

MANAGEMENT DEVELOPMENT PROGRAM

NEWSLETTER



THIAGARAJAR
SCHOOL OF MANAGEMENT
(AUTONOMOUS)

SEPTEMBER
2025



**THIAGARAJAR
SCHOOL OF MANAGEMENT**
(Autonomous) Madurai, Tamil Nadu
Accredited by NAAC with 'A+' Grade

WE DID IT AGAIN
CONSISTENTLY RANKED AMONGST THE
TOP 100 MANAGEMENT INSTITUTES IN INDIA - NIRF RANKING



80th
NIRF 2025



nirf
2025 - RANKING



शिक्षा मंत्रालय
MINISTRY OF
EDUCATION
GOVERNMENT OF INDIA

**80th RANK IN
MANAGEMENT
CATEGORY**

Congratulations
TO THE ENTIRE **TSM FAMILY**

Total number of Management Institutions offering PGDM/MBA in India- 5500+
Institutes participated in Management Category NIRF 2025 - 1026

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We are thrilled to announce that Thiagarajar School of Management (TSM) has upgraded to the 80th rank in NIRF 2025, up from 82nd.

This milestone reaffirms TSM's place among the Top 100 B-Schools in India and is a true reflection of the dedication and collaborative spirit of our faculty, students, alumni, and staff.

Every step forward is a step closer to excellence – in academics, research, and industry engagement. Together, we are shaping leaders who create lasting impact on businesses and society.

NIRF is India’s official institutional ranking system, released annually by the Ministry of Education (MoE). It was launched in 2015 to provide a transparent and data-driven way of comparing higher education institutions across the country.

Parameter	Scores (out of 100)
Teaching, Learning & Resources (TLR)	68.05
Research & Professional Practice (RP)	23.73
Graduation Outcomes (GO)	69.55
Outreach & Inclusivity (OI)	48.69
Perception (PR)	17.32

Thiagarajar School of Management’s consistent performance in the NIRF 2025 Rankings, achieving 80th rank among top B-Schools in India, is a reflection of its relentless pursuit of excellence. This milestone underscores TSM’s commitment to delivering high-quality education, nurturing research, and shaping industry-ready leaders. By excelling across key NIRF parameters — Teaching & Learning Resources, Research & Professional Practice, Graduation Outcomes, Outreach & Inclusivity, and Perception — TSM has strengthened its position as a trusted destination for management and analytics education.

ADK Masterclass: Shaping the Future of AI

On 27 July 2025, the Thiagarajar School of Management Incubation Association (TSOM-IA) – TSM's Incubation Centre – hosted the Agent Development Kit (ADK) Masterclass, bringing together curious minds, innovators, and dreamers for a day of discovery and innovation.

Organized by Dr. Manjula Nagarajan, the event saw participation from students of TSM and other institutions across Tamil Nadu. The sessions explored how intelligent agents and cloud-based AI tools are transforming industries and enabling future-ready solutions.



Highlights of the Event

- Participation from students across Tamil Nadu
- Hands-on insights into AI tools and intelligent agents
- Networking and collaboration opportunities for young innovators
- Reinforced TSM's commitment to nurturing future-ready leaders





Kartik Derasari (*Google Developer Expert, Cloud*)

Senthilkumar Murugesan (CEO, SaveMom & Technopreneur)

- Demonstrated Vertex AI ecosystem and AI stacks
- Practical use of Gemini and multi-modal function calling
- Students learned how to design and build intelligent agents

- Showcased AI-generated music and smart assistants
- Highlighted his projects using Gemini, Lovable, Firebase, Suno AI
- Emphasized AI as a blend of creativity, problem-solving, and innovation

Active Participation from Students across Tamil Nadu

The program witnessed enthusiastic involvement from students representing various institutions across Tamil Nadu. Their diverse academic backgrounds and perspectives enriched the learning environment, fostering peer-to-peer learning and knowledge exchange.

Practical Exposure to AI Tools and Intelligent Agents.

Participants gained hands-on experience with cutting-edge AI tools, frameworks, and intelligent agent systems. Through guided demonstrations and interactive exercises, they explored real-world applications of artificial intelligence, bridging the gap between theory and practice.

