

# SONA

## SCHOOL OF MANAGEMENT

*Nurturing leaders with human touch*

A UNIT OF SONA COLLEGE OF TECHNOLOGY

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



Attitude is **EVERYTHING**







## “Where there is Value for Money”

“Sona School of 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 MANAGEMENT** can be matched with any business school that are located in small towns”



### *Welcome to* **SONA SCHOOL OF MANAGEMENT**

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



## Vision

To become a top-tiered business school of eminence with excellence in Management Education, Research and Practice

## Key Success Factors

- People
- External relations
- Scholarship/Research
- Academic programmes
- Placement
- Internal processes

## Mission

- By nurturing and shaping human capital through quality education, training, research, consulting support, and entrepreneurial mindset.
- Regular benchmarking with the best of the league.
- By fostering culture of learning and reflection, achievement orientation, creativity, interdependence, and respect for diversity.
- Branding through creating value for money, concern for ethics, society and environment.





Late Shri. M.S. Chockalingam, a textile wizard and philanthropist, who always evinced an abiding interest in professional education as a means to industrial and economical growth and prosperity of the country, founded Sona College of Technology.

The vision of Sona's Founder Chairman was to have a vibrant Engineering and Management Institution that is equal in educational excellence to the best in the world, that is why this institution has gathered momentum to reach phenomenal height today.



**Shri. M.S. Chockalingam**  
Founder



**Mr. C. Valliappa**  
Chairman

Mr. C. Valliappa, is the Chairman of this institution and the illustrious son of Founder Chairman. His passion and commitment to the cause of education, able guidance and devoted care of the various needs of this institution has established SONA as a veritable haven of educational brilliance which is moving towards greater heights of achievement and glory.

## Pillars of **SONA**





## VICE - CHAIRMAN



**Mr. Chocko Valliappa**  
Vice - Chairman

Mr. Chocko Valliappa, the Vice Chairman of this institution and he has made a triumphant venture into the highly competitive IT industry and has accumulated a vast experience in developing and exploring innovative technologies. He is a passionate and a multifaceted industrialist who co-founded the incubation company, Valliappa Software Techpark. He is the founder of Vee Technologies, which has become a gold standard Global services company focused in Revenue Cycle Management, Healthcare and Engineering services and it features in information Week List – 100 Top Global Outsourcing Companies.

“We established Sona School of Management in 1998 with a view to provide industry centric MBA and a vision of giving back to the society in the line of nation building by designing a program that would be distinctly known as Value for Money. Here, we focus on mature young minds to become leaders with human touch,”

## VICE - CHAIRMAN

Mr. Thyagu Valliappa, the Vice Chairman of this institution and he heads the Textile and Garment sector and is very keen in elevating the institute to very big standards on par with globally renowned colleges. He is the founder and CEO of Storage and Movement (SAM) division of Valliappa Software Tech Park (VSTP), which offers a total solution in the areas of logistics and warehousing. He is also the CEO of Sona Sports & Entertainment.

At present, the institute has tieups with companies like Safex, Janalakshmi Bank, Vee Technologies, ZOHO Corporation, East West Pharma, JSW and many more.

“Over the years, we have built great network and trust with the industries and half of the placements are an extension of the summer internship program,”



**Mr. Thyagu Valliappa**  
Vice - Chairman



Pillars of  
**SONA**



**“A Highly versatile global learning environment”**

“At Sona the students acquire the mind set, skill and competencies, necessary to drive the country and the world forward into the next century”



# MBA

## Programmes

### Industry Immersed

- **Super Specialization**
  - Industry live projects & training
- **Limited number** of seats \*
- **Excellent** Placement ( including foreign placements) and Internships with stipend
- Faculty and experts from **IIMs, Top tiered** institutions and **Corporate experts**
- Academic rigor with Industry immersed course curriculum- both through **I (Innovative) School** and **B-school** approach
- **Certified Value added** programmes from the consortium of industries and tie-ups
- International Tour (optional)
- Outbound Training

