



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



## **SUMMER INTERNSHIP BROCHURE**



**40<sup>th</sup> Batch  
2018 - 2020**

## Why MBA at DoMS, NITT?

### Careers360:

<b>36</b>	Department of Management Studies, National Institute of Technology Tiruchirappalli
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### Outlook:

<b>29</b>	Department of Management Studies - (NIT Trichy)
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#### Top 5 Colleges, South Zone

Name of the Institutes
1. TAPMI, Manipal
2. IIT, Chennai
3. MANAGE, Hyderabad
4. DoMS, NIT Trichy
5. IPE, Hyderabad

#### TOP 15 Return on investment

	Name of Institute	City	RoI Factor
1	FMS, University of Delhi	New Delhi	71.5
2	DBE, Delhi University	New Delhi	38.5
3	Sydenham Institute	Mumbai	16.5
4	Centre for Mgmt Studies	New Delhi	13.8
5	SJMMS (IIT)*	Mumbai	4.4
6	BIMM	Pune	4.2
7	NIIE*	Mumbai	3.2
8	DMS (NIT)	Tiruchirappalli	3.0

Prizes/Awards	Organization
Business School that encourages Leadership as a part of the Curriculum	21 <sup>st</sup> BSA and Dewang Mehta National Educational Awards
Innovative Business School Award	DNA & Stars Group Innovation Leadership Awards
Outstanding B-School (South)	National Educational Awards, Bloomberg & UTV Business School Excellence Awards
B-School with Best Academic Input (Syllabus) in Operations & Manufacturing	21 <sup>st</sup> and 22 <sup>nd</sup> BSA (Business School Affaire) & Dewang Mehta Business School Awards
Best Specialization Award (Information Technology)	Indian B-School Awards
Outstanding B-School (South)	Stars Group & Dainik Bhaskar National Educational Leadership Awards



## Alumni

DoMS has created eminent entrepreneurs and skilful managers. The Alumni network is the bedrock of Department. The DoMS Alumni Association (DAA) holds Chapter Meets at various locations in India every year, bringing together the managers and entrepreneurs who have graduated from DoMS through the years. The DAA intends to forge a strong connect among the students and help the alumni stay in touch with the institute and the faculty.

Name	Batch	Company	Designation
Ram Mehenth G	1986-88	XL Tyre Point	CEO
Ravisankar I	1986-88	Cholamandalam Investment & Finance Company Ltd	Business Analyst
Dhana Madhavan N	1986-88	Khansaheb Civil Engineering LLC, Dubai	Senior Quantity Surveyor
Balamurali R	1991-93	GEP World Wide	VP Technology Services
Inigo Fernando	1991-93	Boar's Head	Technical Delivery Manager
Ranjit T R	1991-93	Volvo India	GM
Sanjai K	1991-93	SAP	VP
Dattu Kompella	1993-95	FICO	VP-Asia Pacific
Tony Augustine	1993-95	Toyota Financial Service	National Sales Head
Madhu Nambudiri P	1994-96	Nagarjuna Ayurvedic group	Executive Director
Ravin Carr	1994-96	GBS	CEO
Atul Sood	1996-98	Prime Focus Technologies	GM, Sales & BD
Shalini R	1997-99	TCS, London	Practice Lead
Shruti John	1997-99	Royal Bank of Scotland, UK	Director
Anantharaman K V	1999-01	Independent Consultant (Pharma Business Research)	Principal, Marketing Analytics





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## About the Institute

With a campus spanning around 800 acres and a splendid infrastructure and astounding facilities, NIT Tiruchirappalli envisions to provide valuable resources for industry and society through excellence in education and research. Owing to its vision, the institute has produced great personalities and entrepreneurs. NIT-T is currently ranked No.1 among the 31 NITs and bagged No.11 among engineering institutions in NIRF rankings 2018.