Strengthening TSM's Commitment to Future-Ready Leadership

The event reinforced Thiagarajar School of Management's vision of shaping leaders equipped with digital-age competencies. By nurturing innovation, adaptability, and ethical application of technology, TSM continues to empower the next generation of responsible and future-ready professionals.

TSM Salutes the Spirit of Independence



“Freedom is not a mere matter of political decision. It is of the mind and heart”

-Dr. Radhakrishnan

As we commemorate India's Independence Day, we take pride in the spirit of freedom, resilience, and unity that has shaped our nation's journey. This day reminds us of the sacrifices made by countless visionaries and freedom fighters who gifted us the privilege of living in a free and democratic India.

At Thiagarajar School of Management, we draw inspiration from this legacy to nurture responsible leaders who will contribute to nation-building with innovation, integrity, and inclusiveness. Just as our founding fathers dreamed of a progressive India, we too envision a future where education, technology, and values combine to create meaningful impact in society.

The celebration at TSM was marked with patriotic fervor as our Honorable Director, **Dr. Murali Sambasivan**, proudly hoisted the National Flag, symbolizing the spirit of unity and progress that continues to guide our institution.

BREAKING BARRIERS, BUILDING LEADERS A TSM LEADERSHIP TALK SPECIAL



Honourable Justice Dr. R. N. Manjula was warmly received by Dr. Murali Sambasivam – Director, Dr. Sivapragasam (Siva) Panneerselvam, Dr. Goutam Sutar – Dean PGDM, Dr. Selvalakshmi M, Dr. Manjula Nagarajan, Dr. K. Mathiyazhagan, and Prof. Balaji M

As part of the Leadership Talk Series, Thiagarajar School of Management had the honor of hosting Honourable Justice Dr. R. N. Manjula, Judge, Madras High Court, for an inspiring session on “Leadership: Navigating Challenges to Soar.”

She sensitized our management graduates on:

- ◆ Female education dropouts & systemic barriers
- ◆ Gender bias and workplace challenges
- ◆ Passion vs. compulsion in career choices
- ◆ Financial independence as empowerment

Justice Manjula also shared insights from the Global Gender Gap Report 2025 and a thought-provoking ad on media bias—closing with a powerful message on self-belief, upskilling, and resilience as keys to career success and life happiness.

This Leadership Talk Series was steered by Dr. Sivapragasam (Siva) Panneerselvam and Dr. Goutam Sutar, Dean – PGDM, who emphasized the importance of learning directly from leaders in industry, academia, and public life.

PROUD ACHIEVEMENT AT IITM DOMS MANAGEMENT FEST – EMBARK’25 (BIZMAP)



Our II MBA students
Ragavendrian N &
Sneha S represented
TSM at the prestigious
Embark’25 (BizMap)
hosted by IIT Madras –
Department of
Management Studies
(DoMS).

Competition Highlights

- ✓ Simulation-based challenge: Running a virtual business across 8 quarters, making cross-functional decisions in Marketing, Operations, Finance & Strategy.
- ✓ Top B-School Participation: IIT Madras (2 teams), Symbiosis, Great Lakes, CHRIST, and more.
- ✓ Format: 1-hour live management simulation with no prelims – only agility, strategy & risk-taking count.
- ✓ Skills Tested: Strategic thinking | Risk vs Reward | Adaptability under pressure.

FACULTY DEVELOPMENT PROGRAM ON DIGITAL TOOLS IN TEACHING



Thiagarajar School of Management (TSM) hosted a one-day Faculty Development Programme (FDP) on “Effective Use of Digital Tools in Teaching” on 23 August 2025. The programme brought together 75 faculty members from Mannar Thirumalai Naicker College, marking a significant step toward strengthening digital competency in higher education.

TSM hosted a one-day FDP on “Effective Use of Digital Tools in Teaching,” engaging 75 faculty members from Mannar Thirumalai Naicker College in exploring AI-powered and digital-first innovations for education

The sessions explored how AI-powered teaching methods, Generative AI research tools, and interactive platforms can enhance classroom engagement and improve the achievement learning outcomes. Eminent resource persons—Dr. Manjula Nagarajan, Dr. Ramesh kumar, Dr. Nataraj Balasubramanian and Dr. Nachiketas Nandakumar—led the discussions, blending academic expertise with practical demonstrations.

The FDP also featured an inaugural session with leaders from TSM and Mannar College, followed by engaging reflections and certificate distribution, fostering a spirit of collaboration and continuous learning.