### General

- Value added programmes
- Visiting faculty from top tiered institutions and organizations
- Good placement opportunities
- International Tour (optional)







## “Managerial Grooming with global corporate culture”

“Sona School of Management is emerged as a premier business school in the country with its faculty and students forming a vibrant partnership, in relentless pursuit of excellence”

### Distinctive Features

- Best industry linked Management Institute by AICTE – CII, Anna University Affiliated, Autonomous, AICTE Recognized, NBA Accredited, NAAC “A” Grade, ISO Certified School
- Excellent Placement including Global/Foreign Placement - Highest salary package - Rs 20.45 LPA and Average salary package - Rs.8.6 LPA
- Faculty and experts from IIMs, Top Tiered Institutions and Corporate Experts.
- Merit –Based Admissions
- Value for Money
- One among the top B-schools in Tamil Nadu
- AMDISA member
- State of the art infrastructure with wifi Campus.





## Pedagogy

The MBA programme offered by the Sona School of Management affiliated to the ANNA UNIVERSITY is dedicated to guide young minds in making them dynamic, industry ready and sought after management graduates. The program is structured in such a way that it not only grooms the students to be employable but also empower and encourage them to evolve as entrepreneurs. The MBA program is spread over a period of Two years comprising of four semesters.



## Sona School of Management Model

The two year MBA program commences with an orientation for a period of five days. Right from the day one of the session Student-Managers are soaked into the corporate spirit. The programme's focus is not only to immerse the student - Managers in to the corporate spirit but also equip them with the required innovator's skills such as questioning, observing, networking, experimenting, risk taking and associational thinking. It also focuses on honing the soft skills of the students such as behavioural skills, problem solving, communication skills and moreover it aims to bring the students with varied academic background for a common learning platform.

SSOM emphasizes on student centered learning with the use of pedagogical tools like Case study, Storytelling, Role play, Simulation, Team projects, Problem solving sessions, Industry speakers/visitors and Inquiry-based Learning.

The differentiating factor of SSOM among the other B-school is inculcating a sense of social commitment and ethical choices in managerial decision process.





## Curriculum Structure

### First Year

The courses of the first year are designed to build the foundation through a rigorous set of core courses in the disciplines of economics, organizational behavior and management. Further it introduces the students to courses in the areas of management such as Business Analytics, Finance, Marketing, HR, Production and Family Business spread over two semesters. The curriculum is designed balancing between academic logic and learning difficulties from the student perspective and ensuring that it lays a foundation for advanced and specialized learning in the second year. Courses with an aim to develop their communication, increase the confidence of the students and enhance the scope of the placements are also included in the curriculum. At the end of the first year, students are required to undergo an internship for a period of 4 weeks duration in an organization which helps the student in gaining insights into the organizational structure, and processes and apply some of the learning in solving real time problems in the organizational setting. This would help the student in identifying suitable choice of electives for the second year.



