



DEPARTMENT OF MANAGEMENT STUDIES

NATIONAL INSTITUTE OF TECHNOLOGY, TIRUCHIRAPPALLI

47 Years of Nurturing Managerial Excellence

MBA Programme | Admissions 2026-28



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NIT TRICHY - AN OVERVIEW

National Institute of Technology Tiruchirappalli (NIT Trichy) is an Institute of National Importance assessed and approved by the Ministry of Education, Government of India. National Institute of Technology Tiruchirappalli is currently ranked **#1 among all NITs** and is ranked **9th** under the **Engineering discipline in NIRF 2025**. Apart from its remarkable academic results in offering courses across Engineering, National Institute of Technology Tiruchirappalli is also prominent for its academic presence in management, science, technology, and architecture.

NIT Trichy has pioneered the initiative for introducing the MBA programme for all the NITs, and it has also been honored for its achievements in academic leadership and institutional achievements. The institute has also received the “University of the Year” award for 2017 from the Federation of Indian Chambers of Commerce and Industry (FICCI).

DOMS - AN OVERVIEW

Department of Management Studies, National Institute of Technology Tiruchirappalli (DoMS NITT) is one of the leading management departments in India, known for its strong academic rigour and industry orientation. Established in 1978, DoMS NITT is among the oldest B-Schools in the country, carrying a legacy of **47 years in management education**. The department functions under the National Institute of Technology Tiruchirappalli (NITT), an Institute of National Importance under the National Institutes of Technology Act, 2007, and is supported by the Ministry of Education, Government of India.

Set within the lush green campus of NIT Trichy, DoMS NITT offers an enriching environment for holistic and contemplative learning. The department benefits from NITT's modern teaching facilities, rich academic resources, advanced infrastructure, hostels, and sports amenities, creating an ideal ecosystem for management education and leadership development.

Ranked #1 among the management departments of all NITs, DoMS NIT Trichy offers a comprehensive MBA programme with a strong industry focus. In addition to core management specializations, it is one of the few B-Schools in India to offer a specialization in Business Analytics and IT Consulting, positioning its graduates for success in today's data-driven corporate landscape.





DISTINCT HIGHLIGHTS

- DoMS NIT Trichy offers a high-quality MBA programme at an affordable fee structure, ensuring strong return on investment.
- DoMS NIT Trichy carries the legacy, national reputation, and academic excellence of NIT Tiruchirappalli.
- The programme integrates industry-driven learning through internships, live projects, expert talks, and corporate interactions.
- Being part of a leading engineering and technology institute provides students with a unique cross-disciplinary learning advantage.

VISION

To be a 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.



PROGRAMME OVERVIEW

The MBA programme at the Department of Management Studies, NIT Tiruchirappalli (DoMS NITT) is a flagship two-year programme designed to develop students into multi-dimensional management professionals. The program follows a trimester structure of 10 weeks each over a 2-years period. Students formally learn key concepts, frameworks, and best practices across leadership, communication, strategy, finance, marketing, operations, human resource management, analytics, IT Consulting and entrepreneurship. The pedagogy followed is a judicious mix of lectures, case discussions, group work, presentations, and simulations, supported by continuous evaluation. A two-month summer internship at the end of the first year provides valuable corporate exposure and helps integrate theory with practice.

PEDAGOGY

- Classroom learning supported by modern teaching tools and strong conceptual foundation.
 - Real-life case studies and living cases for cross-functional thinking and decision-making.
 - Business simulations and role plays to strengthen practical application and leadership skills.
 - Guest lectures by industry professionals and domain experts.
 - Group discussions, presentations, and team-based activities to enhance communication and persuasion.
 - Industrial visits, seminars, and off-campus workshops for real-world exposure.
 - Mini projects undertaken in each trimester for continuous skill development.



CORE ELECTIVES

MARKETING MANAGEMENT

- Strategic Brand Management
- Retail Management
- Consumer Behaviour
- Services Marketing
- Customer Relationship Management
- Marketing Research
- Advertising Management
- Sales Management
- Strategic Marketing
- Marketing Metrics
- Analytics for Strategic Market Planning
- Analytics for Strategic Market Implementation
- Business Market Management
- International Marketing
- Digital Marketing
- Neuro Marketing