## About the Department

Department of Management Studies (DoMS), a part of the institute that has been nurturing students to manage with indelible expertise and skills for the past 39 years. It has a matured lineage of consultancy and research behind it. With a strong industrial relationship, the department has been regularly inviting renowned corporate personalities to deliver guest lectures and workshops, thereby mitigating the gap between pure academics and industry-related real-time issues.



### VISION

TO BE GLOBALLY ACKNOWLEDGED BUSINESS SCHOOL WITH SOCIAL RELEVANCE.

### MISSION

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



## Message

### Director's Message

The Department of Management Studies, NIT Tiruchirappalli was established to provide leadership in the area of Management education with an emphasis on all round managerial skills. The department has come a long way through different stages of growth during its 39 years. It has since its inception delivered quality and excellence. The alumni are a testimony to the level of tutelage and bright minds.

I wish all success in its endeavours to constantly cater to the ever-changing needs in management and to constantly strive for a symbiotic relationship with the industry. I wish that the students deliver excellence and leadership qualities in their fields and that more companies take benefit of the talent pool in the institute. We therefore, place in front of you the excellence of our talent and look forward to developing a mutually beneficial and long-term relationship.



**Dr. Mini Shaji Thomas**

### HoD's Message

The Department of Management Studies, NIT Tiruchirappalli started its tryst with excellence in 1978. It has since then come up as a business school which has nurtured talent and produced some of the brightest minds. We take pride in our alumni, the eclectic mix of students, the faculty and obviously the excellent infrastructure. The Department exhorts gaining practical knowledge through case studies, class discussions, workshops and guest lectures by corporates etc.

The students are an asset to DoMS. Their diversity and work experience add values to the course. The department has been committed to developing exceptional managers and entrepreneurs who have the desire to make positive and lasting impact to the world.



**Dr. B. Senthil Arasu**

### Placement Head's Message

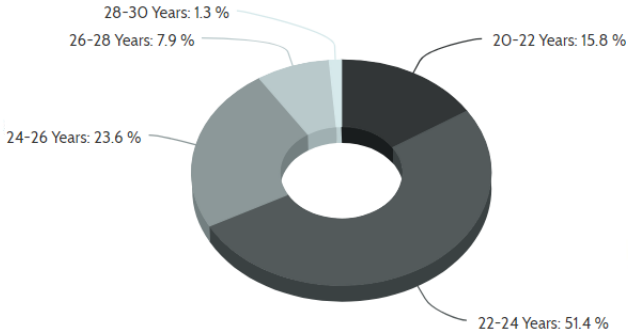
The Department of Management Studies, has been a temple of management education. It has constantly displayed its edge by producing some of the eloquent industry stalwarts. The knowledge gained here is a measured mixture of theory and practice. The institute directs high power flow of ideas in the students in the right direction. The confluence of students with prior work experience and freshers creates the right environment for the in depth understanding and development of their personalities.



