



**DEPARTMENT OF MANAGEMENT STUDIES
NATIONAL INSTITUTE OF TECHNOLOGY
TIRUCHIRAPPALLI**



**Admission Brochure
2009-2011**



MISSION

**TO DEVELOP MANAGERS AND
ENTREPRENEURS OF ESSENCE
AND EXCELLENCE, AND TO
ENRICH THE SOCIETY THROUGH
EDUCATION, RESEARCH AND
CONSULTANCY**

The Maven Star

NIT TIRUCHIRAPPALLI

The National Institute of Technology (formerly known as Regional Engineering College) Tiruchirappalli, situated in the heart of Tamil Nadu on the banks of the river Cauvery, was started as a joint and co-operative venture between the Government of India and the Government of Tamil Nadu in 1964 with a view of catering to the needs of man-power in technology and entrepreneurship.

The college was conferred with autonomy in financial and administrative matters to achieve rapid development. Because of this rich experience, the institution was granted Deemed University status with the approval of the UGC/AICTE and the Govt. of India in the year 2003 and was renamed National Institute of Technology.

The Chairman of NIT-T is Mr. R.Seshasayee (Managing Director, Ashok Leyland Ltd.) and the Director of NIT-T is Prof. M Chidambaram.

Presently the institute is undergoing an accelerated growth phase through the World Bank funded Technical Education Quality Improvement Programme (TEQIP).



Dr.M.Chidambaram
Director

The department of Management studies (DoMS) is prominent among B-Schools in the country due to the commitment and innovation to the faculty and students. Futuristic planning on the major activities together with related infrastructure has spelt success in all endeavors.

The programme has gained remarkable reputation by getting the graduates placed in challenging managerial career since inception.

Guest lectures by the top level managers of leading business houses is a regular feature at DoMS. This has given our students ample opportunities to know first hand, the experience of practicing managers.

The institute is proud of the achievements of DoMS.

The Big Bang

MBA @ NITT

The MBA programme at NITT, is the only funded MBA programme among the 20 NIT's, by the Ministry of Human Resource Development, Government of India.

- Ranked 6th in RETURN ON INVESTMENT in BUSINESS WORLD "INDIA'S TOP B SCHOOLS 2007 SURVEY" (Issue dated 24th December)

- Ranked 27th in Top B-School survey by OUT-LOOK magazine in 2007

- Ranked 8th in South India in BUSINESS WORLD "INDIA'S TOP B SCHOOLS 2007 SURVEY"

The MBA programme of Department of Management Studies (DoMS) imparts in-depth knowledge across all the functional areas that goes towards making a complete manager. The objective is to create and equip prospective managers with leadership skills, lateral thinking and critical evaluation, and thereby moulding successful entrepreneurs and corporate heads of tomorrow.

DoMS has a higher level of tutelage, focusing its resources exclusively on the promising managers of tomorrow. An ever-evolving curriculum, nurtured through superior industry-institute interaction keeps students up-to-date on the latest corporate nuances. The academics at DoMS, NITT is a veritable treasure of learning and erudition. With a matured lineage of consultancy and research behind them, this exclusive group of academicians is responsible for grooming raw talents into performing prodigies.



Dr. M. Punniyamoorthy
Head of the Department

Selecting a Business School is perhaps one of the most crucial decisions that one takes in his /her career. This move is a first step to transform oneself into a business leader. This brochure details the truly global approach that DoMS takes to impart management education.

Students have found the faculty to be one of the greatest strengths of this institute. The proficiency of the faculty in research ensures that the students get updated with the latest happenings both in theory and practice.

DoMS is committed to nurture business leaders, who will play a pivotal role in the emerging environment. The tremendous response from various recruiters every year is a clear testimony to it. I welcome you to be a part of this process.

Let there be light

THE MBA PROGRAMME

Teaching methodology at DoMS includes lectures, seminars, business games, simulation exercises, mini projects and field visits incorporating formal and informal group dynamics.

Classroom Inputs

Aided by state-of-the-art infrastructure, emphasis is given towards cases, active discussions, role plays, impromptu speeches, ad-lib presentations, mini projects etc., that provide a practical orientation to the theoretical insights.

Guest Lectures

Eminent professionals from the industry provide exposure to the latest trends in the industry by sharing their experiences.

Live Cases

Most of the learning is through case presentations that cultivates an attitude to excel and encourages out-of-the-box thinking among students.