FINANCIAL MANAGEMENT

- Financial Institutions and Services
- Investment Security Analysis and Portfolio Management
- Financial Derivatives
- Investment Banking
- Asset Based Financing
- Behavioral Finance
- Personal Finance
- Advanced Corporate Finance
- Insurance and Pension Schemes
- Strategic Cost Accounting and Management Control
- Tax Laws and Tax Planning
- Treasury Management
- International Finance
- Corporate Valuation
- Financial Risk Analytics
- Introduction to FinTech

HUMAN RESOURCE MANAGEMENT

- Talent Management
- Training and Development
- Interpersonal Effectiveness
- Compensation and Benefits
- Counselling in the Workplace
- Change Management
- Strategic Human Resource Development
- Negotiation and Conflict Management
- Industrial Psychology
- HR Analytics
- Industrial Relations and Labor Laws
- International Human Resource Management
- Knowledge Management and Innovation
- Managing HR in the Digital Age

BUSINESS ANALYTICS

- Introduction to Business Analytics
- Basic Data Analytics
- Big Data Analytics and Data Science
- Advanced Data Analytics
- Machine Learning Techniques
- Advanced Machine Learning Techniques
- Data Mining Techniques
- Google Analytics
- Text Analytics
- Digital Analytics
- Data Analytics Software Lab

OPERATIONS MANAGEMENT

- Production Planning and Control
- Logistics Management
- Supply Chain Management
- Services Operation Management
- Advanced Materials Management
- Advanced Operations Research
- Technology Forecasting
- Manufacturing Strategy
- Supply Chain Analytics
- Lean Manufacturing
- Game Theory and Applications

BUSINESS ANALYSIS AND IT CONSULTING

- Introduction to Business Analysis and IT Consulting
- Business Analysis and IT Consulting in Marketing and Retail
- Business Analysis and IT Consulting in Banking and Financial Services
- Business Analysis and IT Consulting in Manufacturing
- Systems Analysis and Design
- Software Project Management
- Software Quality Management



DISTINGUISHED FACULTY

The programme is delivered by a team of experienced faculty members of DoMS, NIT Tiruchirappalli. The faculty comprises a diverse mix of distinguished academicians and researchers with strong expertise across key management domains and extensive exposure to industry and consulting.



Dr. P SRIDEVI

Professor and HOD

Information Systems & Analytics



Dr. Kannabiran

NAAC Director - On Deputation
Professor (HAG)
Information Systems



Dr. M Punniyamoorthy

Professor (HAG)
Operations & Analytics



Dr. N Thamaraiselvan

Professor
Marketing & Analytics



Dr. V J Sivakumar

Professor
Marketing



Dr. B Senthil Arasu

Professor
Finance



Dr. G Muruganantham

Professor
Marketing

DISTINGUISHED FACULTY

**Dr. V Lavanya**

Associate Professor
Human Resource

**Dr. S Nivethitha**

Assistant Professor
Human Resource & Analytics

**Dr. S Yamini**

Assistant Professor
Operations & Analytics

**Dr. Shobitha Poulose**

Assistant Professor
Human Resource

**Dr. Janarthanan Balakrishnan**

Assistant Professor
Marketing

**Dr. Malolan Sundararaman**

Assistant Professor
Operations & Analytics

**Dr. J Kirubakaran**

Assistant Professor
Finance

**Dr. R Prince**

Assistant Professor
Human Resource

**Dr. S Velavan**

Assistant Professor
Finance

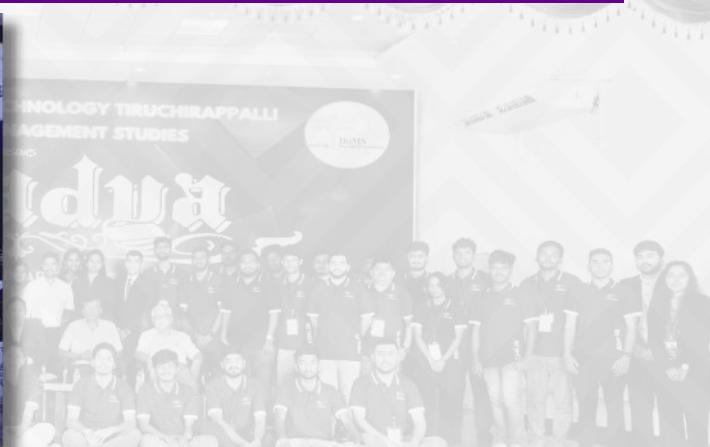
MANAGEMENT EVENTS

1. INACON - THE BUSINESS CONCLAVE



Inacon, the conclave, acts as a pivotal nexus for academic and industrial convergence, providing students with exclusive access to immersive sessions, workshops, and networking events. Through these engagements, Inacon equips students with the skills and insights essential for adeptly maneuvering the ever-evolving challenges within their chosen professional domains.