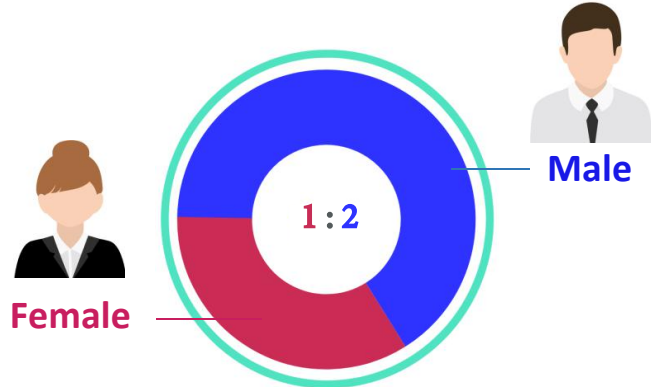
**Dr. A. K. Bakthavatsalam**



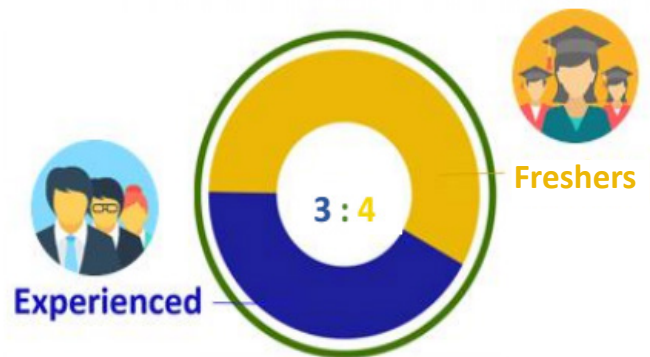
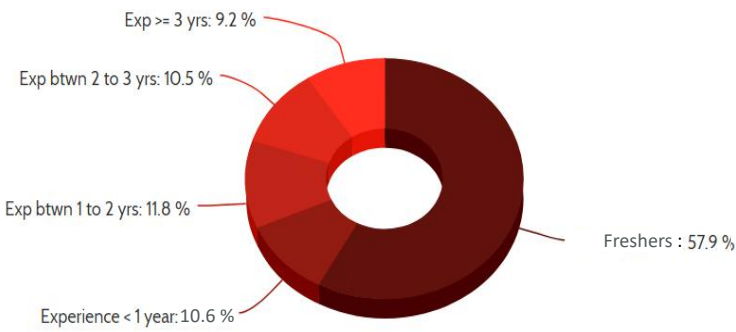
## Demographics



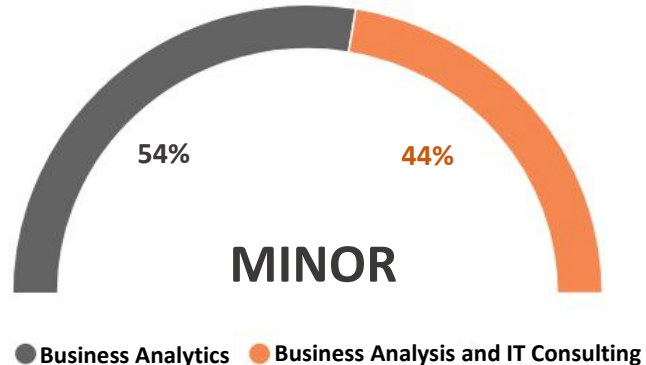
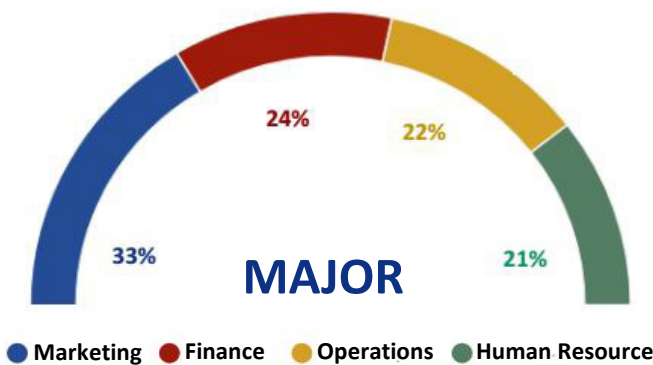
## Age



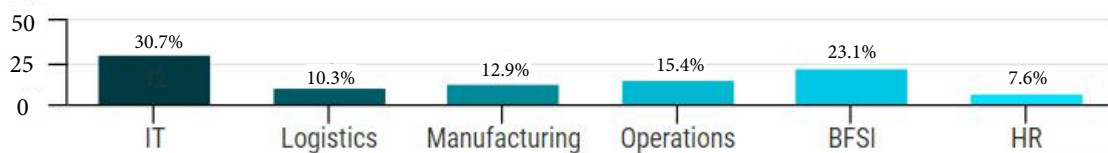
## Work Experience



## Specialization



## Industry Exposure



## Achievements

### Skill City

We left no stones unturned when it came to competing against the best of those who turned up for Skill City - Xavier Institute of Management, Bhubaneswar (XUB). Our team came out with flying colors, bagging the first prize for the idea formulation event.



