

**“BE A VALUE LEADER  
TO DEFINE THE  
BUSINESS WORLD”**



**SONA**

**SCHOOL OF**

**BUSINESS  
AND MANAGEMENT**

**SUPER**

**SPECIALIZATION**





## "Unbox Priceless Experience"

"Sona School of Business and 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 BUSINESS AND MANAGEMENT can be matched with any business school that are located in small towns"



Welcome to  
**SONA**  
SCHOOL OF BUSINESS  
AND MANAGEMENT

Located in Salem, an emerging hub of professional education in Tamil Nadu, Sona School of Business and Management is in a completely different league. Sona School of Business and 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 the Founder Chairman now wears the mantle of leadership of this esteemed college.



SSOBM focuses on benchmarking the 3 major focus areas namely Jobs, Entrepreneurs and Family Business which is better known "JEF". Sona JEF imbibes the best planned syllabus to shape domain skill sets, relevant knowledge, and practical exposure for a better growth potential to the students who aspire to target the best companies in the world.

The Management & Technology concept better known as 'MAT' is the 'USP' of SONA' which is known for technical education for 65 years and 25 years in management education enabling the Technology based MBA with a 360° approach. Many of the alumni of this prestigious institution have grown to be top Managers, great entrepreneurs, and some of them evolving their family businesses with a vision based on Technology and Management.



**CASUALLY, BEYOND  
usual...**



The Vision of SONA to connect with Society, Industry, Technology is possible through its dedicated 36+ R&D centres of excellence at SONA campus. Here every day 'Learning is a Celebration' - SONA believes in value-based education.





## It's an **EMPOWERMENT** Action Plan

In the era of outcome-based education our team of dedicated professors do not stop at placements, but empowering them through leadership, hands-on training with technology, managerial competencies, to focus on high-end jobs, start-ups, and a productive connect with family businesses. By this approach we could find new opportunities in the areas of research and patents leading to NAAC 'A' grade, NBA Accreditation, SIRO and ISO certification. Anna University affiliated Business School with an autonomous status, Sona MBA has been ranked as 12th best B-School-Pan India by Outlook magazine's Year 2021 ranking. The coveted AICTE CII survey 2020 has recognised the Department of Management studies under "Institution of Special Mention" category.

The Sona School of Business and Management has been amongst the top B-schools having created a special status where it blends Business and Management with JEF (Jobs, Entrepreneurship & Family Business).

The focus is to create more and more value for our students who make a big difference to society and the Business community. Our focus on creating a business venture where students are involved in live projects where faculty and Industry mentors get involved and solve various problems for MSME's and Large MNC's have been very successful, says our Vice Chairman Mr. Thyagu Valliappa.

Creating an ecosystem for youngsters to start their own company using the Management and Technology (MAT) platform better known as Technology Super Market. Our students from Engineering and Management work together and take up joint projects and this in a way is a super speculation concept.

Our students get placed over 2 Million Rupees and many of them are learning Japanese, Korean and Spanish to conquer the world.

## Moving from **Management** to **Business**



# SONA

## A SYNONYM FOR DEVELOPMENT

Sona School of Business and Management, is approved by AICTE and affiliated to Anna University, Chennai. Our MBA Programme is accredited by National Board of Accreditation.

At Sona we believe in a learning methodology that is a judicious combination of academics and practical learning. We call it Experience-Based learning.

Our enviable placement record is over 80% consistently for the past three years is a testimony to the effectiveness of this methodology with high reputation. We hold with the employers for the quality of management graduates we produce.





## Practice Pearl Diving in the CORPORATE OCEAN



"MBA" brand value alone is not enough in a competitive job market. Top MBA Programmes offering specializations do not have the resources and time to dig deeper into the industry. What remains are case based study method and discussion that focus on the functional skills.