2. NISADYA - ANNUAL FLAGSHIP MANAGEMENT AND BUSINESS FESTIVAL



NISADYA is the Annual National-Level Intercollegiate Cultural & Management Festival of DoMS, NIT Tiruchirappalli. It brings together students from across India for a vibrant blend of creativity and strategy. The fest features management competitions in Marketing, Finance, HR, Operations, Analytics, and Consulting, along with engaging informal events and cultural performances. With corporate judging, case-based challenges, prizes, and certificates, Nisadya offers real-world exposure, leadership development, and unforgettable campus experiences.

3. PRABANDHAN - MANAGEMENT FEST AND LECTURE SERIES



Prabandhan, the distinguished lecture series organized by NIT Tiruchirappalli's Department of Management Studies, delves into Management 4.0. It empowers future business leaders with vital insights, enabling students to navigate dynamic industries, fostering preparedness for evolving business challenges.



GUEST LECTURES

The Guest Lectures at Department of Management Studies (DOMS) creates an enriching learning experience by connecting classroom concepts with real industry exposure. Industry experts share their knowledge on current business trends, leadership, corporate strategy, and career growth. Students actively participate in discussions, ask questions, and gain practical insights beyond textbooks. The session helps students understand market expectations, required skills, and professional work culture. It also motivates them to apply theoretical concepts to real-world situations. Through these guest lectures, DOMS strengthens industry-academia interaction and supports students in building confidence, awareness, and career readiness.





Application Development with Agile Methodology

Ms. Saranya J
Project Manager
Spirle Software



E- Commerce Insights

Mr. Jagan Praveen
Head of Strategic Initiatives
Shopify



Advertising and Product Management

Mr. Naresh Kumar
Product Manager
Zoho



Sales and Marketing in Real World

Mr. Ranjit Saswadan
Assistant General Manager
Sony - India



Succession planning and managing global and Virtual Talent

Hema Rengaswamy
VP HR
Standard Chartered Global Business Service



Web Analytics

Mr. Sasi Chakravarthi T
Technical Lead - Product Owner of Wipro VisionEDGE



Workshop on JIRA

Ms. Swathy Sathish
Business Architecture Senior Analyst



Career Guidance for New MBA Batch

Mr. Rashmi Ranjan Mohapatra
CEO – Business Head
Parry Enterprises, Murugappa Group



Growing Role of IT in Marketing

Mr. Raj Balaji
Director of Farmer Ecosystem
Ninjacart



Industrial Relations – Building Bridges Between Employees and Management

DVS Narayana Murthy
Executive Director (Legal)
NLC India Ltd.



Transforming Business Decisions – The Role of AI and Data Analytics

Mr. Chinda Vamsi
Founder
PeoplePilot



Brand Building – Turning Ideas into Icons

Mr. Sriniv V
CEO
Pawgo

COMMITTEES AT DOMS

1. PUBLIC RELATIONS AND ADMISSION COMMITTEE



Effectively manages our institution's image and communications while streamlining admissions through efficient communication and enhanced applicant engagement.

2. ALUMNI COMMITTEE



Strengthens communication with alumni, enhancing the institution's reputation and broadening ongoing and valuable support for students' career goals.

3. STUDENT DEVELOPMENT & CORPORATE RELATIONS COMMITTEE



Elevates students' academic and career growth through targeted skill-building workshops, corporate networking, hands-on projects and industry exposure.

4. TRAINING AND PLACEMENT COMMITTEE



Bridges academia and industry, fostering collaboration and innovation, while boosting students' skills, knowledge, experience and career opportunities.



5. EVENT ORGANIZING COMMITTEE



Specializes in planning, scheduling and executing events, gaining hands-on experience in event management, teamwork and organizational skills.

6. CLASS REPRESENTATIVE COMMITTEE



CR acts as the link between students and institute, managing class coordination and schedules. CC plans academic timetables, conducts meetings, and shares student feedback with faculty.

CLUBS AT DOMS



VITTIYA

The Finance Club

Vittiya engages in activities such as financial analysis, workshops and research, thus fostering a collaborative environment.



ANALYTICA

The Analytics Club

Analytica is dedicated to enhance data-driven decision-making skills through workshops, guest lectures and projects.



PERSONA

The HR Club

Persona organizes workshops to promote awareness of the current HR trends, fosters a sense of the community and provides valuable practical insights.