### Second Year

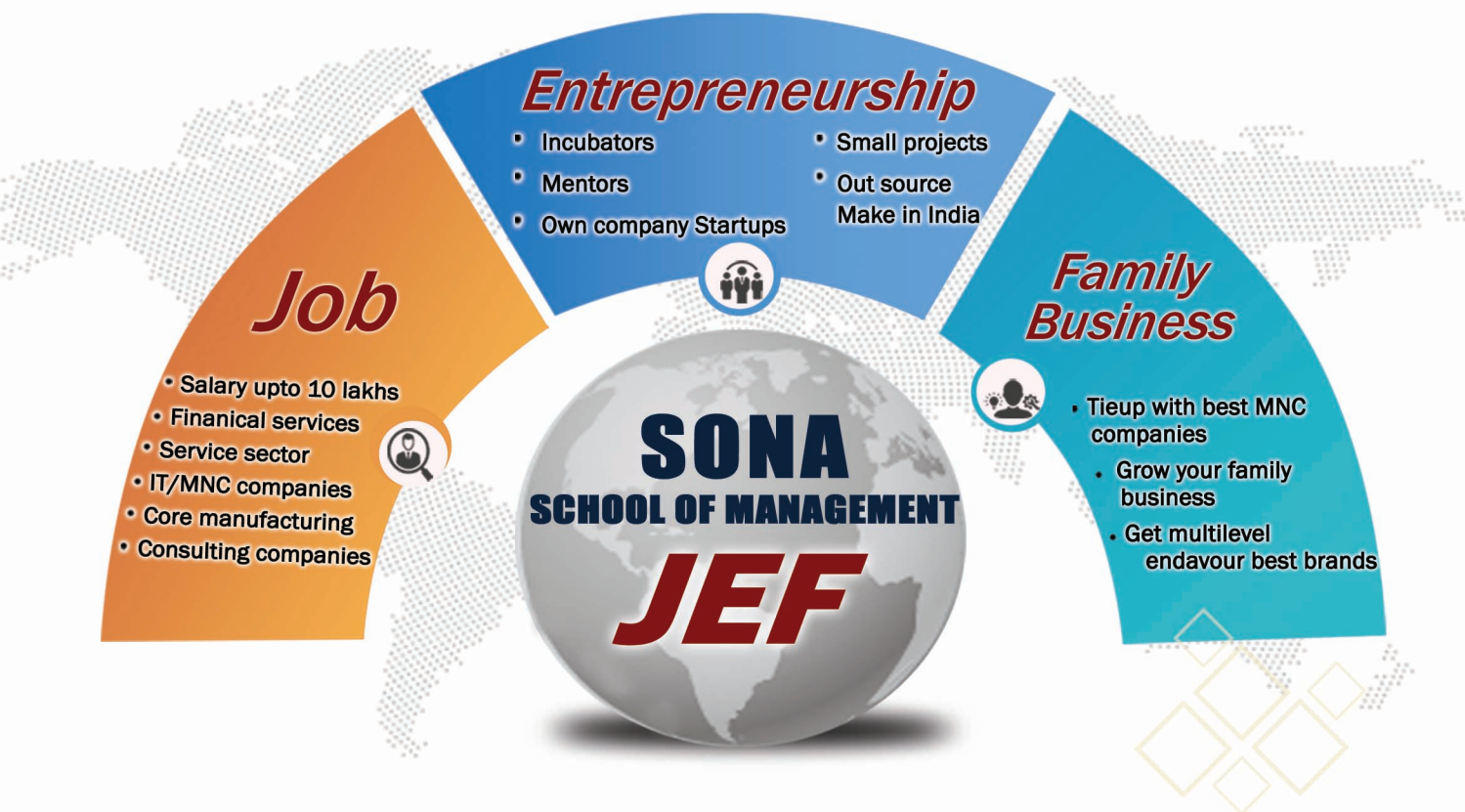
SSOM offers electives in the areas of Business Analytics, Finance, Marketing, HR, Productions and Family Business Management based on the insights given by the corporate and the academic experts. The elective courses offered in the second year focuses on the application of theory, tools and techniques in a practical business environment and provide wide knowledge and updating the emerging perspectives in the areas of specialization. Therefore the student seek more value addition in gaining further insights which helps the students in getting better placements.

At the end of the second year, the students are encouraged to attach themselves with an organization and work on a Capstone project/real time problem solving on a fulltime basis.



## "JEF @ Sona School of Management"

The MBA program at Sona is tailored to meet the current career requirements of the students in terms of Jobs, Entrepreneurship and Family Business (JEF). Several workshops, guest lectures, CEO talks, industry connect activities like sponsored projects from MSMEs & corporates, Mentoring the students by industry experts, conclaves, Summits on Sales and Marketing (SAM), Logistics, Lean six sigma, business analytics to groom JEF skills of the students. Using the Management and Technology (MAT) platform enabled through Sona Garage incubation facility, the institute has successfully facilitated several start-ups and family businesses. The MAT also promotes the concept of "Earn while you Learn". The custom-made and focused approach on current scenario has facilitated the students in getting into reputed corporates like, TCS, CUB, Axis, HDFC, Amazon, Zoho Corporation to name a few.





