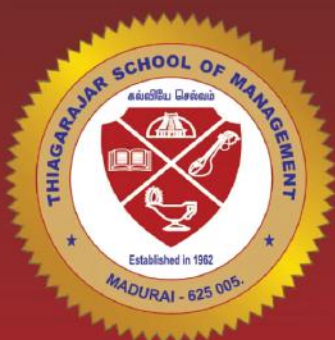


Dated: 28-02-2023



# PLACEMENT BROCHURE

2023-2025



**THIAGARAJAR**  
SCHOOL OF MANAGEMENT  
(Autonomous)

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



**THIAGARAJAR**  
SCHOOL OF BUSINESS  
(Autonomous)

Madurai, Tamil Nadu





## 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 long-term sustainability into all aspects of its activities and academic programmes.

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## Message from the Chairman



**Shri B.T. Bangera**  
*Chairman*

Thiagarajar 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 fulfil 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.

## Message from the Director



**Dr. Murali Sambasivan**  
*Director*

It 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 2022, 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 ambience 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.

## Message from Placement Head



**Mr. Purushothaman Govindaraj**  
*Head - Placements and Corporate Engagement*

Dear Recruiters,  
Greetings from Thiagarajar School of Management!

At TSM, our endeavor is to edify our students and empower them to become thought leaders and heads of 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 equips 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 steer the process. Our Placement Committee has crafted a comprehensive structured plan to make sure that our goal of achieving 100% placements, is consistently met.



# Our Faculties

## ACCOUNTING AND FINANCE

**Dr. Narend Subramanian**  
PhD. (IIT-C)

**Prof. A. Arunkumar**  
B.Com., ACA., LCS., CA., PGDBA., (Ph.D.)

**Dr.Haritha**  
MCom., PhD., PDF

**Prof. R. Shruti**  
BE., ACA., CA., (Ph.D.)

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

**Dr.Manju Jayakumar**  
B.E, MBA, PhD (IIT-KGP)

## ECONOMICS

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

**Dr. V. Pradeep**  
MBE, Ph.D.

## GENERAL MANAGEMENT

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

**Dr.Janaki Bojiah**  
MA, PhD

## SYSTEMS

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

## HUMAN RESOURCES

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

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

**Dr.Malay Biswas**  
MPA & LW , PhD

**Dr.Aparna**  
BE, MBA, Ph.D. (IIT-KGP)

## PUBLIC POLICY

**Prof. Ved Srinivas**  
BA (Hons), MBA.,(Ph.D.)

## MARKETING & STRATEGY

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

**Dr.Packiaraj**  
UGC-NET, PhD

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

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

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

**Dr. B. Nataraj**  
MBA., PhD.,

**Dr.Nancyprabha P**  
BE, MBA, PhD

## OPERATIONS AND QUANTITATIVE METHODS

**Dr. Murali Sambasivan**  
B.E. (Hons), PGDIE (IIM Mumbai),  
Ph.D. (Univ of Alabama, U.S.A),

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

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

**Dr.Anupam Kesari**  
B.Tech., Ph.D. (Univ of Naples,Italy)

**Dr Mathiyaghalan**  
Ph.D. (NIT)

**Dr.Krishnakumar S**  
B.Tech(IIT Bhu), PGDIE(IIM-M)

**Dr. Vikash Sharma**  
B.Tech., Ph.D. (IIM-M)

# Visiting Faculties

## **Prof. S. Gnanaharan**

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

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## **Dr. Khong Kok Wei**

PhD in Marketing., Multimedia University, Malaysia

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## **Dr. Udayan Kumar Basu**

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

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## **Dr N. Vijayakumar**

PhD (Finance)., HOD Commerce dept, University of Puducherry.

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## **Prof. R. Krishnan**

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

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## **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.

