



# National Institute of Technology Tiruchirappalli



**NURTURING  
MANAGERIAL EXCELLENCE**

## Department of Management Studies Placement Brochure 2017-19





## DoMS, NIT Tiruchirappalli

### TOP 15 B-schools by recruiter perception

	Name of Institute	City
10	IIFT	Delhi
11	IIM	Indore
12	DoMS (IIT Madras)	Chennai
13	DoMS (NIT Trichy)	Tiruchirappalli

### SOUTH INDIA BEST COLLEGE BY OUTLOOK

South

	Name of Institute
1	IIM, Kozhikode
2	DoMS, IIT Madras
3	MANAGE, Hyderabad
4	DoMS, NIT Trichy
5	IPE, Hyderabad



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





## Testimonials

"The resource - rich institute coupled with students' friendly faculty team transforms young students into highly successful leaders. Two years of study and stay at NIT, Trichy fully transforms young students into bright leaders who are excelling not only in their job environment but also in their living society."

**S. Thanigai Arul**  
Deputy General Manager (O)  
Air India  
Batch: 1990-92

"The learning and the experiences at NIT Trichy have always helped me perform multifaceted roles in the corporate world. I have also found that the students at this institute are more committed towards their long term career goals."

**Nand Kishore,**  
Executive Vice President,  
Viteos Fund Services  
Batch: 1993-95

"Time spent in DoMS figures amongst the best years in my formative phase of life. DoMS offers all the opportunity for an aspiring manager to develop himself while being a student. Back then faculty conducted additional workshops in analytics when it was not even a buzz word. It is certain that DoMS is one of those institutes that has taken up analytics as part of their curriculum even before the market started to understand its value. "

**Vijayakumaran.R**  
Compact Leaders - Market  
Development  
Caterpillar Inc  
Batch: 2004-06

"DoMS NITT for me was a fabulous overall experience. The campus and infrastructure was impressive, teaching faculty was excellent and many had industry experience which was an added bonus. We had a host of industry professionals as visiting faculty which enabled a better understanding of how businesses operate and how one can add value to the organization as a management professional. Placements were fabulous and our students found it easier to crack and gain entry into good assignments in the top notch corporations on campus placements."

**Vinay Prashant**  
CEO,  
Tamaala  
Batch: 1994-96

"After spending 8.5 Years in Corporate life, I joined DoMS NIT Trichy and Completed MBA (Operations). DoMS NIT Trichy instilled in me the confidence and ability to face all situations. I am glad I made a right choice of choosing DoMS NIT Trichy."

**M. Manikandan**  
Head Supplier Quality & Zero Defects  
Program -India Region,  
Supply Chain, Civil Aerospace  
Operations,  
Rolls Royce India Pvt Ltd, Bengaluru  
Batch: 2006-08

"Vastly experienced faculty and industry oriented curriculum of DoMS, NITT immensely helped me to develop my leadership and academic skills. DoMS experience has given me the confidence and courage to take on any challenge in the corporate world."

**Kasiviswanathan T.**  
Senior Business Analyst,  
Mindtree Limited, Bangalore  
Batch: 2008-10

"The two years spent at DoMS were a defining moment in my life. Beyond the regular coursework, we learned a lot about teamwork and how to face and overcome challenges of life. After ten years and 50 plus implementations done across varied industry sectors, It has made me one of the experts in this field but it all begin with the campus placement."

**Ganesh Mahadevan,**  
Director,  
Kanzen Institute Asia Pacific  
Batch: 1996-98

"Career is a lifelong journey that requires organized preparation and a good solid foundation. The synergetic combination of faculty, infrastructure, resources and peers at DoMS has played a critical role in shaping my decade long career with TCS."

**Dilip Murugesan K,**  
Senior Manager,  
Human Resources, TATA  
Consultancy Services  
Batch: 2003-05

"DoMS is one place where we have learnt to be independent & self-reliant. The exposure in DoMS has stood by us in good stead in the corporate world. Having spent two years in NIT Trichy, our induction into the corporate world has been seamless. Thanks to NIT Trichy for the enriching & holistic experience."

**Ashwin A Kumar**  
Executive Assistant to CMD-(C K  
Ranganathan) / Office of the  
Chairman & Managing Director  
Cavinkare  
Batch: 2012-14



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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 2017.



## About the Department

Department of Management Studies (DoMS) is 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 regularly invited 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

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**

### Head of the Department

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.

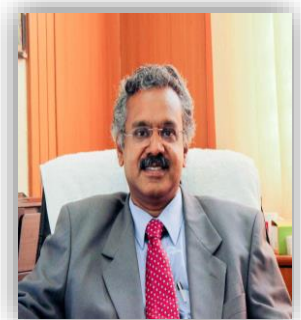
The students are an asset to DoMS. Their diversity and work experience add values to the course. The department has been committed to developing exceptional managers and entrepreneurs who have the desire to make positive and lasting impact to the world.