Mini-Projects

A mini project in each functional area is undertaken in every trimester in which the students are expected to seek and collect information, analyze it based on theoretical concepts, and defend their analysis through presentations.

Career Guidance

Our Training and Placement cell is a highly focused and committed unit providing the budding managers with guidance on their choices and access to future employers.

Curriculum

The DoMS MBA programme follows a trimester pattern and imparts in-depth knowledge that cuts across all academic areas, and pools together resources from every functional area, thus driving home the importance of seeing the “big picture” in business. The programme emphasizes more on application of management principles and techniques in modern business through continuous industrial interaction.

The course work comprises of core subjects and electives. A two-month internship at the end of the first year gives the students a learning experience in corporate life, helping them to integrate theory with practice.

Colours of Choice

COURSE PLAN & ELECTIVES

Trimester 1

- Business Communication
- Business law
- Fundamentals of financial accounting
- Marketing management – Concepts & design
- Micro Economics
- Organizational Structure and design
- Quantitative techniques

Trimester 4

- Strategic management
- Total quality management
- Summer project
- Elective 2
- Elective 3
- Elective 4
- Elective 5

Marketing

- Marketing Matrix
- Marketing Engineering/ Models
- Marketing Research
- Services Marketing
- Strategic Marketing
- Strategic Brand Management
- Direct Marketing
- International Marketing
- Sales Management
- Consumer Buying Behavior
- Customer Relationship Marketing
- Business to Business Marketing

Human resources

- Change Management
- Compensation & Benefits
- Counseling in the Workplace
- Organizational Theory
- Strategic HR Development
- Training for Results
- Talent Management

Trimester 2

- Advanced financial accounting
- Cost and management accounting
- Design of Operation system
- Macroeconomics
- Managing people in organization
- Marketing management -Planning and control
- Operations research

Trimester 5

- Project system management
- Technology management
- Elective 6
- Elective 7
- Elective 8
- Elective 9

Information Systems

- Knowledge Management
- Business Analysis for Information systems
- System Analysis and Design
- Digital Economy & E-Business
- Enterprise Information Systems
- Software Project Management
- Object oriented Analysis & Design
- Business Intelligence
- Information Security & Control
- Database management systems

Technology & Operations

- Supply Chain Management
- Technological Forecasting
- Logistics Management
- Innovation and R & D management
- Production planning and control
- Advanced Materials management
- Advanced Operations Research
- Basic Data Analytics
- Advanced Data Analytics

Trimester 3

- Business research methods
- Financial management
- Human resources management
- Information management
- Personal growth programme
- Planning and control of Operation
- Elective 1

Trimester 6

- Course of independent study
- Entrepreneurship and small business
- Elective 10
- Elective 11

Finance

- Asset Based Financing
- Investment Security Analysis & Portfolio Management
- Advanced Corporate Finance
- Financial Derivatives
- Cost System and Cost Control
- Financial Institutions and Services
- Insurance and Pension Schemes
- Investment Banking
- Tax Laws and Planning
- Treasury Management
- Strategic Cost Accounting and Management control

The Beacons

OUR FACULTY & GUEST SPEAKERS

Backed by scholars from all the fields of management, the faculty at DoMS is the guiding light of the students in all their endeavors.

Dr. G. Kannabiran
M.Sc, M.E, MBA, Ph.D
Information Systems

Dr. M. Punniyamoorthy
B.Sc, B.Tech, M.Tech, ICWAI(Inter), Ph.D
Operations and Finance

