

**Hallmark**  
**Business School**  
Enabling Leadership



# Hallmark Business School

A Standalone MBA Institution

Accredited with 'B++' Grade By NAAC (First Cycle)

**Admission Prospectus (2026 - 2028)**

# VISION

To be a leading Business School in India, mentoring value-driven leadership.

# MISSION

To achieve excellence in Business Education through dissemination of expert Knowledge, sharing experiences and preparing the future business leaders and Entrepreneurs, through a life-oriented education programme which rests on sound business and social ethics.



Chairman & Founder  
**Shri. R. Krishnamurthy**

A distinguished teacher, philosopher and visionary educationalist who laid the foundation of HBS with a mission to create value-driven business leaders.



CEO & Managing Trustee  
**Shri. J. Jayaraman**

An accomplished administrator and entrepreneur, steers the strategic direction and growth of HBS, ensuring quality education, innovation and institutional excellence.

# MESSAGE FROM THE CEO

“Building Leaders with Integrity, Vision, and Purpose”

Hallmark Business School was established with the vision of imparting value-based management education that integrates academic excellence with professional competence. Over the years, the institution has grown into a distinguished centre for learning, dedicated to developing dynamic leaders who contribute meaningfully to the corporate world and society. At Hallmark, we emphasize holistic development, nurturing intellectual strength, ethical responsibility, and a spirit of innovation. Our focus remains on equipping students with the knowledge, adaptability, and leadership qualities essential to thrive in an ever-evolving business environment. We take pride in our committed faculty, strong industry collaborations, and the achievements of our alumni who continue to uphold the values and standards that define our institution. I warmly welcome aspiring management professionals to be a part of Hallmark Business School, where education is not merely about acquiring degrees, but about shaping character, purpose, and leadership for life.

**Shri. J. Jayaraman**  
Managing Trustee & CEO

# MESSAGE FROM THE DIRECTOR

“Advancing Knowledge, Inspiring Leadership”

At Hallmark Business School, we believe that education is a journey that extends beyond academic learning. Our approach to management education is rooted in developing intellectual depth, ethical clarity, and practical competence, the essential attributes of effective leaders. The academic environment at Hallmark fosters curiosity, collaboration, and critical thinking. Through experiential learning, case-based pedagogy, and continuous industry engagement, we prepare our students to address complex business challenges with confidence and creativity. Our goal is to nurture professionals who combine analytical insight with human values, transforming knowledge into purposeful action. At Hallmark, we are committed to guiding our students toward excellence, not only in their careers but also in their contributions to society.

**Dr. P. Aranganathan**  
Director

# ABOUT THE INSTITUTION

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**Hallmark Business School** (HBS), Trichy, established in 2008 by the Sivakami Ramasamy Educational, Health & Charitable Trust, is the first standalone business school in the region. Founded by visionary educationalist **Shri R. Krishnamurthy**, and led by **Shri. J. Jayaraman**, CEO & Managing Trustee, HBS is committed to delivering quality management education.

Affiliated to Anna University and approved by AICTE, HBS holds **NAAC B++** accreditation and ISO 9001:2015 certification. The institution is known for academic excellence, industry linked learning, research culture, community engagement, and strong placement support. With a focus on values, skills, and leadership, HBS shapes competent professionals and responsible leaders for the future.

***“Building Competent  
Leaders with Character  
and Vision”***



# THE COURSE & SPECIALIZATION OFFERED

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The MBA programme at Hallmark Business School is a two-year, full-time flagship programme designed to create competent, confident, and industry-ready business professionals. The curriculum blends academic learning with practical exposure, strengthening leadership, analytical, and decision-making skills.

In the first year, students build a strong foundation in core management subjects across marketing, finance, HR, operations, analytics, and communication. Between the first and second year, all students undergo a mandatory 4-week Summer Internship Programme, giving them their first real corporate exposure and an opportunity to apply classroom learning to practical business situations.

The second year follows a dual-specialization structure, allowing students to select elective courses in their chosen areas of interest. This phase includes advanced subjects, skill enhancement modules, and a final-year project that prepares them for specific corporate roles.

## Regular Specialization

- Financial Management
- Marketing Management
- Human Resource Management
- Operations Management
- Business Analytics and Systems

## Sectoral Specialization

- Logistics and Supply Chain Management
- Infrastructure and Real Estate Management
- Tourism Management
- Entrepreneurship Development

***“Nurturing  
Leadership Through  
Knowledge and  
Integrity”***



# INFRASTRUCTURE



- ◆ Air Conditioned Smart Classrooms
- ◆ Central Library with Digital Library Access
- ◆ Computer Lab
- ◆ Seminar Halls & Conference Rooms
- ◆ Auditorium
- ◆ Wi-Fi Enabled Campus
- ◆ Hostel Facilities for both Boys & Girls
- ◆ Mess
- ◆ Gymnasium & Sports Facilities
- ◆ Transportation Facilities
- ◆ Green & Eco-friendly Campus

The faculty of HBS brings together excellent academic records, strong corporate experience, and rich research expertise.

