



# ANNA UNIVERSITY CHENNAI - 600 025

- 1. Name Of the College** : SSM School of Management and Computer Applications
- 2. Address** : NH-47, Salem main Raod, Komarapalayam, Namakkal Dist-638183
- 3. Name of the Principal** : Dr. J Mohanraj
- 4. Phone Number** : 04288-267702
- 5. Fax Number** : 04288-267247
- 6. Web Site** : WWW.SSMSOMCA.ORG
- 7. Email ID** : directormba@ssmce.ac.in
- 8. Year of Establishment** : 2002
- 9. Type** : Self Financing
- 10. Minority Status** : Non Minority
- 11. Existing Courses** :

Sl. No.	Degree	Course(s)	Year of Starting	Sanctioned Intake	
				2022-2023	2023-2024
1.	M.B.A.	Master of Business Administration	2002	60	60

## 12.1.List of Faculty Members :

### 1. Name of the Degree & Course : M.B.A.-Master of Business Administration

Sl.No.	Photo	Faculty	Educational Qualifications				Designation & Academic Experience					
			Degree	Specialization	Name of the College	Year of Passing						
1.		Name: DR. J. MOHANRAJ Date of Birth: 30-11-1977 Date of Joining: 05-06-2011 AICTE ID: 1425577711	B.SC.	OTHERS - COMPUTER SCIENCE	OTHERS-DRGRDAMODARAN COLLEGE OF SCIENCE	1998	<b>PRINCIPAL</b>  <table border="1"> <tr> <td><b>Current Position</b></td> <td>6 Years</td> </tr> <tr> <td><b>Previous Position</b></td> <td>14 Years</td> </tr> </table>		<b>Current Position</b>	6 Years	<b>Previous Position</b>	14 Years
			<b>Current Position</b>	6 Years								
			<b>Previous Position</b>	14 Years								
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-KSR COLLEGE OF ARTS AND SCIENCE	2000						
			PH.D.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-BHARATHIYAR UNIVERSITY	2017						
<b>Title of the Ph.D. Thesis</b>	THE STUDY ON MOTIVATION OF ENTREPRENEURS IN MSMES WITH SPECIAL REFERENCE TO SELECTED DISTRICTS IN TAMIL NADU											
2.		Name: DR. U. PUNITHA Date of Birth: 01-06-1979 Date of Joining: 01-12-2012 AICTE ID: 12184622319	B.COM.	COMMERCE	OTHERS-SARADHA COLLEGE FOR WOMEN SALEM	1999	<b>ASSOCIATE PROFESSOR</b>  <table border="1"> <tr> <td><b>Current Position</b></td> <td>5 Years</td> </tr> <tr> <td><b>Previous Position</b></td> <td>9 Years</td> </tr> </table>		<b>Current Position</b>	5 Years	<b>Previous Position</b>	9 Years
			<b>Current Position</b>	5 Years								
			<b>Previous Position</b>	9 Years								
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	MAHARAJA ENGINEERING COLLEGE FOR WOMEN--	2001						
			OTHERS - M.PHIL	OTHERS - MANAGEMENT	OTHERS-PERIYAR UNIVERSITY	2007						
PH.D.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-ARINGAR ANNA ARTS AND SCIENCE COLLEGE	2020									
<b>Title of the Ph.D. Thesis</b>	A STUDY ON FINANCIAL EFFICIENCY OF INDIAN SUGAR INDUSTRIES A COMNARATIVE STUDY											