Dr. N. Thamaraiselvan
MBA, M.Phil, Ph.D
Marketing

Mr. R. Murali
M.Sc, MBA, FICWA, CAIIB
Human Resources and General Management

Dr. V.J. Sivakumar
B.Sc, MBA, Ph.D
Marketing

Dr. S. Usha Nandini
B.E, MBA, M.Phil, Ph.D
Finance and Operations

Mrs. P. Sridevi
B.E, MBA
Information Systems

Mr. D. M. Sezhyian
MBA
Marketing and Strategy

Mr. M. Kameshwar Rao
B.Com, MBA
Human Resource Management

Mr. G. Muruganandam
MBA
Marketing

Some of our inspirational speakers

Prof. V.B. Athreya
Head of the Department of Economics
Bharathidasan University

Prof. L.S. Ganesh
Professor
Management Studies IIT Madras

Mr. K.T. Thomas
Senior Manager, Business Development
Cognizant

Dr. Balaji Rajagopalan
Associate Prof of MIS
Oakland University, Rochester

Dr. Mahadevan
Professor - IIMB

Dr. G.K. Kalyanaram
Assistant Professor,
The University of Texas, Dallas

Mr. N. Kailasanadhan
VP -IT & CIO,
Titan Industries

Mr. Venkatesan Seshadri
VP- Talent Acquisition,
Cognizant

Mr. Varadarajan
GM-IT,
Madras Cements

Mr. Janakiram
HAL

Mr. Anand
VP-HR,

Mr. Anurag Behar
CEO,
Wipro Infrastructure

Mr. Mohan Babu
VP,
Subhiksha

Mr. Madhukar Kalsapura
Knowledge Architect,
AOL India Knowledge Management

Mr. Chandrasekara Pandian
Director-KM,
Fidelity Management Services

Mr. T.S. Sankaran
Senior Manager,
Indian Bank

Mr. Ramjei Narsimhan
Consultant,
DHL Worldwide Management

Mr. Vedhanaryan
Senior Consultant,
Polaris Software Pvt. Ltd

Subrato Bagchi
Gardener
Mindtree Consulting

Michel Raj
Welfare dept
BHEL

Mr.K.M.Sathish
GM, Information Systems
CSS Corporation, Chennai

Field of Dreams

INFRASTRUCTURE

NITT- DoMS has an excellent infrastructure for academia, sports activities and relaxation. Its state-of-the-art infrastructure serves every conceivable need of the student. DoMS offers its students a dual advantage of the well equipped campus of NITT and the customized facilities tailored to the needs of the management students taken care of by the department.

The NITT campus includes a main computer centre (Octagon), hostel, main auditorium, conference and seminar halls, canteen, a branch of SBI with ATM facility, a post office, a dispensary, a book stall, a reprographic center and a shopping center.

Classroom Facilities

The fully air-conditioned classrooms of DoMS are well equipped with audio-visual teaching aids like the laptops, LCD projector etc. creating a fine ambience in which students hone their business acumen through presentations and seminars.

Library

The main library of the college has 1,00,000 books in the field of engineering and management sciences. In addition to the main library, the department's library has an exhaustive collection of books, journals on management, press clippings, statistical publications, annual reports of top companies, financial periodicals, case studies, working papers, reports, educational videos, CD-ROMS and business dailies.

Octagon

It has one of the largest LANs in the country acting as a hub for computing facilities throughout the campus. Central computing facilities include a network of 200 Pentium based nodes, conference/seminar facilities and a library equipped with computer literature.

DoMS Computer Lab

In addition to the main computer centre OCTAGON, a new 24/7 computer lab has been set up at the department, with access to a host of essential software like MATLAB, SPSS, LISREL and EBSCO students

Hostel Facilities

The hostels are equipped with computers which have both intranet and internet connections and also recreational facilities which allow students to stay connected. The other Facilities @ NITT are a well equipped gymnasium, Regular yoga/ meditation programs, Indoor stadium, swimming pool and a playground .



Glowing Together

STUDENT LIFE

The classroom routine in the Department of Management Studies has been remarkably supplemented with various student clubs and activities. These clubs provide opportunities to the students to broaden their horizon and perspective and to sharpen their interpersonal skills. The clubs have been christened as:

Marketus

The aim of Marketus is to create awareness among the students about recent happenings in the field of marketing through group discussions about current topics in the field of Marketing, case study analyses and quizzes.

Finnacle

Finnacle was born with the vision of igniting the passion of finance among students and to provide a platform to discuss and debate on various topics which come under the gambit of finance. It also equips the students to capture the latest events in the corporate world through finance related activities like stock games, quizzes, study of financial markets and analyzing financial statements.

Infinit-e

It is a bunch of budding IT freaks willing to fire their thoughts to build and manage knowledge with a focus to develop holistic personalities. Activities like paper presentation, quizzes and e-business seminars are conducted.

Opronz, the operations management club and Analytica, the data analytics club are the new kids on the block.



Persona

Managing the human capital is the most difficult task. This club helps the students to discuss HR case studies tactfully. It provides a platform for the students to glisten their public speaking skills through activities like Smart manager of the year (MAVERICK), role plays and various other team building exercises.

Firm Games

An intra-department sports meet is held to inculcate in the minds of budding managers teamwork, competition and mutual respect.



