

# INNOVATIVE LEARNING AT SONA MBA

**Sona has been in the forefront of education since 1950's the reason the group started Education was to promote businesses which had a huge challenge especially in the area of Textile Industry where you have huge requirements for skilled knowledgeable man power, continues technology improvement, huge requirement of energy/ power, a major importance on managing the 5 M- Men, Machinery, Material (raw material) Money (finance) Monitoring (management).**

**THYAGU VALLIAPPA**  
Vice Chairman,  
Sona Group Of  
Education Institutes



**F**or the past five generation's the Sona Group Of Education Institutes has been involved in creating not only a business environment but a proactive approach to enable better job prospects and also focus on creating a strong base for companies to flourish across the Southern states creating 1000's of jobs and making the society grow.

Doing things differently to get the best out of the young talented leader, aspiration during growth building an atmosphere based on positive mindset, creating a background based on practice exposure using technology to the fullest making a difference by adding value to 1000's of students. The student centric learning where SONA brings out the best out of every individual looking at the World as a huge opportunity for development of the Young India.

The SONA MBA focuses on benchmarking the 3 major focus areas namely Job, Entrepreneurs and Family Business which is better known as "JEF". Sona JEF has some of the best planned syllabus where both mandatory skill sets along with special skilled knowledge and practical experience are all blended together to create a better growth potential where some of the best companies in the World are recruiting and offering a great package and even greater future, as we

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take the pride in focusing on (MAT).

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Over the years many of the alumni of this prestigious institution have grown to be top Managers and also great Entrepreneurs and evolving their family businesses and creating a vision based

on Technology and Management.

The opportunity for student to take up live project through companies like Sona Star Innovation has created a working platform for every single management student of whom many of them even take home reasonably good package of internship.

In the recent years SONA MBA has had many top CEO's of brand like TOYOTA, VOLVO, JSW and many others as a Professors, most of them have been involved in subject matter where they take classes physically and virtually as well sharing some of the best practices and over all view from the industry point of view.

The Industry institution clearly has been achieved, at SONA MBA every other period is either industry focus or handled by industry experts. The focus has been to create Managers for future adopting the punch line "Tomorrow's Technology Today".

The output based education where our team of dedicated hardworking professors do not stop at placements, as the future of SONA IS to keep evolving and bring in Education as true power making a difference to Community, Society as always been the focus, our start-up and a regular connect with family business has created new opportunities in the area of research and patents with NAAC 'A' graded, NBA Accredited, SIRO and ISO certified, Anna University affiliated business school with an autonomous status. Sona has been ranked as 12th best B-School-Pan India by Outlook magazine's Year 2021 ranking. The AICTE-CII survey 2020 has recognised the Department of Management studies in the, "Special mention" category.

The connect with Society

The connect with Industry

The connect with Technology, through its various duty and centre for excellence the learning is truly enjoyable and that is why we say at SONA learning is a celebration and it is so true if you ask other aluminous, they would say they are celebrating learning after SONA believes in value based education. ■