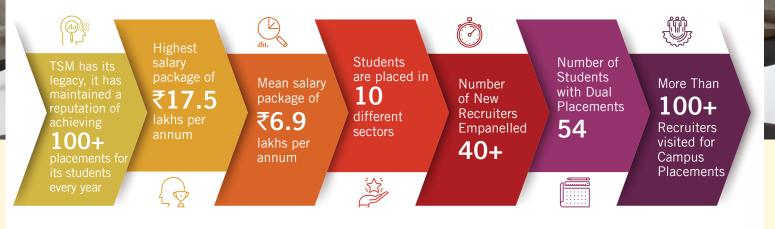
It was a great exposure for TSM HR Aspirants with discussions on major HR concepts, Experience shared by Industry experts and a deep view into emerging challenges for HR.

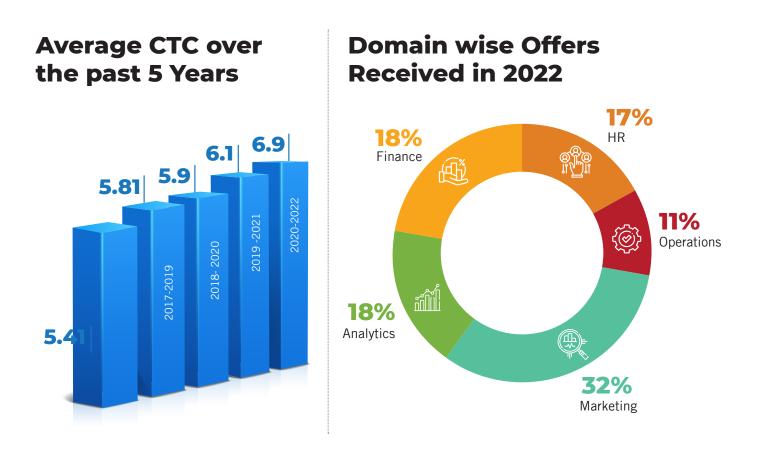
Placements statistics

Career Enhancement Programme (CEP) – a completely student initiative program for 360 degree approach of budding manager's career enhancement. In this initiative, entirely students take up the leadership role and train themselves with the guidance of mentors. It aims at making students an industry ready personality with so many practical applications along with regular academics. Participants are given a platform to visualize academic and theoretical concepts through practical examples.

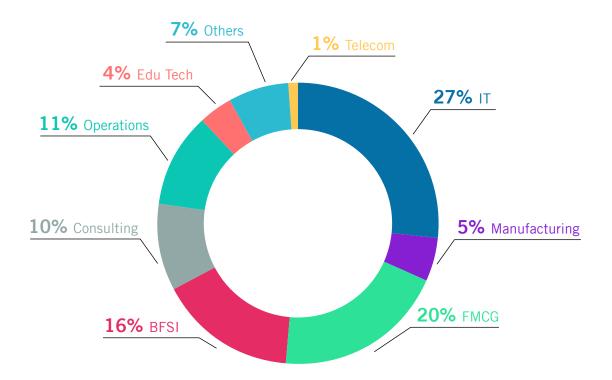


Major Achievements 2022





Sector wise placement Classification



Summer Internship Program 2022

Total Number of Recruiters for SIP –

100+

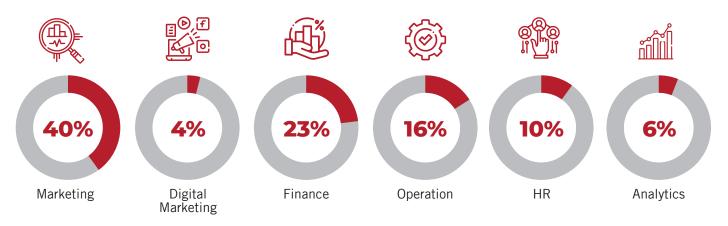
Total Number of students Placed with Stipend Projects –