REGIMEN

The Soft Skill Club

Regimen develops key interpersonal, communication, and leadership skills through activities that support both personal and professional success.



VIPANAN

The Marketing Club

Vipanan serves as an engaging platform for students to gain practical insights in marketing through various workshops, seminars and hands-on activities which fosters creativity.

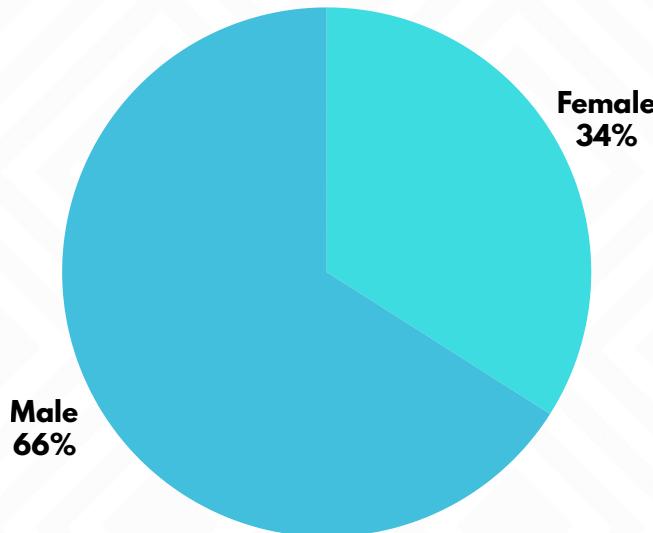


OPEX

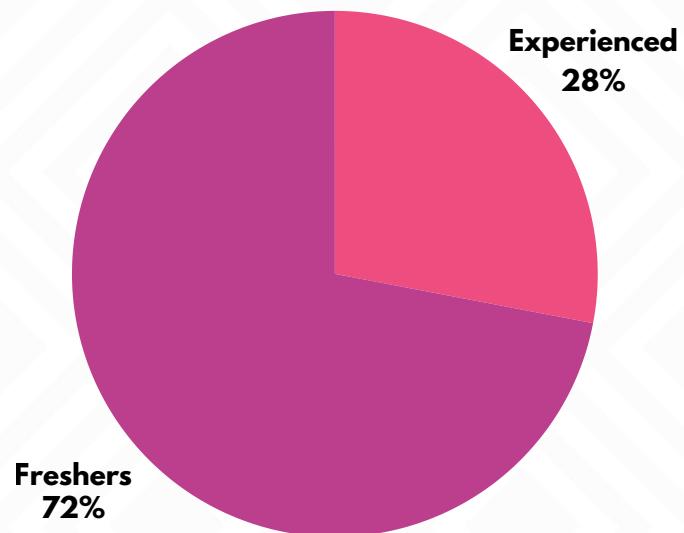
The Operations Club

Opx engages solely in a variety of activities thus enhancing the understanding and expertise in the field of operations management and logistics within the esteemed institution.