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## **Dr.R.Krishnamurthi**

M.A., English Literature M.Phil., English Literature MBA Human Resource Management M.Sc., (Psychology) DLL-Diploma In Labor Laws DEP-Diploma in Education Psychology DMH-Diploma in Mental Health DHRM-Diploma in Human Resource Management DBC-Diploma in Business Communication PGDIC- Post Graduate Diploma in Industrial Counseling PGDIT-Post Graduate Diploma in Instructional Technology Faculty Development Program from IIM Ahmadabad Neuro Linguistic Programming Thomas International Certification- DISC Profiling Ph.D., Emotional Intelligence & Interpersonal Competence- Corporate Trainer/Mental Toughness Coach Adjunct Faculty to HR, VIT Chennai





# Board of Governors

**Shri B.T. BANGERA**

CHAIRMAN, BOARD OF GOVERNORS - TSM,  
Managing Director, Hi-Tech Arai Limited, Madurai.

**Smt. VALLI RAMASWAMI**

CORRESPONDENT TSM, WHOLE TIME DIRECTOR,  
LOYAL TEXTILE MILLS LTD. Trustee, Manickavasagam  
Charitable Foundation, Madurai.

**Dr. BHARATH KRISHNA SANKAR**

THE CHAIRMAN AND MANAGING DIRECTOR  
Aparajitha Corporate Services (P) Ltd.

**Prof. J. PHILIP**

PRESIDENT, Xavier Institute Of  
Management & Entrepreneurship (XIME).

**Shri S. SRIDHAR**

FORMER CHAIRMAN AND MANAGING  
DIRECTOR Central Bank Of India, Mumbai.

**Prof. N. VENKITESWARAN**

PROFESSOR AND FORMER DIRECTOR Thiagarajar  
School of Management, Madurai.

**Dr. K CHANDRASEKARAN**

DIRECTOR, Department of Management Studies,  
(Representative of Madurai Kamaraj University).

**Dr. M. SELVALAKSHMI**

PRINCIPAL, Thiagarajar School of  
Management, Madurai.

**Shri LAKSHMI NARAYANAN**

FORMER VICE CHAIRMAN Cognizant  
Technology Solutions, Chennai.

**Ms. VISHALA RAMASWAMI**

EXECUTIVE DIRECTOR, LOYAL TEXTILE MILLS LTD.  
Trustee, Manickavasagam Charitable Foundation,  
Madurai.

**Shri JOSEPH ZACHARIAH**

FORMER DIRECTOR, Vikaasa School,  
Madurai.

**Shri R. GOPALAKRISHNAN**

CEO- MIND WORKS Former Executive  
Director, Tata Sons Ltd., Mumbai.

**Shri N. MURALI**

CO-CHAIRMAN, Kasturi And Sons Ltd.,  
The Hindu, Chennai.

**Dr. PURNA BANERJEE**

PRESIDENCY UNIVERSITY, Kolkata.

**Dr. MURALI SAMBASIVAN**

DIRECTOR, Thiagarajar School of  
Management, Madurai.

**Dr. N. MANJULA**

ASSOCIATE PROFESSOR,  
ADMISSION CHAIR, Thiagarajar  
School of Management, Madurai.

# Courses Offered

## MBA

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 well-equipped 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.

### TRIMESTER 1

- Organizational Behaviour - I
- Managerial Economics
- Data Analysis for Management – I
- Financial Accounting and Reporting
- Marketing Management – I
- Value Added Course\*

### 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
- Managerial Communication-II
- Value Added Course\*

### TRIMESTER 3

- Corporate Finance-II
- Strategic Management
- Decision Making with Optimization Techniques
- Human Resource Management
- Business Research Methodology
- Advanced Business Analytics
- Business, Government and Society
- Comprehensive Viva -voce
- Value Added Course\*  
(Rural Development Immersion Programme)

### TRIMESTER 4

- 5 electives to be chosen
- Business Ethics and Corporate Governance
- Summer Internship/Project (8 weeks Duration) (Internal)
- Value Added Course\*

### TRIMESTER 5

- 5 electives to be chosen
- Comprehensive Viva-Voce (Internal)
- Value Added Course\*

### TRIMESTER 6

- 4 electives to be chosen
- Value Added Course\*

# Courses Offered

## PGDM

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.