At Sona we are formulating a Super Specialisation within our MBA Program. It is no longer sufficient to say that one would like to switch careers into consulting, finance or luxury. It may serve the purpose for MBA, but MBA aspirants should start seriously thinking about their post-MBA specialist roles. In that focus we have developed the following verticals as our key differentiating factor.

SSOBM offers Super Specialisations in the following verticals for the industry specific requirements.



Whereas Analytics and Technology will empower the above verticals with necessary tools and techniques.

# INVITED MENTORS

In the recent years SSOBM has organised periodical CEO talk series from TOYOTA, VOLVO, JSW and many other practioners. The focus has been to create YOUNG LEADERS for future adopting the punch line

**T**omorrow's  
echnology  
oday



**Mr M V Subbiah**

Former Chairman & Managing Director,  
Murugappa Group



**Mr Diwakar A**

Talent Acquisition Leader  
Dassault Systèmes, Bengaluru



**Ajay Krishnankutty**

Head, Talent Acquisition APJ Region  
Siemens Healthineers | DE&I Leader,  
Bengaluru





**Dr Arthanari K**  
Managing Director,  
Sri Gokulam Hospital, Salem



**Gp Capt Vijayakumar VSM**  
Executive Director,  
Madras Management Association



**Mr Parasuraman T. R**  
Deputy Managing Director  
Toyota Industries Engine India Pvt. Ltd.,  
Bengaluru



**Mr Ram Chandhani**  
Managing Director Advisory &  
Transaction Services India, CBRE,  
Startup Movement,  
Commercial Real Estates,  
Bengaluru



**Dr K Selvaraju**  
SIMA - Secretary General  
Southern India Mills Association



**Mr C Siva Kumar**  
Founder Partner, Prabha Associates, Chennai  
Partner Timelinks, Chennai  
MMA Chapter - Mentor





# BFSI Sector

BFSI enriched with MBA knowledge and practical aspects of Banking, Financial services and Insurance industry.

This approach is to prepare an aspirant for stockbroking, mutual funds, insurance consulting, banking, and financial services.



## Highlights

BFSI curriculum is designed to give students a strong foundation in the following areas:



Data Visualization  
in Finance



Financial Reporting  
and Analysis



Digital Fraud and  
Risk Analytics



Financial Statement  
Analysis



Digital Banking



Block Chain  
Technologies



Corporate  
Restructuring



Financial Institutions  
and Services

## Professional Opportunities

Wealth Management | Investment Banking  
Financial Risk Management | Financial  
Analysis | Credit Risk Analysis | Treasury  
Management | Fund Investment & Services|  
Asset Management | Corporate Banking  
|Retail Banking | Equity Analyst | Insurance  
Advisor

## Prerequisites

We prefer students to have a strong academic background in accounting, finance, economics, statistics and computer science.





# RETAIL/

# FMC&G

As the retail industry is undergoing several major changes, having an MBA degree in Retail Management will help you to stay updated and help you to overcome the challenges that might arise due to such major changes. An MBA in Retail Management can improve your employment portfolio drastically and help you stay relevant in the market. An MBA in Retail Management is a specialised course that allows individuals to become experts in the retail sector or better future professionals responsible for developing retail policies and techniques.

## Highlights

- Learn the fundamentals of business management with a special focus on retail management.
- Identify various activities involved in the retail sector.
- Recognise the integral role of logistics and supply chain management and the importance of governance along with the risk in the organised retail sector.
- The program helps you understand the financial and cost implications in the retail sector.
- Implement decisions pertaining to store location and its design.



## Outcomes

- Identify issues and devise solutions in the retail management sector
- Be adept in planning, evaluating, building and selecting channels for retail distribution
- Effectively manage channels for retail and build retail marketing strategies
- Understand the management of shops or big malls and the intricacies involved in their day-to-day activities, develop a marketing plan for new or existing products or services by integrating marketing concepts, strategies, research, and distribution principles for retail.
- Manage retail store operations and inventory systems





## PROFESSIONAL Opportunities

The retail sector includes many industries allowing individuals to pursue different jobs after the programme. You can choose from various retail management jobs that are available:

- Retail Manager
- Store Manager
- Brand Manager
- Product Manager
- Merchandiser

## Curriculum

- Urban Retailing
- Entrepreneurship in Retail Business
- Retail Marketing Environment

## PREREQUISITES

Bachelor's degree with at least 50% and competitive test scores in exams like **TANCET /CAT/MAT/CMAT/XAT/GMAT** etc.