## Course Curriculum

Sona School of Management offers Master of Business Administration (MBA) 2 years full-time programme with dual specialization in the following areas

- Business Analytics
- Finance
- Marketing
- HR
- Production
- Family Business.

### SEMESTER I

#### Theory

Organisational Behaviour

Managerial Economics

Accounting For Managers

Business Statistics

Business Law

Entrepreneurship Development

#### Practical

Business Communication

Community Development Program\*

\*Field work only internal assessment

### SEMESTER II

#### Theory

Operations Research for Business Decisions

Business Research Methods

Marketing Management

Financial Management

Human Resource Management

Operations Management

Information Systems

#### Practical

Corporate Social Responsibility and Ethics\*

Data Analysis using Spread sheets

\*Self-Study

### SEMESTER III

#### Theory

Strategic Management

Elective 1

Elective 2

Elective 3

Elective 4

Elective 5

Elective 6

Open elective

#### Practical

Summer Internship (Six Weeks)

Summer Internship (6 Weeks) is undertaken by the student at the end of the I year and to be Completed before the commencement of the II Year.

### SEMESTER IV

CAPSTONE(Project work)



**Total credits for the program: 86 - 95 credits**



## Corporate Recruiting at Sona

- Amazon
- Axis Securitiz
- Bigbasket
- Bluedart
- Bosch
- Byjus
- Careernet
- Carigar
- City Union Bank
- CSB bank
- Decathlon
- Deloitte
- DHL
- Dmart
- EY
- Flipkart
- Fujitsu
- Gati
- HDFC
- I exceed
- Vee-Technologies
- ICICI
- IDFC First Bank
- Indusind Bank
- Sona Star
- ITC
- Jaro
- Tamil Matrimony
- Microland
- Naukri
- Nuvo retail
- Rivigo
- SBI General
- South Indian Bank
- TCS
- Ujjivan
- Virtusa
- Zomoto

## Campus Placements



Highest  
Salary Package  
**Rs. 20.45 Lakhs**



Starting  
Salary Package  
**Rs. 7.3 Lakhs**



# FACULTY

## Team

Sona School of Management has a team of highly experienced faculty members who are among the best in the field of management. Some of them have had a long and successful stint in the industry, which is an integral component of their pedagogy. They bring their vast experience into the classroom providing greater depth to the learning process. Their research papers are published in many internationally renowned management journals.



**Dr. P. K. Anjani**

Professor and Head  
Dean - Admissions

**Dr. P. K. Anjani**, Professor, at Sona School of Management, Salem has an academic experience of 25 years. She has specialized in HR and Marketing in her Post Graduate. She has pursued her Doctoral Degree from Anna University in the year 2012 in the area of Organizational Change. She has conducted training programs on Change Management and Team Building. She is also a certified "CHAMP" professional. She has published research papers in national and international journals. She is also an approved research supervisor in the area of Management from Anna University. She is also a reviewer for Baltic Journal of Management and Global Management Review. She is the Dean Admissions for MBA.

**Dr. D. Immanuel**, Associate Professor, Sona School of Management, Salem has 3 years of entrepreneurial experience, 8 years of Industrial experience in the areas of sales and marketing of food processing technology / machines, civil construction products and 20+ years of Post Graduate teaching experience. His areas of interests include Family Business Management, Entrepreneurship Development & Strategic Management. He pursued his Ph.D. in the area of Entrepreneurship Development from Anna University. Apart from successfully organizing and initiating various Consultancy Services, Management Development Programs in various corporate like JSW Steel Ltd., Thriveni Earthmovers Ltd., KMC Constructions Ltd., etc., and many Faculty Development Programmes. He is also actively involved in Confederation of Indian Industries (CII Salem District), NIPM Salem Chapter and MMA Salem Chapter Networking. He is the Institution Member in the Governing Body of Salem Productivity Council. He is passionate in grooming the students by mentoring, training and facilitating to place them in corporate. His hobbies include Agriculture, Social Work and Driving.