### Tarang- 2018

The School of Management Studies (SOMS), NIT Calicut successfully hosted its flagship event, Tarang on 5<sup>th</sup>, 6<sup>th</sup> and 7<sup>th</sup> October, 2018. The management fest that draws students from various B-Schools across the country every year, had a large turnout this year as well. The students of DoMS, NIT Trichy took part actively in all the events and won the Overall Championship cup for the third time in a row.

### StartUp Weekend- 2018

Startup Weekend Trichy 5.0 powered by Google for Entrepreneurs took place at NIT Trichy from the 31<sup>st</sup> August to 2<sup>nd</sup> September 2018. Being in an institute full of diverse courses, the program was a platform for budding entrepreneurs from all the disciplines. A huge number of students from the Department of Management Studies took part actively in the 54-hour event. With their stellar performance, Jeemit Chakma bagged first place and Rohit Kumar won the Honorary award.



### Samanvay- 2018

Our students shone brightly at Samanvay, management fest of IIT Madras. Ann Mathew and Miriam Ann Philip secured first at the Debate as well as Marketing event, Buzzar. Another team with Vaishnavi, Ishrath and Shuruthi secured second at the Marketing event.



## Curriculum

### Vertical Specializations

FINANCIAL MANAGEMENT	MARKETING MANAGEMENT	OPERATIONS MANAGEMENT	HUMAN RESOURCE MANAGEMENT	GENERAL MANAGEMENT
ASSET BASED FINANCING	MARKETING METRICS	ADVANCED MATERIALS MANAGEMENT	PERSONAL GROWTH PROGRAMME	COURSE OF INDEPENDENT STUDY
ADVANCED CORPORATE FINANCE	CONSUMER BEHAVIOR	ADVANCED OPERATIONS RESEARCH	CHANGE MANAGEMENT	INTELLECTUAL PROPERTY RIGHTS MANAGEMENT
FINANCIAL DERIVATIVES	CUSTOMER RELATIONSHIP MANAGEMENT	INNOVATION AND R & D MANAGEMENT	COMPENSATION & BENEFITS	ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT
FINANCIAL INSTITUTION & SERVICES	DIRECT MARKETING	LOGISTICS MANAGEMENT	COUNSELLING IN THE WORK PLACE	INFORMATION AND INTERNET ECONOMICS
INSURANCE & PENSION SCHEMES	BUSINESS MARKET MANAGEMENT	PRODUCTION PLANNING & CONTROL	STRATEGIC HUMAN RESOURCE DEVELOPMENT	KNOWLEDGE MANAGEMENT & INNOVATION
INVESTMENT BANKING	INTERNATIONAL MARKETING	TECHNOLOGY FORECASTING	TRAINING AND DEVELOPMENT	INTERNATIONAL BUSINESS & STRATEGIES
INVESTMENT SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	RURAL MARKETING	MANUFACTURING STRATEGY	TALENT MANAGEMENT	DESIGN THINKING & INNOVATION
STRATEGIC COST ACCOUNTING & MANAGEMENT CONTROL	SERVICES MARKETING	SERVICES OPERATIONS MANAGEMENT	INDUSTRIAL RELATIONS & LABOUR LAWS	
TAX LAWS AND TAX PLAN	ADVERTISING MANAGEMENT	TECHNOLOGY MANAGEMENT	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	
TREASURY MANAGEMENT	DISTRIBUTION MANAGEMENT			
PERSONAL FINANCE	RETAIL MANAGEMENT			
BEHAVIORAL FINANCE	SALES MANAGEMENT			
INTERNATIONAL FINANCE	STRATEGIC BRAND MANAGEMENT			
CORPORATE VALUATION	STRATEGIC MARKETING			
	DIGITAL MARKETING			

### Horizontal Specializations

#### BA & ITC

Business Analysis and IT Consulting (BA & ITC), is a specialized course that is being offered to serve the corporate world with fine analysts and consultants from DoMS. This course provides the right platform for students to learn the necessary IT skills. DoMS received the Dewang Mehta Award for the “BEST CURRICULUM IN BUSINESS ANALYSIS AND IT CONSULTING”.