# HEALTH CARE



## PROGRAMME overview

Healthcare has been designed to develop professionals in the field of Hospital/ Healthcare through a comprehensive programme content. It offers intensive practical training in the operational and administrative areas of a hospital/ Health care organisation which can equip them with the appropriate retail skills.

## Course Highlights

- Competency-based education in alignment with industry requirement
- Internship after each semester to facilitate experiential learning; Special grooming classes to make students industry ready.
- Rewarding employment opportunities Connecting with various stakeholders as per the needs and demands of students and the curriculum
- Mentorship activities; Cultural and student clubs; Student lead Conferences, Seminars and other activities.



## PREREQUISITES

- Must be passionate about Healthcare Industry
- Excellent Communication Skills
- Extra personality
- Advanced skills in Microsoft Excel
- Should be willing to travel across the globe.



## PROPOSED CURRICULUM



Health Management  
Process and Behaviour



Health Economics  
& Policy



Health Management  
Information System



Marketing Management &  
Health Care Services



Health Care and  
Wellness



Legal Aspect of  
Healthcare  
Management



Planning and  
Design



Healthcare  
Strategy

## EMPLOYABILITY AREAS

- Financial Manager/Analyst
- Credit Analyst
- Accounting Manager
- Risk and Insurance Manager
- Small Business Owner
- Corporate Supervisor
- Sales Manager
- Business Consultant
- Marketing Analyst

# FAMILY BUSINESS & ENTREPRENEURSHIP

*To Establish a Family-sustainable business legacy!*

This super specialization is particularly designed to equip young family business owners, entrepreneurs, and leaders with the knowledge and skills to address the challenges specific to their own family businesses and entrepreneur in a global context.



## You will gain valuable insights into:



Defining new business initiatives



Identifying new markets, new segments, new products & services



New business development



World class business practices



Nurturing effective business and family relationships



Managing resources



Learn practical methods to transform your business through management and technology



Disruptive technologies



Team building & Leadership



Builds on problem solving & decision-making skills



Family business governance



Managing conflict





## Professional Opportunities



Ease of doing start-up business



Leading transformation from unstructured family run business to robust & flexible professionally run family business management



Business Incubation

## PREREQUISITES

- Basic understanding of their respective family-run business/startup ideas
- Zeal to learn and apply
- Good communication skills
- Total commitment to self-improvement
- Startup Ideas

## Program Overview

Sports Management Super Specialization at Sona School of Business and Management is the right place to convert your passion into a profession in the field of the fast-growing sports Business industry. Sports Business Management helps you leverage your power and expertise as a Business fit Graduate for a range of organisations involved in sports-related goods, services and activities.



## Employability Areas

Strike at the best career opportunities in the Sports Business Industry, which is increasingly getting highly specialised and focused. The opportunities are:

- Sports Marketing (Brand Managers, PR Managers)
- Sports Operations (Venue Management, Game Day Operations, Hospitality)
- Sports Analytics
- Sports Digital Media Marketing
- Sports Merchandising Manager
- Sports Broadcasting

## Professional Opportunities



## Planning and Organizing Events and Activities





## PREREQUISITES

### EDUCATION

A bachelor's degree with an interest in sports will be an added advantage if you have experience in sports & passion for sports management. You can also gain knowledge by volunteering, interning, or working part-time in a sports-related job.