**Dr. D. Immanuel**

Associate Professor



# FACULTY Team



**Dr. P. Praba Devi**  
Associate Professor

**Dr. P. Praba Devi**, is an Associate Professor in Sona School of Management. She has completed her Doctoral research with 24+ years of experience in academic and industry. She teaches marketing courses for the students and her area of interest is Service Quality, marketing and consumer behavior. She is an approved supervisor by the Anna University to guide research scholars pursuing Doctoral Program. Besides attending several conferences, seminars and training programs she has also organized national seminar, faculty development programs and workshops. She has published articles in several Scopus/ WoS indexed journals, refereed journals and journals with high impact factor. She has also reviewed the books published by leading publishers. She has been a member of organising committee for few International conference. She is a member of the team preparing the Human Development Report and the State Balanced Growth Fund report for the State Planning Commission

**Dr. N. Nithya** is associated with Sona School of Management as Associate Professor. Her area of expertise includes Quantitative Techniques and Business Research. Further to the formal education in Statistics and Business Administration, she has also qualified UGC NET and SET in Management Studies and UGC NET in Population Studies. She has handled FDPs on various topics like Business Research, Social Sciences Research, Application of SPSS, People Skills for Managers, Process Assessment and Quality Assurance. On the research front, she has published papers in Journals of International repute. she has co-authored two books on Total Quality Management and Quantitative Methods. To her credit, she had completed, six sigma Green Belt certification from Benchmark Australia. At Sona, she coordinates the activities of Centre for Research and Publications and she is the editor of the Bi-annual Journal, "Global Management Review". She is also an active member of SPIN Chennai(CSPIN), an international network of software process professionals and a certified professional coach in NLP and Law of attraction.



**Dr. N. Nithya**  
Associate Professor



**Prof. Umaya Salma Shajahan**  
Assistant Professor

**Ms. Umaya Salma Shajahan** is Assistant Professor in Sona School of Management. 19 years of consistent teaching experience in both Finance and Management. She has authored four books and presented papers in State level and National level Conferences. She has published 4 research articles in national and international journals of reputed. She has taught first year core course Accounting for Managers and second year core course Financial Management. She has also taught second year elective paper Security Analysis and Portfolio Management, Strategic Financial Management, Financial Modelling and Risk Management and Insurance. For engineering graduates, she has taught Engineering Economics and Financial Management, course to final year respectively. To her credit she has completed, six sigma Green belt certification programme from Benchmark Australia. She is the Alumni coordinator. Her areas of interest include Accounting, Financial Management, and Risk Management. She acted as resource person for Thiagaraja Polytechnic College, Indian Institute of Handloom Technology. She is pursuing her Ph.D in the area of Finance under Anna University.



# FACULTY Team



**Prof. G. Padmanaban**  
Associate Professor

**Prof. G. Padmanaban** Assistant Professor and Placement Team in Sona School of Management, has 10 years of work experience in IT Industry and 14 years in Business School. His stint includes some of the globally known IT companies TCS, IBM and Siemens, Catered to Human Resource Management department in the areas of Resource Management Group, talent acquisition and retention, Employee engagement and grievance handling, HRIS, Training and development and Compensation. Currently working with Sona School of Management for the last 13 years. Delivering the courses include Organizational Behaviour, Human Resource Management, Human Resource Development, Talent Acquisition, HRIS, Compensation management, Performance Management, Competency Mapping and HR Analytics. Also given additional responsibility of managing students placement and corporate relationship.

**Dr. S. Sathyakala** is working as Assistant Professor in Sona School of Management with 18 years of Teaching Experience. She teaches courses in Banking Management, Strategic Management, Accounting Management, Security analysis and Portfolio Management. She has completed her Doctoral Programme at Anna University, Chennai and Post-Graduation from Bharathiyar University specialized in both Finance and Human Resource Management. She has published and presented papers in both National and International conference and journals. Her area of Interest includes Banking and Organisational Strategy.



