



**GNANAM**  
SCHOOL OF BUSINESS  
Wisdom in Business



**ADMISSION  
PROSPECTUS** |

# VISION

To be a world-class Business School that benchmarks excellence in every aspect of business education. To empower students with instincts, insights and a strong conceptual foundation, including their character which enable them to emerge as future business leaders.



# MISSION

Nurturing talented minds, bound by firm values & principles; grooming them suitably for the business front and changing business trends. Our teachings will be built on the premise of corporate exposure that bridges the gap with academics; providing students with the confidence to emanate as fearless thinkers and motivated doers; imbibing them with traits of professionalism and management ethics, which stays with them forever.

## GOVERNING BOARD MEMBERS

Chairman - Governing Board, GSB

**Dr. Rev. Fr.N. Casimir Raj**

*Founder Director - LIBA*

*Former Director - XLRI Jamshedpur*

**Shri. A. Alagappan**

*Founder Chairman*

*Blossom Group of Institutions*

*Thanjavur*

**Shri. A.Shanmugam**

*Architect, Trichy*

**Dr. Joe Jesudurai**

*Former Vice Principal*

*Loyola College, Chennai*



**Shri. S.P Selvaraj**

*Chairman, GSB*

**Dr. S.P.S Arul Doss**

*Chief Executive Officer, GSB*

## CHAIRMAN'S MESSAGE



I am extremely delighted that as we march past our decennial year and beyond, GSB has been continuously evolving - pursuing and inculcating several innovative ways of teaching, learning and experience-sharing methodologies. Our mission focusses on nurturing and training managers and leaders with a social conscience with the ability to deliver performance, and attain excellence in their performance. GSB inculcates human values and professional ethics in the students, which make them independent in decision making and create a path that is good not only for them, but also for our society and for our nation.

Shri. S.P Selvaraj, Chairman, Gnanam School of Business

## CEO'S MESSAGE



We at GSB, are focused on creating professional managers – individuals equipped with the right kind of knowledge, technical skills and an ability to think out of the box and be innovative. As industries raise the bar on their expectations from B-school graduates only those who have the right attitude and are ready to learn new skills to keep themselves, will be the winners. Our budding managers are expected to work smarter and be more consistent without failure. I am indeed happy to convey that we are on the right track creating a symbiotic relationship between industry and the academia, which ensures we are preparing our students to become well rounded modern day managers.

Dr. S.P.S.Arul Doss, CEO, Gnanam School of Business

## DIRECTOR'S MESSAGE

I am delighted to join Gnanam School of Business this year – albeit in very challenging times. GSB has an enviable track record of delivering quality management education for more than a decade. The campus activities are sharply focused on student development. I consider it my privilege to lead the academic team at Gnanam Business School and stand firmly committed to the cherished values of this institution. I shall tread cautiously but with strong steps to add more value to the student-centric learning experience and lead this institution on the growth path.

Dr. S.Sundar | Director - GSB





# FACULTY PROFILE



**Dr. S.P.S. Arul Doss**  
CEO

Qualification: B.Com, MBA, PhD  
Specialisation: Marketing & Finance  
Industry Experience: 4 Years  
Academic Experience: 11 years



**Dr. S. Sundar**  
Professor / Director

Qualification: B.Com, MBA, PhD  
Specialisation: Marketing  
Industry Experience: 22 Years  
Academic Experience: 14 years



**Dr. S. Christina Sheela**  
Associate Professor

Qualification: B.Com, MBA, MPhil, MHRM, PhD  
Specialisation: Finance  
Industry Experience: 5 Years  
Academic Experience: 14 years



**Dr. R. Thiru Murugan**  
Associate Professor

Qualification: B.Com, MBA, PhD  
Specialisation: Marketing & Data Analytics  
Industry Experience: 3 Years  
Academic Experience: 10 years



**Dr. M. Chithra**  
Assistant Professor

Qualification: BA, MIM, MPhil, PhD  
Specialisation: HR  
Industry Experience: 9 Years  
Academic Experience: 8 years



**Dr. B. Issac Johny**  
Assistant Professor

Qualification: BE., MBA., PhD-NIT  
Specialisation: Marketing & Psychology  
Industry Experience: 3 Years  
Academic Experience: 9 years