STUDENT DEMOGRAPHICS

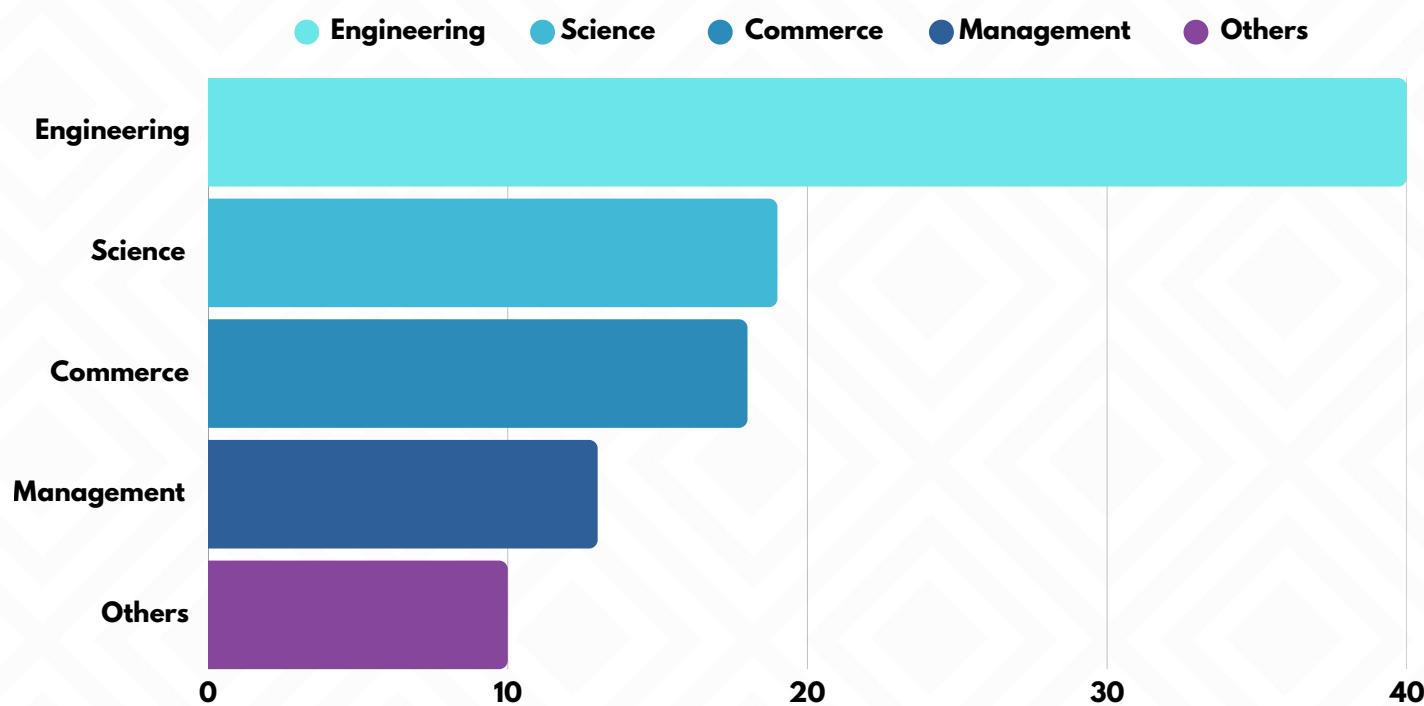


Gender Demographics



Work Experience Demographics

ACADEMIC DIVERSITY



ALUMNI PROFILES

**Ravin Carr**

CEO, GBS

**Gaurav Bajpai**Senior HR Manager
Coal India Limited**Mr. Daniel Elango**

Senior Vice President, Citi

**Soumyarup Modak**

Supply Chain Consultant, Apple

**Janki Vinchhi**Operations Analyst
The Citco Group Limited**Rinaz Belhaj**Assistant Manager
Advertising Analytics
Hotstar**Arun Rajagopal**VP & Global Lead CX Analytics
& Marketing Solutions
Genpact**Mr. Pooranan B**CTO & Co-Founder
Codem**Mr. Anand Vaidyanathan**Vice president
Wells Fargo

ALUMNI TESTIMONIALS



Mr. Varun Shivhare

Regional Manager (West Zone)
Cardekho Group

"DoMS NIT Trichy is the best place to look for talent that has been groomed with a perfect blend of education, extra- curricular activities, business acumen and fun. Long history of experienced professors, specialized courses ensures that students are transformed into world class business professionals."



Mr. K G Prasad

Product Manager
Tata Motors Ltd

"The excellent infrastructure at the institute coupled with a culture that fosters learning and creativity helped me to acquire the right set of skill sets to be a successful business manager."



Mr. Srijan Thokala

Manager
EY Technology Solutions

"As a working experience lateral, taking a break and pursuing masters for 2 years was a calculative risk, that i took with a thirst to aquire management and business acumen coupled with campus environment to learn, network, fun and risk appetite and develop personality at the forefront. The Professors and academic seniors instilling knowledge and instructive directions has helped a lot in pursuing various challenges through career."



Mr. Apurba Sen

Assosicate Director
Rediff India Ltd

"Few words will be injustice, that was the best experience of my life, one I wish to live again. Friends, infrastructure, environment and everything you think, it's the best."



PROMINENT RECRUITERS





DEPARTMENT OF MANAGEMENT STUDIES

NATIONAL INSTITUTE OF TECHNOLOGY, TIRUCHIRAPPALLI

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-  [@domsnitt](https://www.instagram.com/domsnitt)
-  [doms-nit-trichy](https://www.linkedin.com/company/dom-nit-trichy/)
-  nitt.edu
-  [DoMSNITTRICHY](https://www.facebook.com/DoMSNITTRICHY)
-  [0431-2503700](tel:0431-2503700), [9487930774](tel:9487930774), [6207281988](tel:6207281988), [9633749589](tel:9633749589)

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