#### Business Analytics

DoMS is the pioneer institute in introducing Business Analytics as a separate specialization among the business schools. Being a rapidly emerging field, the specialization provides a broad scope and opportunity for the students to emerge as analytics specialists. Efficient Lab facilities and experienced faculties are the highlights of this course in DoMS. This industry-oriented specialization has evolved with inputs from Senior Managers in leading organizations like Accenture, Cognizant, Genpact, Infosys, Mindtree, TCS, Wipro and others.

BUSINESS ANALYTICS	BUSINESS ANALYSIS & IT CONSULTING
BASIC DATA ANALYTICS	INTRODUCTION TO BUSINESS ANALYSIS & IT CONSULTING
ADVANCED DATA ANALYTICS	BUSINESS ANALYSIS & IT CONSULTING IN BANKING AND FINANCIAL SERVICES
DATA MINING TECHNIQUES	BUSINESS ANALYSIS & IT CONSULTING IN MARKETING AND RETAIL
INTRODUCTION TO BUSINESS ANALYTICS	BUSINESS ANALYSIS & IT CONSULTING IN MANUFACTURING
SUPPLY CHAIN ANALYTICS	SYSTEM ANALYSIS & DESIGN AND CASE
FINANCIAL RISK ANALYTICS	SOFTWARE PROJECT MANAGEMENT
HR ANALYTICS	SOFTWARE QUALITY MANAGEMENT
DIGITAL ANALYTICS	
ANALYTICS FOR STRATEGIC MARKET PLANNING	
ANALYTICS FOR STRATEGIC MARKET IMPLEMENTATION	
BIG DATA ANALYTICS & DATA SCIENCE	
ADVANCED DATA MINING	
DATA ANALYTICS SOFTWARE LABORATORY	
GAME THEORY & APPLICATIONS	
MACHINE LEARNING & NLP	