The Stellar Cast

OUR ALUMNI

Dhana Madhavan. P
86-88
Khansaheb Civil Engineering LLC, Dubai

Tenzing P
86-88
HRD Consultant/JCI Trainer

Ravikumar. D
87-89
SEBI

Thanigai Arul.S
90-92
Indian Airlines

Venkatesh.V
90-92
Sundaram Finance Ltd

Balamurali R
91-93
L & T Info Tech

Inigo Fernando
91-93
Titan Technology Partners

Thomas K.T
92-94
Cognizant

Kumar. R
91-93
Standard Chartered Bank

Narayanan P R
91-93
The Saudi British Bank (HSBC)

Sanjai K.
91-93
SAP India

Subramanian K.S
91-93
IBM

Venkatesan.V
91-93
Wipro

Chandrasekhar Muthuswamy
92-94
CSC

Krishna Prasad T.
92-94
ICICI Prudential Asset Management Co Ltd

Mohan Babu
92-94
Subhiksha

Rabi Cherian
92-94
Sun Microsystems

Dattu Kompella
93-95
Polaris

Mahesh Kanna. J
93-95
Satyam Computers

Jiju P Mani
93-95
Accenture

Arun Kumar. K
93-95
TCS

Satish . B.K
93-95
I-flex Solutions

Guruprasad
95-97
Covansys

Nirmal
95-97
Ramco Systems

Raju S R
95-97
Infosys

Amarendra Kumar
96-98
Microsoft

Subramanian.N.E
96-98
Saint Gobain India Gypsum

Pawan Kumar
96-98
Cisco

Shruti John
97-99
Morgan Stanley

Ashish Shukla
98-00
Oracle

Ravikumar. S.
99-01
HSBC

Abdul Mateen
00-02
Ford Motors

Shreeram, V.R.
00-02
Barclays Bank

Lighting up the sky

OUR PLACEMENTS

Year after year, companies from diverse disciplines visit the campus to select the brightest budding managers whom the institute has nurtured to excel in every walk of their lives. The institute attracts many recruiters across industries, most of them being regular ones. Some of these include:

A2Z Systems
ABN AMRO
Aditya Traders
AFL Logistics
AIGSS
Bank of Baroda
Barclays
Birla Sunlife
Blue Star
CITI Financial
CMIE
Coal India Ltd
Coca Cola
Cognizant
DBS Chola Mandalam
Decidyn
DLF
Ford Motors
Genpact
Global Analytics
Godrej
HCL Technologies
HDFC
HDFC Bank
Hewlett Packard
Hexaware
ICICI Bank
IDBI
IL & FS
IMRB
India Cements

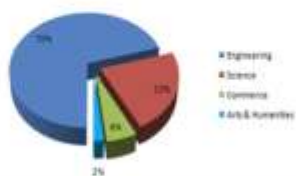
IndianOil
Karvy Consultants
Kotak Securities
Leaseplan India
Mahindra & Mahindra
Max New York Life
Modelytics
Mudra Communications
New Generations
NTPC
Pepsi India
Polaris
Pricol
Punjab National Bank
Ramco Systems
Reserve Bank of India
Satyam Computers
Sonata Software
Standard Chartered Bank
Sundaram Finance
Symphony
Syntel
Tata Consultancy
Tata Motors
Tata Tele-Services Ltd
Tata Tinplates
Telcon
TI Cycles
Vedanta
Vijaya Bank
Wipro

Shining bright

BATCH 2007-2009



UG Background



Work Experience



Specializations



Summer Internship



Take a leap ahead

ROUTE TO DoMS

Admission eligibility and process:

- a) University degree in any discipline (Final year students may also apply)
- b) CAT 2008 score
- c) Shortlisted candidates will be invited to attend the Group Discussion and Personal Interview at **Delhi / Chennai / Tiruchirappalli.**
- d) Cost of application form: **For General candidates is Rs.900**
For SC/ST candidates is Rs.300

Application forms to be downloaded from the following link:

<http://www.nitt.edu/home/academics/departments/management/>

Important Dates:

- | | |
|--|--------------------|
| Date of Common Admission Test (CAT) | - 16 November 2008 |
| Last date of issue of DoMS, NITT application form | - 5 January 2009 |
| Last date for receipt of completed application forms | - 5 January 2009. |



THE DoMS ADVANTAGE

Quality Academics | Industrial exposure | 100% placements | Strong Alumni network | Good mix of Students | Interactive and case based learning | 30 years of excellence in management education | Accredited by NBA | Guest speakers across various industries | Air conditioned class rooms & lecture halls with Multimedia and audio visual facilities | State of the art Computer facilities | Higher Return on investment



Dean – Academic

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