**Dr. S. Sathyakala**  
Assistant Professor



**Dr. M.S. Kamalaveni**  
Assistant Professor

**Dr. M.S. Kamalaveni** is Assistant Professor in Sona School of Management with 11 years of experience in practicing Law and 14 years of experience in teaching. She teaches Business Law, Human Resource Management, Conflict and Negotiation skills, CSRE, Labour Welfare, Principles of Management, Disaster Management, and Professional Ethics and Human Values. She has been a part-time lecturer in law at The Central Law College, Salem, and handled Company Law, IPC, Jurisprudence, Environmental Law, Labour Law, and practical papers. She has completed her doctoral degree at Anna University. She has presented more than 17 papers/case studies at various National & International conferences. She has published 8 papers in various national & International journals and published 4 case studies. She is passionate about writing case studies. She has completed a Diploma in Psychology and is interested in counseling students.



# FACULTY

## Team



**Dr. V.P. Rameshkumaar** is Assistant Professor in Sona School of Management and Public Liaison Officer of Sona College of Technology. He has 12 years of experience in industry and academia. He teaches Logistics and Supply chain management, Business Process Reengineering, World Class Manufacturing, Service Operations Management and Enterprise Resource Planning to MBA graduates. For engineering graduates, he has taught Principles of Management and Total quality management. Being a part of Industry Institute Interface (3i) organized various FDPs, MDPs, Workshops, Trainings, Seminars and Conferences. Belonging to the team of Placements, assisted in Campus Recruitment, Students Training & Development. Expertise in providing consultation to industry clients in the areas of Market Research and Surveys.



**Dr. V. P. Rameshkumaar**  
Assistant Professor



**Dr. V. Jothi Francina**  
Assistant Professor

**Dr. V. Jothi Francina** is an Assistant Professor in Sona School of Management. She has 21 years of teaching experience throughout in Engineering Colleges. She has done her Master degree in both Mathematics and Business Administration. She has handled all Engineering Mathematics courses along with Business Statistics, Applied Operations Research, Business Research Methods, Advanced Excel, Retail Management, Marketing Research and Production Planning and Control. She has guided around fifty MBA projects. She has presented and published around 35 papers in National and International conferences and journals.

**Dr. D. Ganesan** is Assistant Professor in Sona School of Management in the domains of Marketing and general management area. He used to teach courses like Marketing Management, consumer behavior, CRM, strategic management and Business communication. His major research interests include consumer Psychology, advertising effectiveness and advertising management. He has awarded Ph.D., in the area of advertising w.r.t message persuasion towards buying intention. He has worked in BFSI vertical about half-a-decade in Bajaj Allianz and Max New York life in hard core sales and customer service. He has published 20 + research articles in National and International journals of repute. He has presented 30+ papers in various national and international conferences which has significant impact on the spheres of business. He has conducted training programs for diverse audience like UG, PG students, Entrepreneurs, Private employees in themes like Personal grooming, Team Building, Brand Management, identification of business opportunities and Marketing mantra. He is conducting Business Quiz sessions for MBA students that focused on to enrich their current affairs and corporate exposure and rendering consultancy services in customer engagement, retail store management and sales promotion.



**Dr. D. Ganesan**  
Assistant Professor



# FACULTY Team



**Dr S Susendiran** Assistant Professor, Dept of MBA, Sona College of Technology, Salem. He has 13 years of teaching experience to the management students. He has also 2 years of working experience in Industry. He has completed his Ph.D from Bharathiyar University in Management discipline, qualified UGC- SET and completed his MBA & MPhil in management dept. His field of specialization is Marketing and HRM. He has published articles in International and National journals. He is a Resource person to facilitate industry interaction, and to conduct management games at various levels, training programs and conducted workshops in many colleges, schools for budding entrepreneurs. He acted as a Jury for several Management Meets for Best Manager and Entrepreneurship events at Various Engineering Colleges in Tamilnadu.

