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
About NITT

Recognized as an Institute of National Importance (INI) by the Government of India, NIT Trichy is currently ranked as number 1 among the NITs and 9th in engineering discipline in the National Institutional Ranking Framework (NIRF) 2023. The Institute was also named as 'University of the Year' in 2017 by the Federation of Indian Chambers of Commerce and Industry (FICCI).

About DoMS

The Department of Management Studies (DoMS) at the National Institute of Technology, Tiruchirappalli, is one of the oldest and most premier management institutions in India. Established in 1978, DoMS-NIT Trichy teaches not just the arts and sciences of management but also instils in its students the virtues and skills needed to make a positive impact on tomorrow's world and transform it into a better one. The academics at DoMS-NIT Trichy are a veritable treasure trove of learning and erudition.
NOTABLE ALUMNI

Jiju P Mani
Managing Director
Accenture

V Subha
Director
Citi Bank

Ganesan Kannabiran
Director - NAAC
(Former Director - IIIT Sri City)

Debraj Majumdar
Director - CMA
KPMG

Rashmi Ranjan Mohapatra
CEO - Business Head
Parry Enterprises

Pooranan B
CTO & Co-Founder
Codem

Abhinav Vikas
Partner
Deloitte

Revathi Kant
CDO & Senior VP
Titan Company Ltd

Anand Vaidyanathan
VP
Wells Fargo

Antony Alex
VP
Citi

Hema Rengaswamy
VP - HR
Standard Chartered GBS

Abinaya Ashok Kumar
VP - Merchant Services
Bank of America
**Gender Ratio**
1 : 2

**Avg Work Experience**
20.9 months

**Work Experience**

<table>
<thead>
<tr>
<th>Experience</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;= 36 Months</td>
<td>9.2%</td>
</tr>
<tr>
<td>20-36 Months</td>
<td>3.4%</td>
</tr>
<tr>
<td>&lt; 20 Months</td>
<td>18.4%</td>
</tr>
<tr>
<td>Fresher</td>
<td>69%</td>
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</tbody>
</table>

**Academic Diversity**

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>31%</td>
</tr>
<tr>
<td>Commerce</td>
<td>12.6%</td>
</tr>
<tr>
<td>Engineering</td>
<td>10.3%</td>
</tr>
<tr>
<td>Science</td>
<td>41.4%</td>
</tr>
<tr>
<td>Others</td>
<td>4.6%</td>
</tr>
</tbody>
</table>

**Sector-wise Work Experience**

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>18.5%</td>
</tr>
<tr>
<td>Finance</td>
<td>14.8%</td>
</tr>
<tr>
<td>IT</td>
<td>29.6%</td>
</tr>
<tr>
<td>Engineering</td>
<td>7.4%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>7.4%</td>
</tr>
<tr>
<td>Sales/Marketing</td>
<td>11.1%</td>
</tr>
<tr>
<td>Others</td>
<td>11.1%</td>
</tr>
</tbody>
</table>
# COURSE CURRICULUM

## Financial Management
- Asset Based Financing
- Advanced Corporate Finance
- Financial Derivatives
- Financial Institution & Services
- Insurance & Pension Schemes
- Investment Banking
- Investment Security Analysis and Portfolio Management
- Management Control
- Fundamentals of Financial Accounting
- Advanced Financial Accounting
- Financial Management

## Marketing Management
- Marketing Metrics
- Consumer Behavior
- Customer Relationship Management
- Business Market Management
- International Marketing
- Services Marketing
- Advertising Management
- Retail Management
- Sales Management
- Strategic Brand Management
- Strategic Marketing
- Digital Marketing
- Neuro Marketing

## Business Analytics
- Basic Data Analytics
- Advanced Data Analytics
- Data Mining Techniques
- Introduction to Business Analytics
- Supply Chain Analytics
- Financial Risk Analytics
- HR Analytics
- Digital Analytics
- Analytics for Strategic Market Planning
- Analytics for Strategic Market Implementation
- Big Data Analytics & Data Science
- Machine Learning Techniques

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

## Human Resource Management
- Personal Growth Programme
- Change Management
- Compensation & Benefits
- Counseling in the Workplace
- Strategic Human Resource Development
- Training and Development
- Talent Management
- Industrial Relations & Labour Laws
- Human Resource Management
- Organization Structure and Design

## Operations Management
- Advanced Materials Management
- Advanced Operations Research
- Innovation and R & D Management
- Logistics Management
- Production Planning & Control
- Technology Forecasting
- Manufacturing Strategy
- Lean Management
- Supply Chain Management
- Production Operations Management
- Logistics Management

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BATCH 2022- 2024

04

PLACEMENT BROCHURE
Cobot hones strategic problem-solving through workshops, talks, and projects, preparing members for success in the consulting industry.

Analytica is dedicated to enhancing data-driven decision-making skills. Through workshops, guest lectures and projects, members gain expertise in data analysis for smarter business insights.