### TRIMESTER 1

- Organizational Behaviour - I
- Managerial Economics
- Data Analysis for Management – I
- Financial Accounting and Reporting
- Marketing Management – I
- Managerial Communication-I
- Value Added Course\*

### 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
- Value Added Course\*

### TRIMESTER 3

- Corporate Finance-II
- Strategic Management
- Human Resource Management
- Decision Making with Optimization Techniques
- Business Research Methodology
- Applied Business Analytics
- Business Ethics and Corporate Governance
- Comprehensive Viva -voce
- Value Added Course\*  
(Rural Development Immersion Programme)

### TRIMESTER 4

- Electives
- Summer Internship
- Legal Aspects of Business
- Simulation Games
- Value Added Course\*

### TRIMESTER 5

- Electives
- Comprehensive Viva-Voce (Internal)
- Value Added Course\*

### TRIMESTER 6

- Electives
- Value Added Course\*



# Indicative List of Electives

## FINANCE AREA

### IV TRIMESTER

- Securities Analysis and Portfolio Management
- Management of Banking and Financial Institutions
- Advanced Financial Analysis
- Company and Business Valuation
- Insurance Management

### V TRIMESTER

- Corporate Funding and Financing Decisions
- Financial Risk Management
- Financial Modelling Through Spreadsheet
- The New Age Banking – Bank Management Strategies for the 21st Century
- Financial Markets & Institutions

### VI TRIMESTER

- Personal Tax Planning and Wealth Management
- Strategic Financial Decision Making
- Asset Management Through Python
- Financial Derivatives
- Computational Finance

## MARKETING AREA

- Consumer Behavior
- Sales and Distribution Management
- Digital and Social Media Marketing
- Customer Relationship Management

- Services Marketing
- Marketing of Financial Products and Services
- Advanced Marketing Analytics
- Strategic Brand Management

- B2B Marketing
- Technology Empowered Marketing
- Retail Marketing
- Marketing at the Bottom of the Pyramid

# Indicative List of Electives

## OPERATIONS AREA

### IV TRIMESTER

- Supply Chain Management
- International Logistics Management
- Corporate Quality and Sustainability
- Digital Transformation of Supply Chains

### V TRIMESTER

- Fundamentals of Operations Analytics\*
- Project Management
- Lean Six Sigma & Business Excellence
- Strategic Cost Management\*

### VI TRIMESTER

- Strategic Sourcing
- Environment & Sustainability Development

## HUMAN RESOURCE AREA

- Labour Legislation and Administration
- Contemporary HR Practices
- Talent Management
- Rewards and Compensation Management

- Applied People Analytics\*
- Political Behavior in Organizations
- Learning and Development
- Sustainable HRM

- B2B Marketing
- Technology Empowered Marketing
- Retail Marketing
- Marketing at the Bottom of the Pyramid



# Indicative List of Electives

## SYSTEMS & BUSINESS ANALYTICS AREA

### IV TRIMESTER

- Data Visualization for Decision Making
- Advanced Marketing Analytics\*

### V TRIMESTER

- Big Data in Management
- Artificial Intelligence and
- Machine Learning
- Disruptive Technologies for Digital Transformation
- Applied People Analytics\*
- Fundamentals of Operations Analytics\*