**Mr. S. Saravanan**  
Assistant Professor

Qualification: MBA., M.Phil. PGDOM., (PhD)  
Specialisation: Marketing  
Academic Experience: 15 years



**Mr. S. Manikandan**  
Assistant Professor

Qualification: BE., M. Tech, MBA  
Specialisation: Systems and Operations  
Industry Experience: 7 Years  
Academic Experience: 5 years

## GUEST FACULTY

### **Dr. R. Venkatesh Kumar**

Professor, Department of Management Studies,  
Pondicherry University, Pondicherry

### **Dr. S. Riazudeen,**

Associate Professor, Department of Management  
Studies, Pondicherry University, Pondicherry

## VISITING FACULTY

**Dr. R. Venkataraman,** Former Director,  
XIME, Bengaluru

**Dr. V. P. Sriraman,** Associate Professor,  
Bharathidasan Institute of Management, Tiruchirappalli

**Dr. S. Jaya Krishana,** Associate Professor,  
Bharathidasan Institute of Management,  
Tiruchirappalli

**Dr. Kasthuri Rangan,** Strategic Management Consultant,  
Bharathidasan Institute of Management, Tiruchirappalli

**Mr. A. Balasubramanian,** Former Director, IDFC Ltd

**Dr. K. Suresh,** Hyderabad

**Mr. S. V. Vijayaraghavan,** C.A., PGDM (IIMB)

### **Rev. Fr. Dr. Casimir Raj,**

MBA., Ph.D., Founder – LIBA | Former Director – XLRI, Chairman,  
Governing Council, GSB

### **Dr. Ramesh Subramanian,**

Ex. AGM, Reserve Bank of India, Visiting Professor,  
KREA Graduate School of Business, Alwarpet, Chennai

**Mr. Sridhar Ramanujam,**  
PGDBM (IIM-B), CEO, Brand-Comm

**Mr. Satheesh Krishnamurthy,**  
MBA (Temple University), Brand Consultant.

**Mr. Joseph A. Cyriac,**  
Regional Head, Workingforce  
Planning and Deployment, Sodexo India

**Dr. Prabhakar Kothandaraman**  
M.B.A (XIM), Ph.D, Drexel University, U.S.A

# GSB ADVANTAGES

- World class infrastructure with green environment
- Sophisticated student residence facilities
- Industry related pedagogy
- Collaborations with leading firms & forums
- Excellent Placement records
- Intensive Teaching- Learning process to impart required industry - ready professionals.
- Holistic development of students through continuous guidance & mentoring
- Encouragement for Entrepreneurial initiatives
- Active functioning of student run clubs to practice managerial skills
- Appropriate value added courses to enhance employability skills



CLASSROOM



LIBRARY



FOOD COURT



RESIDENCE



COMPUTER LAB





## LIFE AT GSB

At Gnanam School of Business, we believe in living and learning together as a family and we attach great importance to integrity, conduct and a disciplined lifestyle. As GSB focuses on professionalism in all aspects of life, a sense of responsibility, accompanied by a high degree of maturity, is expected from all the students. Thus, life at GSB is not only a gift to be treasured but also a task to be fulfilled. In order to help students mature into well-groomed and successful business leaders, the programmes are meticulously designed and infused into the lifestyle of the students.

# STUDENT INITIATIVES

## KWIK STOP

KWIK STOP is an on-campus convenience store run by the students of GSB. Kwik Stop simulates the business environment in an academic setting. The students apply lessons from Operations, Finance and Marketing, in running and maintaining the store. The product mix is determined by a carefully-designed market research methodology, while procurement and storage involves the application of EOQ, studying of operating cycles, accounting of pilferages, spoilages and so on. Work study is also carried out. Proper books of accounts are maintained and financial statements are prepared fortnightly, depicting the profits made with product break-up. Merchandising and brand building also form a part of this exercise.



## GPL

It is not just about the game of cricket. It is about learning important lessons in strategy and team work, professionalism, innovative marketing tactics and fair play. A highly rewarding experience, the GPL is a week-long, energy-driven fun sporting event that sees high levels of involvement amidst a great deal of learning.



## FINROSTRA

Conceived by a panel of financial intellectuals, the club serves as an educational and networking platform, bridging the gap between the academia and the BFSI industry. It work towards creating intellectually stimulating learning opportunities and sustaining industry connect. It is in the forefront of promoting financial knowledge on campus. It supports students with additional resources to equip themselves through learning and sharing, and develop into strong contenders for the career options of their interest. The club's initiatives include "The Bank of Finrostra", our in-house bank.