# VALUE ADDITIONS

- ◆ Certification Courses by leading organizations
- ◆ Skill Development Programmes
- ◆ Entrepreneurship Development Programmes
- ◆ Seminars, Guest Lectures & Workshops
- ◆ Internships & Live Projects
- ◆ Case Studies & Simulation Exercises
- ◆ Management Clubs
- ◆ Industrial Visits and Tours
- ◆ Conferences & Corporate Conclaves
- ◆ Research & Consultancy Projects
- ◆ Career Readiness & Placement Training
- ◆ Social Outreach Activities

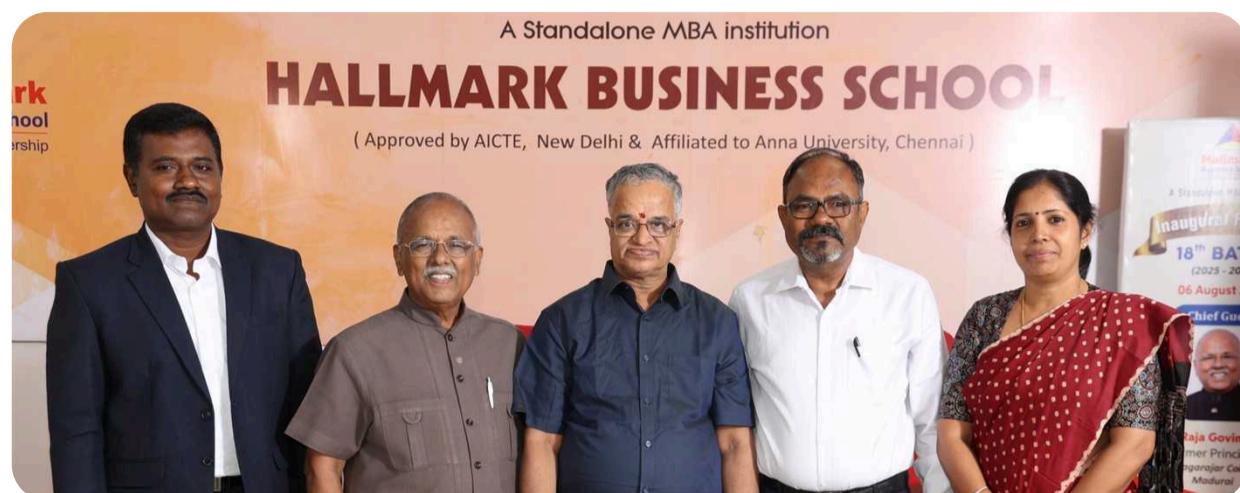
## CLUBS



## PROFESSIONAL MEMBERSHIPS



Annual Day for Batch 17 (July 2025) and Inauguration of Batch 18 (Aug 2025)



Certification Programme by IIM Bangalore (Sep 2025)



Guest Lectures and Workshops (AY 2025 - 2026)



Life  
at



Conquest 2k25 - State-Level Intercollege Management Meet

Industry Connect (AY 2025 - 2026)



Social Outreach Programmes (AY 2025 - 2026)



Industrial Visit and Champions at Intercollege Management Meets (AY 2025 - 2026)



Markonnect'25 - Marketing Conclave (Nov 2025)

# Hallmark Business School



Culturals, Celebrations, Farewell, Birthdays and Various Colours of Hallmark Business School

# ENTREPRENEURSHIP DEVELOPMENT CELL

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The Centre for Career Development (CCD) at Hallmark Business School serves as the cornerstone of student growth and professional readiness. Committed to the school's vision of Enabling Leadership, the CCD focuses on equipping students with essential skills, corporate exposure, and confidence to excel in a competitive business environment. It bridges the gap between academics and industry through structured training, mentoring, and placement facilitation which prepare students for successful careers.

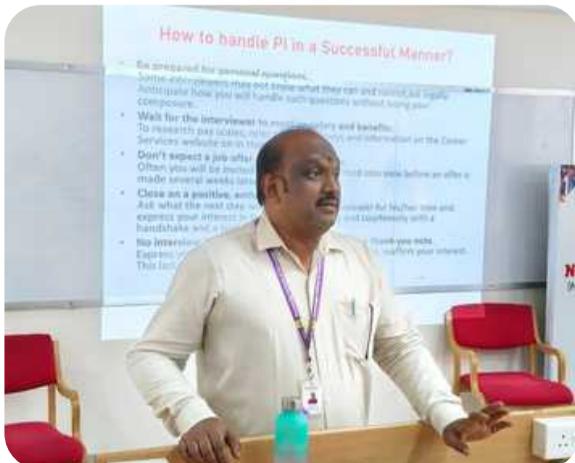


\*Inauguration of Entrepreneurship Development Cell on 20<sup>th</sup> September, 2025

## CENTRE FOR CAREER DEVELOPMENT

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The Entrepreneurship Development Cell (EDC) at Hallmark Business School is dedicated to nurturing the spirit of innovation and enterprise among students. It aims to transform young minds into future entrepreneurs by equipping them with the right mindset, skills, and ecosystem to convert ideas into impactful ventures. Through experiential learning and industry engagement, the EDC inspires students to think creatively, take initiative, and lead confidently in the business world.