**DR. NACHIKETAS
NANDAKUMAR**

Session I

**Getting started with
Digital Teaching
Tools**



**DR. MANJULA
NAGARAJAN**

Session II

**Enhancing
Classroom
Engagement with
Mentimeter, Padlet
and Digital Tools**



**DR. NATARAJ
BALASUBRAMANIAN**

Session III

**Collaborative and
Immersive Learning
with GenAI Tools &
GPTs**



DR. RAMESH KUMAR

Session IV

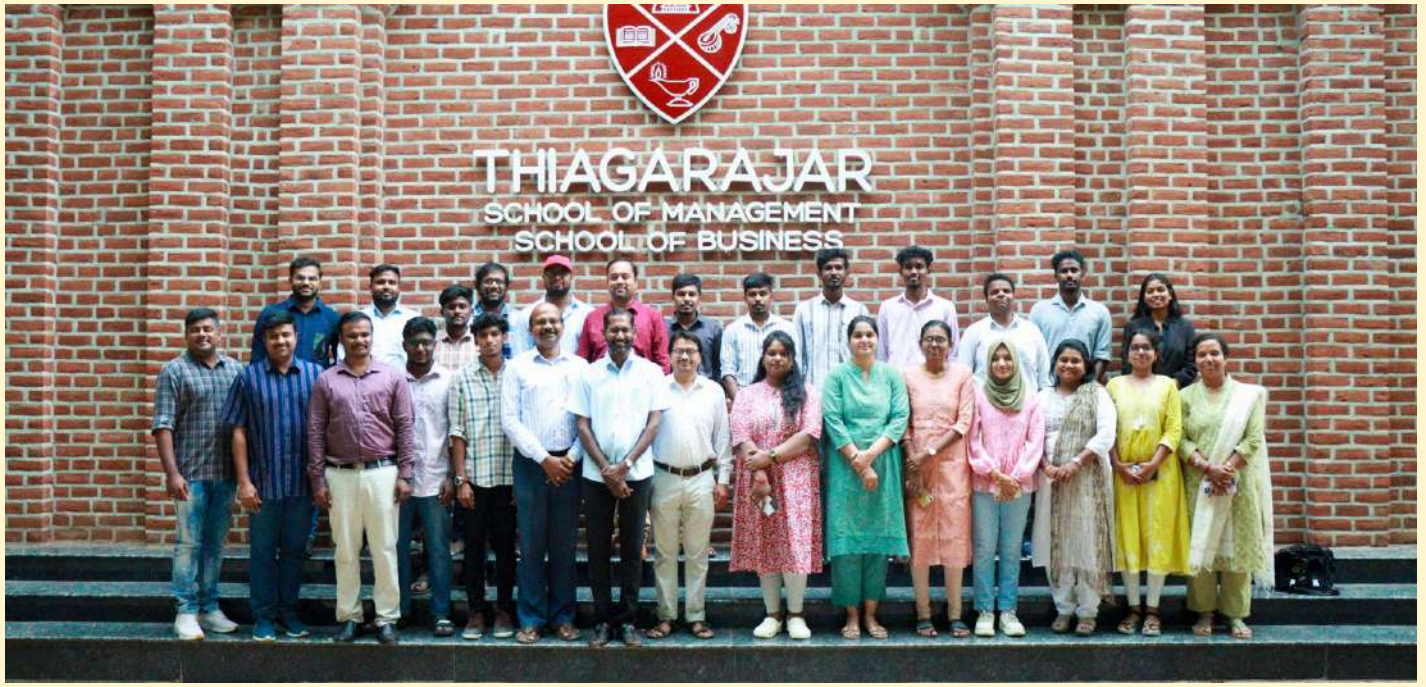
Creating Engaging Lessons with AI-Powered Content and Visual Tools



Participants shared that the sessions were not only insightful but also immediately applicable to their teaching practices, enabling them to design more engaging and student-centered learning environments. The event also facilitated meaningful peer interaction, encouraging knowledge sharing and collaborative problem-solving among faculty across disciplines.

By organizing such initiatives, TSM continues to strengthen its role as a catalyst for academic excellence, preparing educators to embrace technology-driven pedagogies and inspire the next generation of learners.