## GSB CHRONICLE

It is an half yearly newsletter of GSB that is entirely managed by the students committee. The newsletter provides expression to the students' views, beliefs and opinions on management concepts, current affairs, philosophy, technology sports and other areas of interest. The newsletter enjoys a wide readership among management schools, colleges and our well-wishers in corporate circles.



## SAMARITANS(CSR)

It is the CSR wing of GSB which conducts various CSR activities as a part of its curriculum to promote the values of selfless service and make them understand their responsibilities to the community as personified by Shri. A.Y.S. Parisutha Nadar in whose memory this B-school has come into being. Students go on routine visits to old age homes, local rural schools, and rehabilitation centres to conduct workshops, host entertainment programmes, distribute food, clothes, books and medicines to the underserved. Special awareness programs are also conceived and executed on occasions such as Earth Day, World Environment Day. Joy of Giving Week is the Flagship event of this club





# PLACEMENT @ GSB

Gnanam School of Business has an independent Placement team, facilitating campus recruitment for the companies. It is headed by Chief Executive Officer supported by the Placement Incharge faculty, and the students team. The placement cell of GSB plays a very important role in facilitating the students for their successful career. GSB ensures that not a single stone is left unturned, for the complete development of the students, who can, therefore, create maximum value for the organization. GSB is a place where potential recruiters hunt for talented freshers with the right mindset and attitude. While the best of the companies come in for recruitment, the placement cell ensures that the students pursue a career, they are passionate about.

## RECRUITER'S LIST



# ALUMNI TESTIMONIALS

Today, I am a toddler entrepreneur in the tourism industry. I have successfully launched a website offering services for travel and tourism. I recall with fondness how we were groomed in our GSB campus and am grateful to our CEO and all faculty members for their efforts. GSB nurtured each one of us individually. All those extra hours of activities inside and outside classes have made our careers and lives much better. For many, life at GSB made our dreams come true. I was one such of them. I am a proud GSBian.

-T.R. Priyanka | CEO, MENTOR URBAN



My two years as a student in Gnanam has gone by fast that looking back I am both amazed and delighted at the wonderful experiences I had there. It is indeed true that the sun sets very rarely on our campus! Case studies, assignments and presentations kept us busy and gave us new learnings and insights. The CEO, management and faculty were always there to support and encourage us and bring out the very best in each and every student.

- Mr.K.Ananth | ITC



The academic experience in the lush green campus and excellent faculty at GSB can't be easily forgotten. The professors provided us with real-world examples of how the theoretical concepts are being applied in the business world. My education at GSB was an experience for lifetime and will stay with me forever.

- Mr.S.Gurudevan | Business Development Manager, TTK Group



The learnings that I have gained from GSB are really helping me to shape my career in the right path. I always cherish the moments of MBA life in the GSB campus. GSB gave me a lot of exposure to the corporate world through various interactions and events. The GSB culture and values will always stay with me in every walk of my corporate life.

- Mr. A. Ignescis Jokkin | Titan



Joining Gnanam School of Business (GSB) was the best decision I had ever made. It's been seven years but seems like yesterday. Studying at GSB was one of the most important phases of my life to explore my interest and focus on my strengths. The transition from College to Corporate was seamless as we were given the right mix of knowledge and practical exposure. I joined in Axis bank through campus placement and currently I am working in ICICI Bank.

- Arrun N S. Deputy Manager, ICICI Bank



Since graduating from GSB in 2013, I have managed different kind of roles like Sales, Customer service, and People management. I have to say that the GSB MBA program gave me the confidence to pursue, win, and accept this position. Thanks to the faculty of the MBA program. I truly enjoyed my time at GSB and the education has changed my future for the better.

-K.Kanimozhi,, Specialist – Sourcing, Ford Smart Mobility India Pvt. Ltd. , India.



## RECRUITER TESTIMONIALS

GSB students have proven that they are quick learners and can take on responsibilities and execute tasks on time. They are valued employees of us and contributing to our growth.

- Mr. Antony Anand | Founder and CEO



The GSB students are very knowledgeable and interactive and wish them all the best!

- Shri.A.D.Padmasingh Isaac, CMD, AACHI Group of Companies.







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