### SKILLS EXPECTED



Strong communication and interpersonal skills



Organisational and time management skills



Business acumen



Problem-solving and decision-making skills



Leadership and teamwork skills



Knowledge of sports and the sports industry



### CURRICULUM

Along with real-time projects, internships, and mentoring from sports professionals, the program includes Sports Marketing, Sports Finance, Sports Law, Sports Sociology, Sports Psychology, Sports Ethics, Sports Facility & operations Management, Sports Event Management, Sports Analytics and also



Sports Facilities, Planning, and Management



Contemporary Issues in Sports



Sports Media and Event Management



Sports Medicine and Nutrition



Funding in Sports



Foundation of Amateur and Professional Endorsements in Sports



Sports Training & Conditioning



Administration of Games



Managing & Promoting Sports Events



Sports Law and Risk Management

# Business Analytics as a tool in Business Management



## Program Overview

The program combines the fields of business, management, and computer science to teach students how to use data to solve business problems.

## Curriculum

The MBA in Business Analytics curriculum is designed to give students a strong foundation in the following areas:



Data Mining



Business Intelligence



Statistical Analysis



Predictive Modeling



Data Visualization



Machine Learning



Artificial Intelligence

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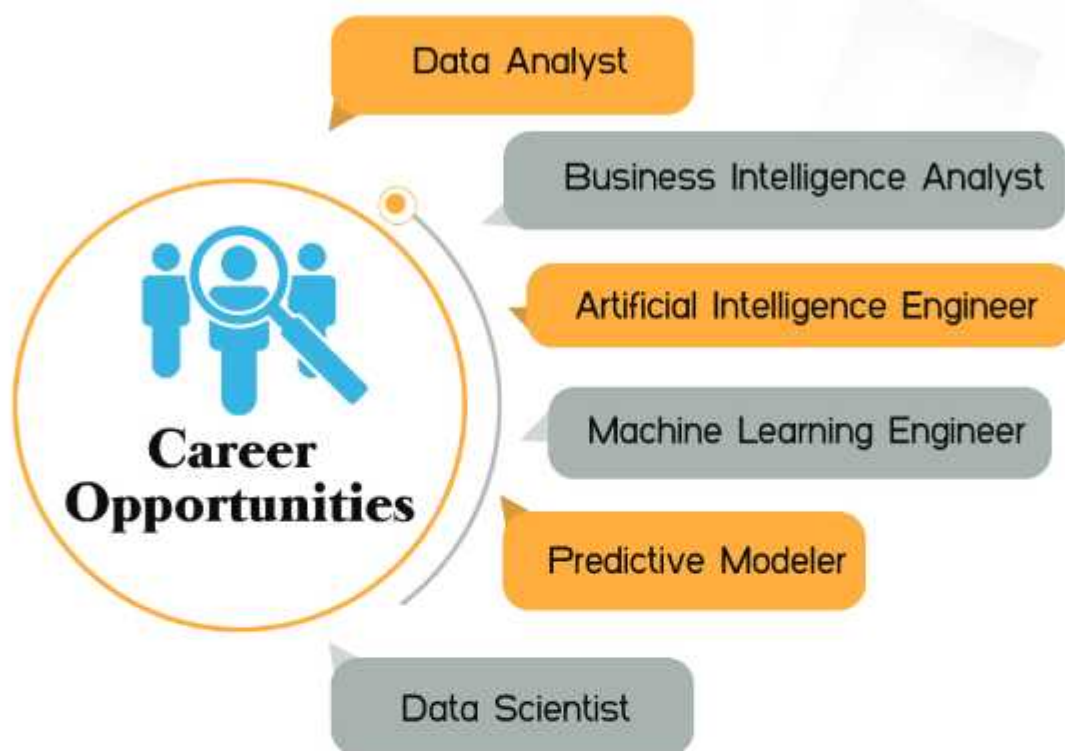
In addition to these core courses, students also have the opportunity to take elective courses in areas such as marketing analytics, financial analytics, and operations analytics.