\*Nexture - Pre Placement Training Programme for Batch 17 (2024 - 2026)

# OUR PROMINENT RECRUITERS

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# ALUMNI - OUR AMBASSADORS



**Mr. Syed Ibrahim**

Batch 1 Alumnus  
MD & CEO  
Jusmoto Service Pvt. Ltd.



**Mrs. Mary Synthia**

Batch 1 Alumna  
MD  
Acerris Teksol



**Mr. Veerakumar K**

Batch 2 Alumnus  
Assistant Manager  
Asian Paints Arabia



**Mr. Yogeshwaran  
Rajasekaran**

Batch 2 Alumnus  
Assistant Vice President  
Pragati Finserv Pvt. Ltd.



**Mr. Madhavan**

Batch 6 Alumnus  
Business Manager  
Equitas Small Finance



**Mr. Ramkumar**

Batch 7 Alumnus  
Business Manager  
Promea Therapeutics



**Mrs. Meera Natarajan**

Batch 7 Alumna  
Client Support Team Lead  
The Depository Trust &  
Clearing Corporation



**Mr. Abdul Rahman A**

Batch 9 Alumnus  
Corporate Executive  
Apollo Hospitals

## HBS ALUMNI ASSOCIATION



Hallmark Business School is proud of its strong alumni community, with graduates excelling in leading roles at national and global levels. Our active Alumni Association keeps the network vibrant and engaged through mentoring and professional support. The recent Alumni Meet held in July 2025 at Chennai brought together former students to celebrate their achievements and strengthen the HBS connection.

# ADMISSION PROCEDURE

A Bachelor's Degree (minimum 3 years) in any discipline from a recognized university with at least 50% aggregate marks (45% for reserved categories). Candidates awaiting final semester results may also apply, subject to meeting eligibility requirements before admission confirmation.

## Admission Through TANCET (Government Quota)

- Candidates must appear for the Tamil Nadu Common Entrance Test (TANCET) conducted by Anna University, Chennai.
- Admission is based on TANCET score and subsequent counselling conducted by the Tamil Nadu Government (DOTE).
- Eligible candidates can select Hallmark Business School (HBS) as their preferred institution during TANCET counselling.
- Allocation of seats is done by the Government based on merit rank and reservation norms.

## Admission Through Management Quota

- Candidates who have taken TANCET or any other recognized entrance test (such as MAT/ATMA/CAT/XAT) can apply directly to the institution under the Management Quota.
- Applicants are evaluated based on academic performance, entrance test score, personal interview, and overall profile.
- Application forms are available on the official website ([www.hbs.ac.in](http://www.hbs.ac.in)) or can be obtained directly from the Admissions Office at the campus.
- Selected candidates will receive an offer of admission, followed by counselling and document verification.

# CONTACT



+91 7373015999  
+91 7373018999



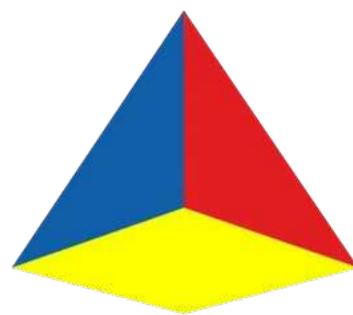
admissions@hbs.ac.in  
info@hbs.ac.in



Pirattiyur - Allithurai Road,  
Santhapuram,  
Tiruchirapalli - 620 102.



Scan for Application Form



# Hallmark

## Business School

Enabling Leadership



Pirattiyur - Allithurai Road, Santhapuram, Tiruchirapalli - 620 102, Tamil Nadu.

+91 7373016999, +91 7373018999

[www.hbs.ac.in](http://www.hbs.ac.in)



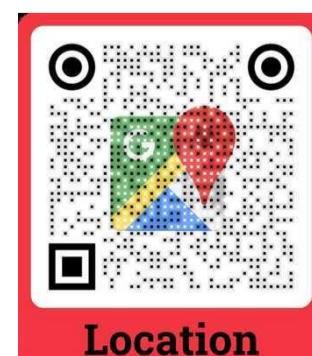
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Location