## Faculty Profile

### Regular Faculty

**Dr. B. Senthil Arasu,**  
B.E., M.B.A., Ph.D.  
Head of the Department  
Associate Professor,  
Finance

**Dr. N. Thamaraiselvan,**  
M.B.A., M.Phil., Ph.D.  
Professor,  
Marketing

**Dr. P. Sridevi,**  
B.E., M.B.A., Ph.D.  
Associate Professor,  
Information Systems

**Dr. V. Lavanya,**  
M.B.A., M.Phil., Ph.D.  
Assistant Professor,  
Human Resources

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

**Dr. V. J. Sivakumar,**  
M.Sc., M.B.A., Ph.D.  
Professor,  
Marketing

**Dr. G. Muruganatham,**  
B.Sc., M.B.A., Ph.D.  
Associate Professor,  
Marketing and General Management

**Dr. S. Nivethitha,**  
M.B.A., Ph.D.  
Assistant Professor,  
Human Resource and Organisational Behaviour

### Provisional Faculty

**Dr. J. Daniel Inbaraj,**  
B.E., M.B.A., Ph.D.  
Marketing

**Dr. B. Boopalan,**  
B.Tech., M.B.A., Ph.D.  
Human Resource

**Dr. S. Palaniappan,**  
B.Com., M.B.A., M.Phil., Ph.D.  
Finance

**Dr. R. Thiyagarajan,**  
B.C.A., M.B.A., M.Phil., Ph.D.  
Soft skills & Human Resource

**Dr. Shilpa Gopal,**  
B.Com., M.B.A., Ph.D.  
Financial Management and Marketing

**Dr. J. Sivasubramanian,**  
B.E., M.B.A., Ph.D.  
Human Resource and General Management

**Dr. P. Sundara Bala Murugan,**  
B.E., M.B.A., Ph.D.  
Finance



## Guest Lectures

Dr. Raja Shekar Bellamkond, Dean, School of Management Studies, University of Hyderabad, delivered a lecture to the 1<sup>st</sup> year students of DoMS, NIT Tiruchirappalli on 11<sup>th</sup> August, 2018. He was able to connect with the young minds and bring out the practical use of Statistics and its application in daily office life. His inputs on Excel and its various applications were extremely interesting and useful.



Mr. Ganesh Kuppala, Experienced Tax Manager, Ernst and Young spoke on the topic 'Aspire to Inspire' on 9<sup>th</sup> of September, 2018. His speech gave us insights into his own life where he had to overcome various hurdles and hardships and inspired the individuals to take on the everyday challenges in life.

Mr. Rajesh S, Associate Vice President, HDFC Mutual Funds conducted a session on "Marketing Strategies for Financial Products" for the first year students at DoMs, NIT Trichy. He started his lecture by touching upon basic topics like the kinds of financial markets, characteristics of financial services and the various financial products. He gave us a crisp description on how to differentiate financial products and how trust plays an important role.



Smart cities seemed to be the new point of discussion for the 1<sup>st</sup> year MBA students of DoMS NIT Trichy, thanks to Ms. Padma Priya, Joint Director, Grant Thornton for her guest lecture on Urban Infrastructure. The students were deep in thought, when she asked for individual initiatives towards developing smart cities. By the end of the session many had a new career path to think about.

The students of DoMS, NIT Trichy were privileged to interact with one of their alumni, Mr. Saswadan Ranjit, Sales manager, Sony in Kerala. Along with his teachings on sales and marketing, he gave the students useful insights about how to fully utilize the two years of study and reap benefits. He encouraged the students to take active part in co curricular activities and focus on their respective goals.



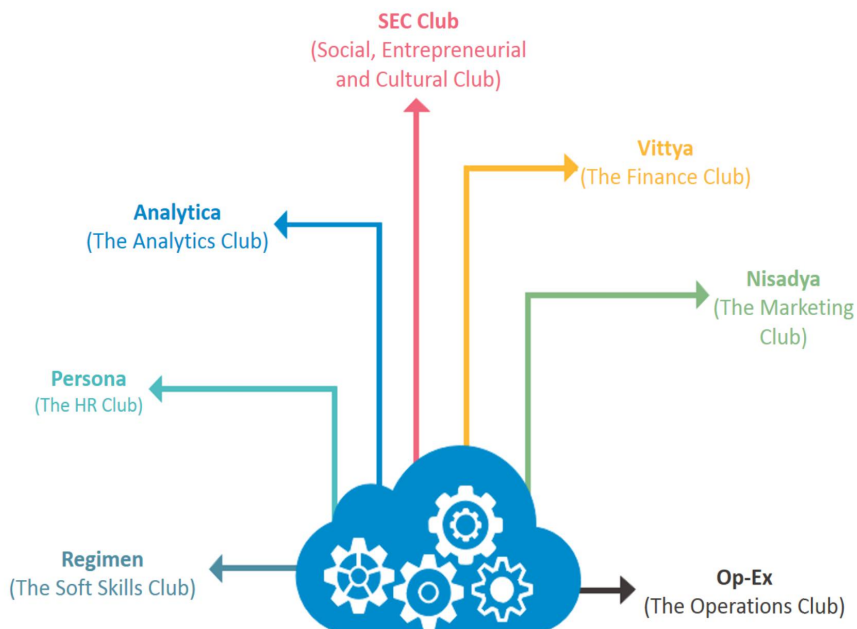
## Committees

The department has 6 committees which cater to the varied needs of the students as well as the department.