Delivered several Lectures and acted as Key note speaker in National and International Seminars/ Conferences. He has achieved the best outgoing student award in college days. He has won the Certificate of merit for producing 100% results in MBA Dept during the year 2010-2021 for 21 various subjects. He has also actively participated in Vijay TV Neeya Naana talk show programs.



**Dr. S. Susendiran**  
Assistant Professor



**Dr. G. Jayashree**  
Assistant Professor

**Dr. G. Jayashree** is an Assistant Professor at Sona School of Management She possess a teaching experience of 11 years and has handled papers to the management students in the areas of finance like Financial Management, Financial System and Services, International Finance, Financial Derivatives etc., She has published 15 journals in national and international publications including Scopus indexed. She is also an active member in participating in various seminars, workshops and conferences and also has presented papers at national and international conferences.

**Ms. C. Umarani** Assistant Professor, at Sona School of Management, has Industry experience of 3 years. She has specialized in HR and Marketing in her Postgraduate. She is handling papers for HR, Marketing and Business Analytics domain students. She has been an Out Bond Trainer for various Colleges. She has organised programmes like Trekking, Activity- based learning courses She is also coordinating in admissions process for MBA Program.



**Ms.C.Umarani**  
Assistant Professor

# FACULTY Team



**Mr. S. Saravanan**

Assistant Professor

**Mr. S. Saravanan** is working as an assistant professor in Sona school of management, Salem. He has specialized in Finance and HR in his post graduate. He has presented 12 Research papers in National and International conferences with 4 papers published in International Journals. His areas of interest is operations Management and Banking. He is assisting the placement training program for management students. He is an Alumni Coordinator for MBA Department.

**Renethaa Shri** works at Sona School of Management as a teaching Associate. Has specialized in Finance and Marketing domain in her Postgraduate. She is currently working in the R&D section for Grants and Research Proposals.



**Renethaa Shri**

Teaching Associate



**Ms. M. Priyanka**

Teaching Associate

**Ms. M. Priyanka** is working as Teaching Associate at Department of management studies in Sona College of Technology, Salem. She has specialized in Finance and HR in her postgraduate. She is an active member participating in various workshops, FDPs, seminars and conferences and also has presented papers at national conferences. She has also obtained awards in various Management competitions. She teaches Managerial Economics for the first-year management students.



# FACULTY Team



**Mr. Alauddin A**  
Trainer

**Alauddin A** a trainer in Sona School of Management. A passionate trainer with 18 years of both in-house & outbound training experience in handling homo & heterogeneous audience. Being a British Council Certified Trainer & Certified Experiential Facilitator & Certified Personal Counsellor he practices quality and integrity as his core professional values. Being creative, he creates scope for experiential learning and realization to achieve excellence in his sessions. He has effectively handled various training session for students, teachers, college faculties, corporate employees from frontline to top-level management. He conducts assessments, personal development training, case studies sessions and focused domain specific placement training to help students develop their competence and achieve their career goals. As part of L & D fraternity, he also conducts Public Run Programs on various self and people management topics.





## CEO Talk Series



**Mr. Kamal Bali**  
President and Managing Director  
Volvo Group India



**T R Parasuraman**  
President-BCIC &  
President & Whole Time Director  
Toyota Industries Engines Pvt Ltd



**Dr. L Ravindran**  
MD & CEO, Wealthmax Group of  
Companies, Bengaluru  
Alumnus - IIM, Ahmedabad

## Distinguished Faculty



**Mr. Somick Goswami**  
Partner  
Price Waterhouse Cooper Ltd  
Bengaluru



**Mr. Prateek Sircar**  
Associate Vice President  
Human Resources  
Kotak Mahindra



**Mrs. Sai Kavitha Krishna Iyengar**  
VP & Country Head  
Innovatia Inc (INDIA)  
Bengaluru

## Visiting Faculty Team



**Arockia R**  
Associate Vice President  
Deal Advisory, KPMG, India Private Limited



**Shreyashi Chakraborty**  
FPM-IIM, Calcutta





## Experts from Corporate World and Top Business Schools



Mr. Chocko Valliappa,  
VC - SCT, CEO - Vee Technologies  
with Mr. Sandra Johnson,  
Vice President - RCM,  
Johns Hopkins Medicine