Sl.No.	Photo	Faculty	Educational Qualifications				Designation & Academic Experience					
3.		Name: DR. M. INDHUMATHI Date of Birth: 03-04-1974 Date of Joining: 26-08-2009 AICTE ID: 425577715	<b>Degree</b>	<b>Specialization</b>	<b>Name of the College</b>	<b>Year of Passing</b>	<b>ASSOCIATE PROFESSOR</b>  <table border="1"> <tr> <td><b>Current Position</b></td> <td>1 Years</td> </tr> <tr> <td><b>Previous Position</b></td> <td>23 Years</td> </tr> </table>		<b>Current Position</b>	1 Years	<b>Previous Position</b>	23 Years
			<b>Current Position</b>	1 Years								
			<b>Previous Position</b>	23 Years								
			B.A.	ENGLISH	OTHERS-BHARATHIAR UNIVERSITY	1994						
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-BHARATHIAR UNIVERSITY	1996						
			OTHERS - M.PHIL	OTHERS - HUMAN RESOURCE MANAGEMENT	OTHERS-ALAGAPPA UNIVERSITY	2003						
			PH.D.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-PKR ARTS COLLEGE FOR WOMEN	2022						
PH.D.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-PKR ARTS COLLEGE FOR WOMEN	2022									
<b>Title of the Ph.D. Thesis</b>	CHALLENGES AND OPPORTUNITIES IN ORGANIC FARMING A STUDY WITH REFERENCE TO ORGANIC FARMERS IN ERODE DISTRICT											
4.		Name: DR. G. SHENBAGA VENI Date of Birth: 28-02-1982 Date of Joining: 04-10-2013 AICTE ID: 112184752161	<b>Degree</b>	<b>Specialization</b>	<b>Name of the College</b>	<b>Year of Passing</b>	<b>ASSOCIATE PROFESSOR</b>  <table border="1"> <tr> <td><b>Current Position</b></td> <td>8 Years</td> </tr> <tr> <td><b>Previous Position</b></td> <td>3 Years</td> </tr> </table>		<b>Current Position</b>	8 Years	<b>Previous Position</b>	3 Years
			<b>Current Position</b>	8 Years								
			<b>Previous Position</b>	3 Years								
			OTHERS - BBM	OTHERS - MANAGEMENT	OTHERS-ERODE ARTS COLLEGE FOR WOMEN	2002						
			M.B.A.	MASTER OF BUSINESS ADMINISTRATION	K S RANGASAMY COLLEGE OF TECHNOLOGY (AUTONOMOUS)--	2004						
			PH.D.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-ARINGAR ANNA ARTS AND SCIENCE COLLEGE	2021						
OTHERS - MPHIL	OTHERS - HUMAN RESOURCE	OTHERS-ALAGAPPA UNIVERSITY	2007									
<b>Title of the Ph.D. Thesis</b>	INFLUENCE OF PACKAGING OF CONSUMER BEHAVIOUR TOWARDS HELATH DRINKS											

Sl.No.	Photo	Faculty	Educational Qualifications				Designation & Academic Experience					
5.		Name: MRS. M. GOMATHI Date of Birth: 20-04-1988 Date of Joining: 23-07-2018 AICTE ID: 4530861174	<b>Degree</b>	<b>Specialization</b>	<b>Name of the College</b>	<b>Year of Passing</b>	<b>ASSISTANT PROFESSOR</b>  <table border="1"> <tr> <td><b>Current Position</b></td> <td>4 Years</td> </tr> <tr> <td><b>Previous Position</b></td> <td>0 Years</td> </tr> </table>		<b>Current Position</b>	4 Years	<b>Previous Position</b>	0 Years
			<b>Current Position</b>	4 Years								
			<b>Previous Position</b>	0 Years								
			B.COM.	COMMERCE	OTHERS-GOBI ARTS AND SCIENCE COLLEGE	2010						
M.B.A.	MASTER OF BUSINESS ADMINISTRATION	ERODE SENGUNTHAR ENGINEERING COLLEGE (AUTONOMOUS)--	2010									
<b>Title of the Ph.D. Thesis</b>												
6.		Name: MR. N. SATHISHKUMAR Date of Birth: 28-07-1984 Date of Joining: 01-06-2010 AICTE ID: 1425577935	<b>Degree</b>	<b>Specialization</b>	<b>Name of the College</b>	<b>Year of Passing</b>	<b>ASSISTANT PROFESSOR</b>  <table border="1"> <tr> <td><b>Current Position</b></td> <td>13 Years</td> </tr> <tr> <td><b>Previous Position</b></td> <td>0 Years</td> </tr> </table>		<b>Current Position</b>	13 Years	<b>Previous Position</b>	0 Years
			<b>Current Position</b>	13 Years								
			<b>Previous Position</b>	0 Years								
			OTHERS - B.COM CA	OTHERS - COMMERCE WITH COMPUTER APPLICATIONS	OTHERS-SENGUNTHAR ARTS SCIENCE COLLEGE	2006						
M.B.A.	MASTER OF BUSINESS ADMINISTRATION	OTHERS-VLBJANAKIAMMAL COLLEGE OF ARTS SCIENCE	2008									
<b>Title of the Ph.D. Thesis</b>												
7.		Name: MR. S. SANKAR Date of Birth: 03-05-1986 Date of Joining: 17-08-2020 AICTE ID: 11108503771	<b>Degree</b>	<b>Specialization</b>	<b>Name of the College</b>	<b>Year of Passing</b>	<b>ASSISTANT PROFESSOR</b>  <table border="1"> <tr> <td><b>Current Position</b></td> <td>2 Years</td> </tr> <tr> <td><b>Previous Position</b></td> <td>13 Years</td> </tr> </table>		<b>Current Position</b>	2 Years	<b>Previous Position</b>	13 Years
			<b>Current Position</b>	2 Years								
			<b>Previous Position</b>	13 Years								
			OTHERS - BCS	OTHERS - CORPORATE SECRETARYSHIP	OTHERS-SENGUNTHAR COLLEGE OF ARTS AND SCIENCE	2006						
M.B.A.	MASTER OF BUSINESS ADMINISTRATION	MUTHAYAMMAL COLLEGE OF ENGINEERING--	2008									
<b>Title of the Ph.D. Thesis</b>												