## Clubs

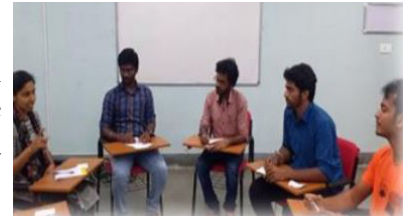
The department has always indulged in a wide arena of activities under the effective workmanship of these 7 clubs.



## Infrastructure

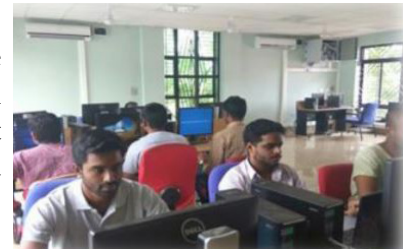
### Class Rooms

The classrooms at DoMS are an epitome of ambience, equipped with multimedia teaching aids. These facilities allow students to gain the technical knowledge and business acumen through seminars and presentations.



### Computer Centre

Computer Centre is equipped with the latest technology both in hardware and software. P-5 based workstations connected to various statistical and analytical packages, project management and business environment simulation software such as SAP, Microsoft Visual Studio, .NET, SPSS and MS office make this a crown jewel for our institute.



### Library

Library acts as the largest warehouse of knowledge with a collection of more than two and half lakh documents ranging from technical books, reports, standards, CD-ROMs, Audio Visual Educational Cassettes and back volumes of journals. It also contains 1,67,500 books under the book bank scheme.



## Life at DoMS



## Past Recruiters





40<sup>th</sup> Batch of DoMS, NIT, Tiruchirappalli



## Reach us:

Flight No.	From	To	Departure Time	Arrival Time
9W2750	Chennai	Tiruchirappalli	10:25	11:30
9W2405	Chennai	Tiruchirappalli	13:35	14:40
9W2789	Chennai	Tiruchirappalli	20:25	21:30
9W2751	Tiruchirappalli	Chennai	12:00	13:05
9W2406	Tiruchirappalli	Chennai	15:10	16:15
9W2790	Tiruchirappalli	Chennai	22:00	23:05
9W464	Chennai	Mumbai	05:45	07:35
G8304	Chennai	Mumbai	12:45	14:40
AI569	Chennai	Mumbai	06:45	08:10
9W489	Chennai	Mumbai	09:36	11:53
AI440	Chennai	New Delhi	06:40	09:25
AI539	Chennai	New Delhi	17:30	20:05
9W2305	Chennai	Bangalore	08:20	09:15
9W2309	Chennai	Bangalore	17:50	18:55

Train No.	Train Name	From	To	Op	Dep	Arr
18495	Bhubaneswar – Rameswaram	MS	TPJ	Weekly	13:40	22:10
18496	Rameswaram – Bhubaneswar	TPJ	MS	Weekly	08:55	17:15
12663	Howrah – Trichy	MS	TPJ	Weekly	20:20	04:25
12664	Trichy – Howrah	TPJ	MS	Weekly	16:00	22:10
16177	Rock Fort Express	TPJ	MS	Daily	22:30	05:15
16178	Rock Fort Express	MS	TPJ	Daily	22:00	05:10
16231	Mysore Express	TPJ	KBC BLR	Daily	20:35	06:05
16232	Mayiladuthurai Express	KBC BLR	TPJ	Daily	19:05	04:05
12635	Vaigai Express	MS	TPJ	Daily	12:25	17:25
12636	Vaigai Express	TPJ	MS	Daily	09:15	14:25
16127	Guruvayur – Chennai Express	MS	TPJ	Daily	07:50	13:00
16128	Guruvayur – Chennai Express	TPJ	MS	Daily	13:55	08:15
12605	Pallavan Express	MS	TPJ	Daily	15:30	21:00
12606	Pallavan Express	TPJ	MS	Daily	06:30	12:00



# Communication Address

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**Professor and Head**

**Department of Training and Placement**

**National Institute of Technology**

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