Welcoming PGD-DSBA Batch 4: A New Chapter Begins at TSM



On 23 August 2025, Thiagarajar School of Management (TSM) proudly inaugurated the 4th Batch of the Post Graduate Diploma in Data Science & Business Analytics (PGD-DSBA)

The event commenced with a traditional prayer and lamp lighting ceremony, setting a warm and auspicious tone. **Dr. Selvalakshmi M** delivered an inspiring address, highlighting the importance of data-driven decision-making and the flexibility this weekend program offers for working professionals.

Program Milestones:

Dr. Nataraj Balasubramanian set the tone by showcasing the journey of PGD-DSBA so far, highlighting success stories, industry collaborations, and how alumni have leveraged the program to advance their careers.

Keynote Session:

In a thought-provoking session on “Data Science in 2025,” Dr. Nachiketas Nandakumar explored the evolving landscape of AI, machine learning, and generative models, encouraging participants to think beyond tools and focus on business impact

Expert Insights:

Prof. A. Arunkumar Amarnathan emphasized the integration of analytics with strategy and decision-making, while Dr. Anupam Keshari spoke about emerging opportunities for data professionals and the importance of continuous upskilling.



At Thiagarajar School of Management (TSM), Madurai, we believe that marketing and sales are not just concepts to be taught within four walls – they are skills to be experienced in the real world.

Our 180 first-year PGDM students stepped out of their classrooms and into the real market, collaborating with local small and medium enterprises (SMEs) to boost brand visibility and connect with real customers

From face-to-face customer engagement to grasping the art of persuasion, positioning, and value creation, students gained a hands-on understanding of how business happens at the ground level.

Sales are contingent upon the attitude of the salesman, not the attitude of the prospect.
— W. Clement Stone



This real-world exposure gave students a 360° view of sales dynamics, helping them appreciate the challenges faced by sales professionals and the importance of persistence, empathy, and creativity.

This initiative not only strengthened our students' practical business acumen but also created a positive impact on local businesses by helping them reach a wider audience. It was a true win-win collaboration that reflects TSM's mission to blend academic learning with real-world application.

Key Takeaways:

- ✓ Practical exposure to real-world sales dynamics
- ✓ Enhanced skills in communication, persuasion, and customer interaction
- ✓ Stronger industry-academia collaboration with SMEs
- ✓ Building confidence and shaping market-ready leaders



The Sales Orientation 2025 was more than just an academic exercise – it was a transformative experience that bridged the gap between theory and practice. By stepping into the market, our students not only learned the mechanics of sales but also discovered the power of resilience, creativity, and customer connection.

TSM Strengthens its Global Footprint: Participation in AACSB Assurance of Learning Seminar at Christ University, Bangalore

Thiagarajar School of Management (TSM) proudly marked a significant step in its journey towards AACSB accreditation by participating in the AACSB Assurance of Learning (AoL) Seminar, held during September 1–2, 2025, at Christ University, Bengaluru. This milestone highlights TSM's continued commitment to quality enhancement, global standards, and excellence in business education.



***“Together
towards Global
Standards –
TSM on the
Path to AACSB
Accreditation”***

About the Seminar

The Assurance of Learning Seminar, a flagship initiative of AACSB International, is designed to strengthen academic institutions' capabilities in curriculum development, assessment, and continuous improvement in management education. The two-day workshop was expertly facilitated by Dr. Geoff Perry, Executive Vice President and Chief Officer, Asia Pacific, Americas, and Membership at AACSB International.

Dr. Perry, known for his vast expertise and mentoring experience across business schools globally, guided participants through a highly interactive and practical learning journey. The sessions included:

- Engaging interactive activities that encouraged teamwork and problem-solving.
- Hands-on presentations focusing on assessment design, learning outcomes, and accreditation standards.
- Thought-provoking discussions that connected global best practices with the Indian business education context.

TSM's Representation

TSM was represented by a distinguished team comprising Dr. Selvalakshmi M, Dr. Nachiketas Nandakumar, Dr. Anupam Keshari, Prof. A. Arunkumar Amarnathan and Ms. Sashikala Paramasivam. The participation of this diverse group, bringing together leadership, faculty, and administrative expertise, reflected the institution's collective commitment to academic excellence and accreditation standards. Their combined presence ensured that the valuable insights gained during the seminar would be effectively translated into practice across the institution, fostering a culture of continuous improvement that embraces both academic rigor and administrative efficiency.