Tops STAR Recruiters of SIP Placements – RBI, SPIC, NLC, HCCB, Britannia, Hyundai, L&T Constructions, Bosch India, Ashok Leyland, Whirlpool, HCL, TVS, Godrej, Audi, Adithya Birla, KONE Elevators and so on... Highest Stipend Offered –

₹45000

Domain Wise Internship in %



Summer Internship Program Details Batch (2021-2023)

Top Recruiters Domain Wise



BFSI

HDFC Mutual Funds ICICI PRUDENTIAL UCO BANK

Automobile

Ashok Leyland

TVS Mobility

Audi

Hyundai TATA motors



FMCG

Anil foods Britannia coca cola Hatsun agro products HUL Kaleesuwari Matrix Export Ruby foods- Marketing TTK Healthcare



Gov. Bank

Canara Bank Chennai Central Co-Operative Bank RBI



Finance

Belstar - HR Finalitics Sakthi Finance Unieke Capital



E com Big Basket



Government

BPCL NLC Neyveli



Chemical

POCL SPIC Ultramarine & Pigments



Edutech

Byjus, Madurai Novac tech



FMCD

Electronics

Bosch India, Coimbatore

Asian Paints GHCL Godrej Maya Appliances Whirlpool



Hospital Apollo

Arvind Eye Hospitals



Insurance

Aditya Birla Health Insurance Bajaj Alliance life insurance Shriram life Insurance



ara global CIAR Software Solutions Full Creative HCL Technologies Pvt Ltd Jasmin Infotech Ki Tech L&T Optisol



logistics Gogauge Logistics PonPure- HR Pro Connect TVS Supplychain



Manufacture

Sundaram fasteners TVS Rubber vedanta limited Sterlite copper pvt ltd Apollo Tyres



Media Colours TV Outlook Satz Digital Vikatan

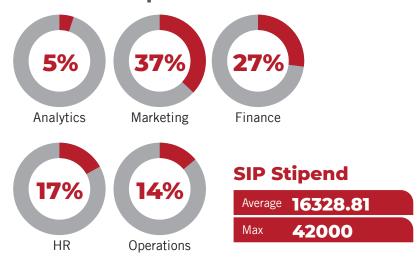
R La Or re



Textile

KG Denim Loyal Textile Mills Thermaissance

SIP Domain Spread



ACURUS ခုဝ SOLUTIONS Amway 🔊 airtel adani accenture acurus asianpaints Berger BEROE Bisleri B BYJU'S BLUME BLUE STAR BLACKSTONE Advantage Procuremen G CAL **Gentochips** exela C[®]NGRUENT[®] **Deloitte** COLGATE-PALMOLIVE CUB Goorg Fullerton Fever FEDERAL BANK 🛇 EXIDE vivo facilio EY Ð home first Hindusten Unilever Cimited GOFRUGAL H-CB Honeywell hтс **Ficici** Bank НУППОАІ ICICI Securities ICRA A MOODY'S INVE SERVICE COMPAN (integra *Oicici* Lombard PICICI PRUDENTIAL /1 3 0 MADURA كيمجى رامداس КНІМЈІ RAMDAS DATAZOIC KPMG KVB Karur Vysya Bank Kaar LOTEUTE 鎩 **m** SC (\mathbb{M}) max Mondelēz (naukri.com AARF murugappa marico ٩ OptiSol **NIPPON** PAINT pand PhonePe NEEYAMO PLANET SPARK Nestlé PON PURE Logistics Chemicals Group @ reckitt Reliance SOUTH BA SPIC Seshasayee Paper and Boards Li Top Paper - Lailoy Impression Pon Pure C ₹ TAFE 🎼 ThemePro TATA UJJIVAN **TEMENOS** udaan 🚯 visualoi VOLVO VUIOM Walkaro vírtusa ZOHO working

Illustrative*

Partners and Key partners

www.tsm.ac.in

CIR TEAM -2021 – 2023



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