### VI TRIMESTER

- Block Chain Technologies
- Deep LearningDeep Learning

## GENERAL MANAGEMENT & PUBLIC POLICY AREA

### V TRIMESTER

Entrepreneurship

### VI TRIMESTER

- Public Policy and Management
- Course of Independent Study

# Batch Profile 2023-2025

BATCH SIZE

295

MBA

120

PGDM

175

## GENDER DIVERSITY

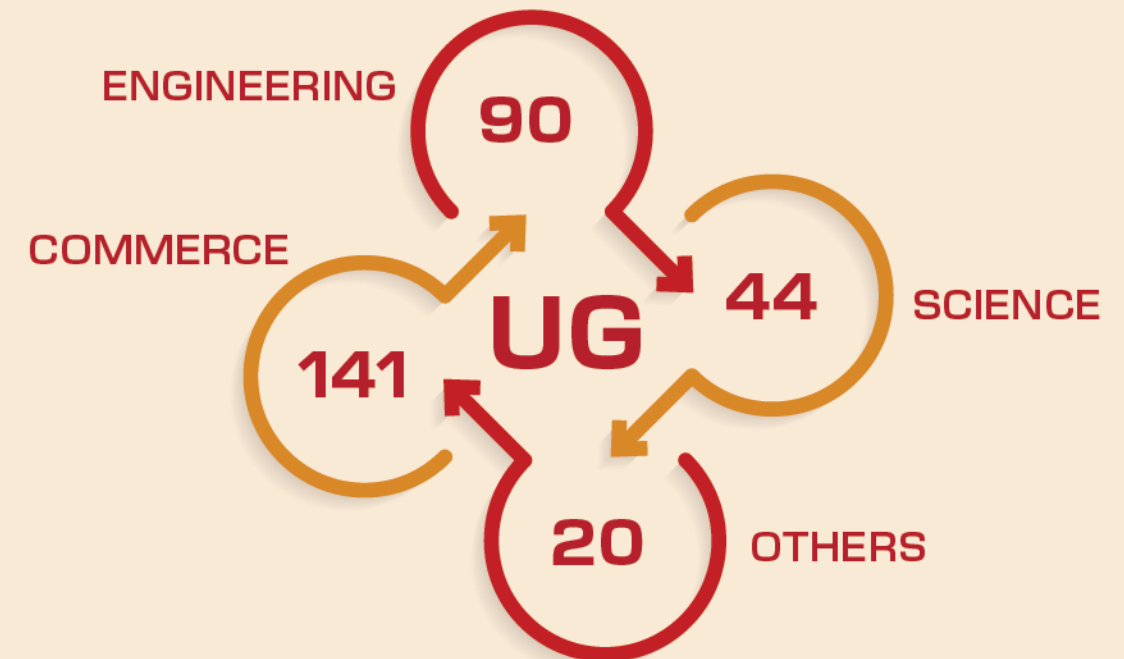


MALE STUDENTS  
**163/295**

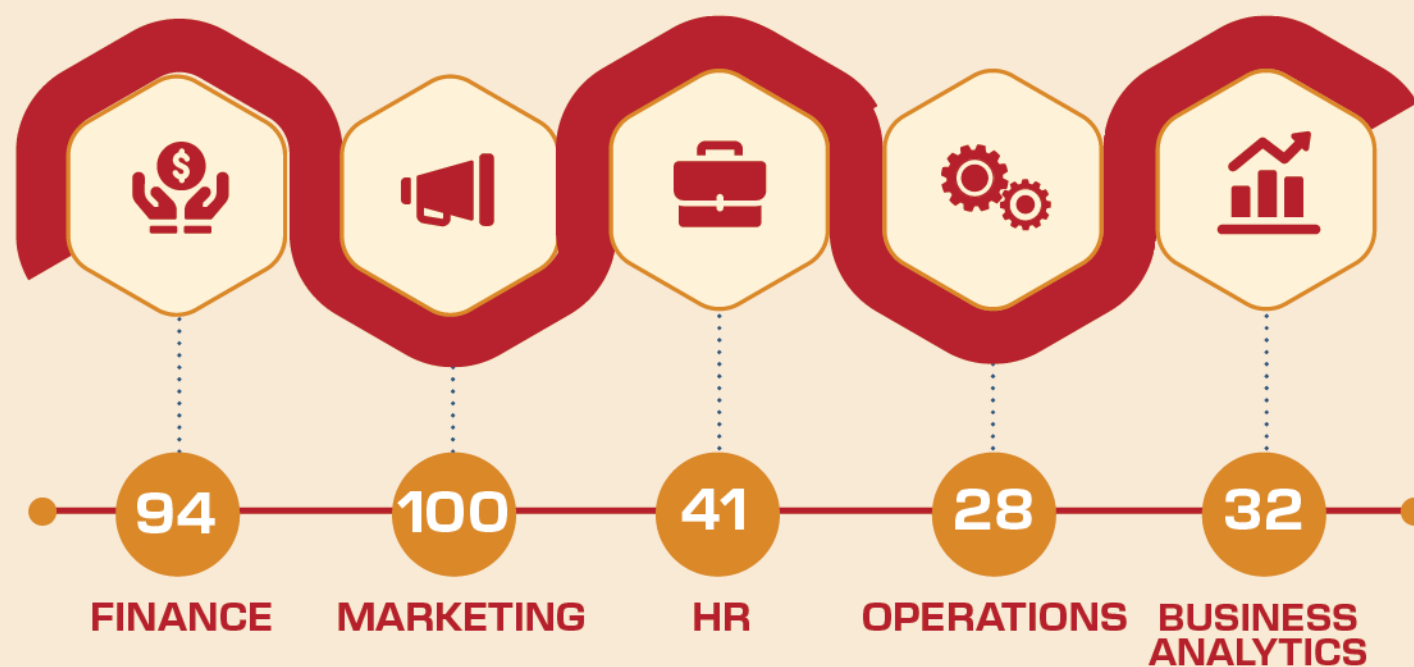


FEMALE STUDENTS  
**132/295**

## EDUCATIONAL BACKGROUNDS



## SPECIALIZATIONS



## WORK EXPERIENCE PROFILES





# Placement Statistics

## KEY PLACEMENT STATISTICS (BATCH : 2022-2024)

### OVERALL

21.95 LPA HIGHEST INTERNATIONAL CTC

16.22 LPA HIGHEST DOMESTIC CTC

7.5 LPA MEDIAN CTC

8.41 LPA AVERAGE CTC

TOP  
10%

15.78 LPA AVERAGE CTC

16.22 LPA MEDIAN CTC

TOP  
20%

13.45 LPA AVERAGE CTC

13 LPA MEDIAN CTC

### DOMAIN-WISE HIGHEST CTC

FINANCE  
16.2 LPA

OPERATIONS  
9.2 LPA

BUSINESS  
ANALYTICS  
11.0 LPA

MARKETING  
21.95 LPA

HR  
7.4 LPA

# Clubs and Committee

## Corporate and Industry Relations cell:

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

## Admission Cell

Co-ordinating the entire admission process and support in bringing the student batch of each year and onboard them smoothly.

## Alumni Cell

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

- **KAIZEN**  
(Operations Management Club)
- **WE CARE**  
(Academic Social Responsibility Club)
- **ARTHA CLUB**  
(Finance Club)
- **ZEROGRAVITY**  
(Cultural Club)
- **IMPRESSION CLUB**  
(Digital Marketing)
- **EXTREME MOVES**  
(Dance)
- **CHANDAI CLUB**  
(Marketing Club)
- **NACH**  
(Human Resource Club)
- **SYMPHONIES CLUB**  
(Music)
- **NATURE CLUB**





# Placement Office



**Mr. Purushothaman Govindaraj**

Head - Placements and Corporate Engagement

✉ placement@tsm.ac.in

☎ 95970 22744



**Mrs. Uma Murali**

Placements & Trainings Co-ordinator

✉ umamurali@tsm.ac.in

☎ 73581 85478



**Mr. Anandhakumar A**

Placements Executive

✉ anandhakumar@tsm.ac.in

☎ 90804 72733