Acknowledgements

TSM extends its heartfelt appreciation to:

- ◆ Christ University, Bengaluru, for their exceptional hospitality in hosting the seminar
- ◆ AACSB International team, including Ms. Uma Maruthan (Member Engagement) and Mr. Prathap Das (Regional Head, South Asia, AACSB International), whose flawless coordination made the seminar a seamless and enriching experience
- ◆ Above all, TSM Director, Dr. Murali Sambasivan, whose constant encouragement and support enabled the TSM team to participate in this milestone event.



The Way Forward

Participation in this seminar not only provided valuable insights into the assurance of learning framework but also strengthened TSM's resolve to benchmark its practices against global standards. This step reaffirms our vision of continuous improvement, academic excellence, and preparing industry-ready leaders aligned with global expectations.

As TSM continues its AACSB accreditation journey, this experience stands as a testament to the institution's dedication to quality education and international recognition.

TSM SIGNS STRATEGIC MoU WITH CONGRUENT SOLUTIONS



***“Together, shaping
the future of
business education
and industry
excellence”***

We are delighted to announce that Thiagarajar School of Management (TSM) has officially signed a Memorandum of Understanding (MoU) with Congruent Solutions, marking an important milestone in our pursuit of meaningful industry-academia collaborations.

This strategic partnership, led by **Mr. Chandrasekaran Vaidyanathan** and **Mr. Sagar Shankaranarayanan**, is designed to bridge the gap between academic learning and industry practice through a series of joint initiatives. The collaboration will focus on education, recruitment, and training, ensuring that our students are equipped with practical skills, industry insights, and enhanced career opportunities.

The TSM-CSPL partnership reflects our shared vision of integrating business education with real-world relevance, thereby preparing students to meet the dynamic demands of the corporate world. Beyond recruitment opportunities, the initiative also opens doors for knowledge sharing, specialized workshops, and capacity-building programs that will benefit both students and faculty.

Highlights of the MoU

- Recruitment Opportunities – Building a strong talent pipeline for Congruent Solutions by enabling TSM students to access internships and placements.
- Skill Development Programs – Designing customized training modules to enhance employability and industry readiness.

- Joint Research & Knowledge Sharing – Facilitating collaborative research projects, case studies, and industry-led seminars.
- Faculty Engagement – Encouraging faculty-industry collaboration to integrate cutting-edge practices into classroom teaching.

Strengthening Academia-Industry Relations

The partnership also represents TSM's broader mission to strengthen relationships with industry leaders, creating a robust ecosystem where both academia and corporations benefit. For Congruent Solutions, this collaboration offers access to a pool of talented, well-trained graduates, while TSM gains exposure to industry practices that enrich its academic delivery.

Future Outlook

Looking ahead, the collaboration is set to expand through a variety of impactful initiatives. Students will gain valuable exposure to the corporate world through workshops and guest lectures delivered by industry experts, providing them with practical insights beyond classroom learning. The partnership will also pave the way for live projects and case competitions, enabling students to apply their knowledge to real business challenges and develop problem-solving skills in a dynamic environment. In addition, there will be a strong focus on continuous curriculum alignment with industry needs, ensuring that TSM's programs remain future-ready and closely attuned to the evolving demands of the business landscape.

Acknowledgements

We extend our sincere appreciation to our leadership and stakeholders, including **Dr. Murali Sambasivan**, **Dr. Selvalakshmi M**, **Dr. Sivapragasam (Siva) Panneerselvam**, **Dr. Ramesh Kumar**, and **Mr. Balaji M**, whose guidance and support have been instrumental in making this collaboration a reality.

This partnership between TSM and Congruent Solutions is not just an agreement on paper but a shared commitment to shaping the future of business education. By uniting academic excellence with industry expertise, we are laying the foundation for a learning environment that empowers students, enriches faculty, and contributes to the larger business ecosystem. As we move forward, we remain dedicated to fostering collaborations that create impact, drive innovation, and prepare future leaders to succeed on a global stage.



Why Choose TSM MDP?

- # Rapid and lasting ROI
- # Reduced employee training cost
- # Experiential learning from faculty members
- # Hybrid learning (physical and online mode)
- # State of art classrooms with better learning environment



[Website](#)



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