Mr. Bart Korff, General Manager  
Zodioc Commerical Aircraft Inserts



Dr. Sandhya Chintala, Vice President,  
NASSCOM addressing students

Faculty Achievements



Conclave on "Family Business Entrepreneurship"



Dhriti'22



Alumni Meet



OBT



Sona Bazaar



## Students Achievements



ICT Academy India, an initiative by the Government of India, in collaboration with State Governments conducted, Youth Talk-2019 on September 27, 2019 and Nivedha Sri A P from Sona School of Management secured the second place in Tamil Nadu



Christmas celebrations as a part of students activities

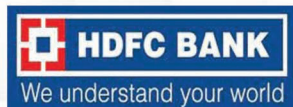
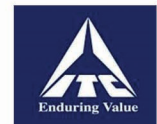


Adventure Activities



SONA BAZAAR - A Marketing Event

# Our CORPORATE Recruiters





Amenities of the Institute



MBA Residential Students



Open Air Auditorium



Fitness Centre



Day & Night Basket Ball Court



Billiards Court



Swimming Pool



NRI Students



NRI Cultural Events

## About Salem

Sona is located at the heart of the Salem city in Tamilnadu. The name 'Salem' derived from the term Silam refers to the country surrounded by hills. Salem is the fifth largest city in the State in terms of population, sixth in terms of urbanization and announced as Smart city for development. Salem is also referred as Steel City and Mango City and has a great history behind.

Situated in a strategic location and could be reached by road and rail in 4 hours from Bangalore and 6 hours from Chennai. Daily trains from New Delhi, Mumbai, Ahmedabad, Bangalore and Trivandrum pass by Salem Junction, which is a Railway Division of Indian Southern Railways. The longest highway NH7 runs through Salem.

Salem is known for its temples with rich cultural heritage. Kailasanathar temple at Tharamangalam a Siva temple, the most beautiful of its kind features exquisite stone carvings, is a west facing temple built in 13th century speaking volumes of the temple architectural skills of Tamilnadu. Salem is an education hub, providing quality education with more than 100 colleges and schools which cater to the education needs of people in Tamilnadu and also attract students from various parts of India and abroad. Some of the famous institutions like Saradha College for Women, Government College of Engineering, Mohan Kumaramangalam Medical College and Sivaraj Siddha College are in Salem.



Business associations like Confederation of Indian Industry (CII), Salem chapter, Young Indians Association (YI), NIPM, Salem Productivity Council (SPC), Chamber of Commerce etc., are very active in Salem promoting trade and business.

“Modern theatres” is a famous place in Salem where earlier Tamil movies were created. The people of Salem are great movie viewers and the popularity of cinema is evident from the fact that there are nearly 100 and odd theatres, largest in any district.

Yercaud is a popular summer resort in Salem with a cool and middle climate, just a 45 minutes’ drive from foothills of Salem. The Stanley Reservoir at Mettur is an architectural marvel and an important landmark.

Mango fruits from Salem are enjoyed and much sought after especially the variety Malgoa which is the pride of Salem.

People in Salem lead a simple life, with hospitality as their core value.



## How to Reach

Sona sits at the heart of the “Steel City” Salem in Tamilnadu. By a fast train, Bangalore is just 4 hours away or 6 hours by road from Chennai, well-connected by frequent super-fast trains. Salem has an airport and has easy access to all metros by road and rail. Daily trains from New Delhi, Mumbai, Ahmedabad, Bangalore and Thiruvananthapuram pass by Salem junction.





## **SONA SCHOOL OF MANAGEMENT**

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