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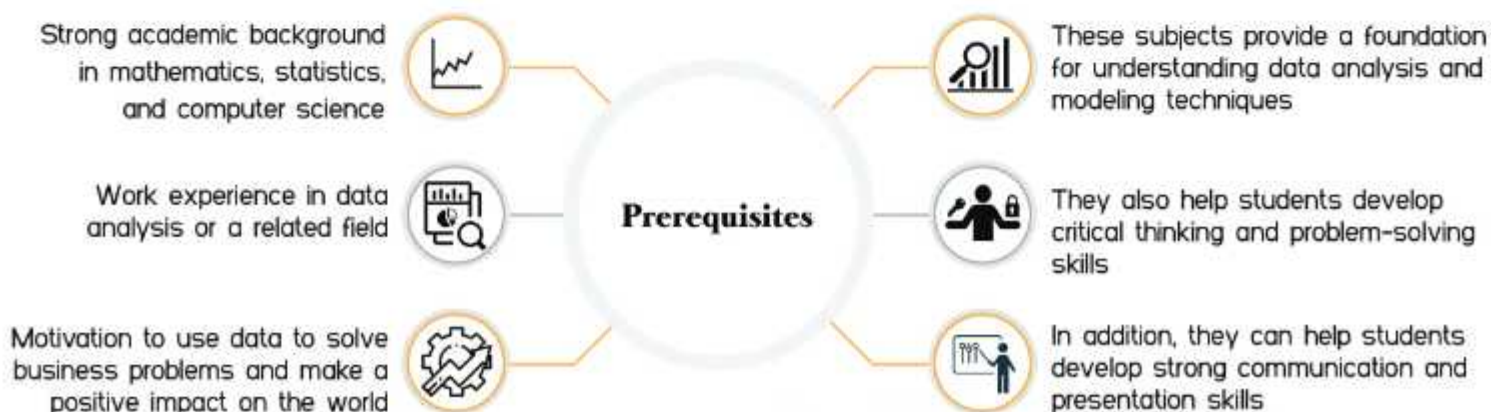
## Career Opportunities

Graduates of MBA with specialization in Business Analytics as an add-on are in high demand by employers in a variety of industries.



## Prerequisites

Student entry behavior is typically characterized by a strong academic background in mathematics, statistics, and computer science. Students also are expected to have some work experience in data analysis or a related field.



## Placements / Live Internships

Sona focuses on creating students for the global environment. Over 250 Students are placed in high packages of above ₹ 30.00 LPA in Japan. This has been possible as we teach Japanese in Sona since last one decade. Whereas MBA average CTC is ₹ 8.65 LPA with a highest CTC ₹ 20.45 LPA at Oman. The global approach helps us attract students from across the country. Here we insist on experiential learning where students work on industry live projects and through various club activities.

Experiential learning happens through live projects and problem-solving assignments. The process is well supported by of our consulting company, Sona Star Innovation.







## RETAIL - FMCG

# BFSI



BNY MELLON



BANK OF AMERICA

**citibank**



**Deloitte.**

**EY**





# HEALTH CARE

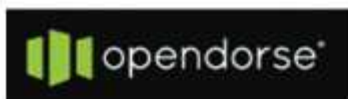


**SONA** MEDICAL COLLEGE OF  
NATUROPATHY & YOGA  
*Adding Technology & Value to Natural Health Care*





# SPORTS CULTURE ARTS





# ELITE ALUMNI



**Binoj A**  
2002 - 2004  
Sr. HR Business Partner, Chennai



**Kaphieel**  
2002-2004  
Co-Founder, Chief Business Officer  
amIT Global Solutions



**Yuvaraj S**  
2005-2007  
Associate Vice President,  
Product Manager, Chennai



**Rakshitha**  
2007-2009  
Sr. IT Recruiter, USA



AI/STEM Connections



**Bigyan Gupta**  
2014-2016  
Founder & CEO, Nepal





## **SONA SCHOOL OF BUINESS AND MANAGEMENT**

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[www.sonamgmt.org](http://www.sonamgmt.org)