Litcom fosters a passion for reading and critical thinking through discussions, events, and creative projects, promoting diverse perspectives and strong communication skills.

Regimen sharpens interpersonal abilities through workshops and activities, fostering leadership and teamwork for all career paths.

Vittiya focuses on boosting financial literacy through workshops and experiences, fostering informed decision-making and strong financial skills.

Vipanan centers on strategic marketing. Hones strategic marketing skills through workshops, talks and projects, preparing members for success in the field.
Admission and Public Relations Committee was established by DoMS to streamline the admission process. Additionally, the committee hosts events to foster camaraderie between first and second year students to create a welcoming atmosphere for all.

An arena to foster the rapport between the Alumni and the current students thereby providing ample of opportunities to learn from the expertise and above all build an everlasting solidarity.

Bridging the gap between academia and industry, the CRC aims to create a symbiotic relationship with industry leaders and propel students toward success by empowering them with corporate world exposure and professional growth.

Event Organizing Committee is responsible for planning and executing engaging events. Through collaboration, creativity, and attention to detail, the committee creates memorable experiences that bring the community together.

The Finance Committee specializes in the preparation of budgets for the department for the academic year and collects and distributes funds for events conducted by the department of Management Studies.

The Training & Placement Committee plays a crucial role in shaping students’ professional journeys. Through industry collaborations, skill-building workshops, and networking opportunities, the committee prepares students for successful career placements.
FACULTY

Dr. G Muruganatham
Head, Professor
Marketing &
General Management

Dr. G Kannabiran
Professor (HAG)
Information Systems

Dr. M Punniyamoorthy
Professor (HAG)
Operation & Analytics

Dr. N Thamaraiselvan
Professor
Marketing

Dr. V J Sivakumar
Professor
Marketing

Dr. B Senthi Arasu
Professor
Finance

Dr. P Sridevi
Associate Professor
Information Systems

Dr. V Lavanya
Assistant Professor
Human Resource

Dr. S Nivethitha
Assistant Professor
Human Resource

Dr. S Yamini
Assistant Professor
Operations

Dr. Janarthanan B
Assistant Professor
Marketing

Dr. Shobitha Poulouse
Assistant Professor
Human Resource

Dr. Malolan Sundararaman
Assistant Professor
Operations

Dr. J Kirubakaran
Assistant Professor
Finance
FESTS AND CONCLAVE

Business Festival - NISADYA, a 3-day fest that encompasses a wide array of events specific to different domains of management.

PRABANDHAN is a series of guest lectures by prominent industry leaders on various domains hosted by the Department of Management Studies, NIT Trichy.

INACON is an industry-academia connect conducted annually by Department of Management Studies, NIT Trichy.
<table>
<thead>
<tr>
<th>NAME</th>
<th>DESIGNATION</th>
<th>TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shri Rajiv Gupta</td>
<td>Vice President Flipkart</td>
<td>AI and Predictive Analytics changing the world</td>
</tr>
<tr>
<td>Ms Neha Tripathi</td>
<td>Vice President Antwalk</td>
<td>The Future of Purpose Driven Leadership</td>
</tr>
<tr>
<td>Ms Bala Meenakashi</td>
<td>Manager Franchise Operations Coca Cola India</td>
<td>What goes behind Launching Brand</td>
</tr>
<tr>
<td>Shri Subrahmanian</td>
<td>Leadership Consultant</td>
<td>Transformational Leadership - Need of the hour</td>
</tr>
<tr>
<td>Dr Prasanna Shrinivas Venkataraman</td>
<td>Vice President - Data Science Practice ITC Infotech</td>
<td>Quo Vadis Data Science AI/ML</td>
</tr>
<tr>
<td>Dr Kavitha Balaiyan</td>
<td>Leader - Data Visualization Ford Motor Company</td>
<td>Trends in Business Analytics</td>
</tr>
<tr>
<td>Shri Shailendra Salvi</td>
<td>Director &amp; CEO YASKAWA India Pvt.Ltd</td>
<td>Collaboration - The Future of Business</td>
</tr>
<tr>
<td>Shri Arpit Ahluwalia</td>
<td>Vice President- Operations Accenture</td>
<td>Business in a Post Pandemic World</td>
</tr>
<tr>
<td>Shri Saswathan Ranjith</td>
<td>Sales Head Sony</td>
<td>Changing Trends in Campus Placements and Recruiters Expectations</td>
</tr>
<tr>
<td>Mr M Manikandan</td>
<td>Director - Quality &amp; Continual improvement Ohmium</td>
<td>Map Your Destiny</td>
</tr>
</tbody>
</table>
Communication address:

Dr. A.K. Bakthavatsalam
Professor (HAG) and Head
Department of Training and Placement
National Institute of Technology
Tiruchirappalli – 620015

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