**Dr. B. Senthil Arasu**

### Training and Placement

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**  
Professor and Head



## 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.



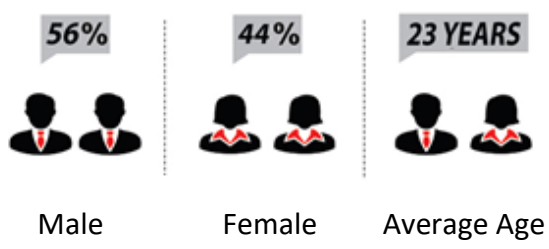
## Life at DoMS



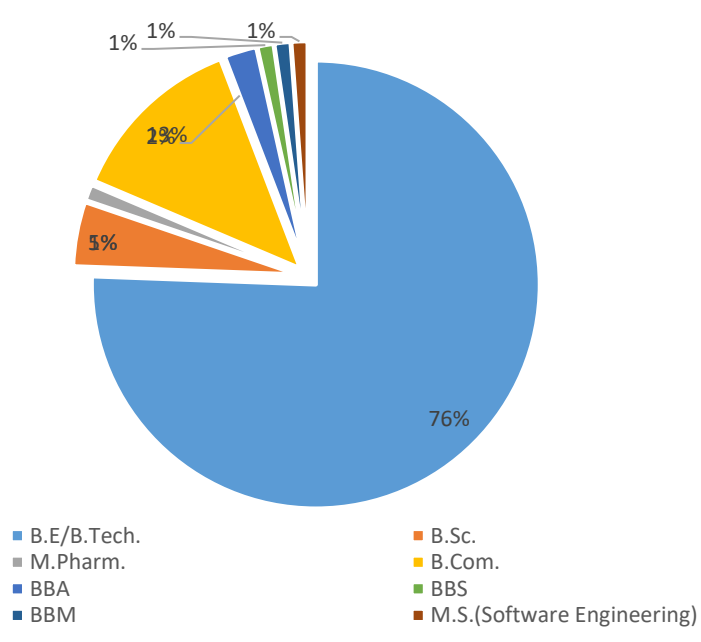




Demography



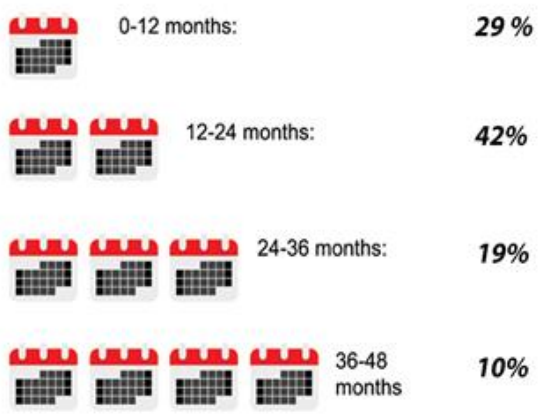
Educational Background



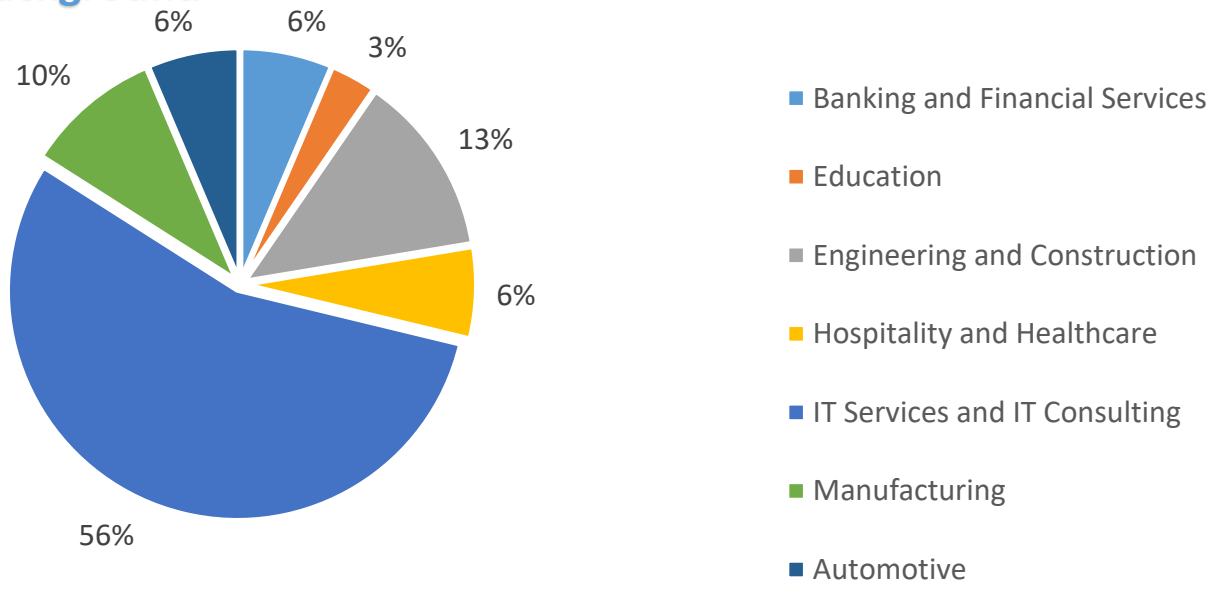
Work Experience



Split Up



Industry Background



## Achievements

We triumphed in the Inter collegiate Management event TARANG'17 conducted by SOMS, NIT Calicut, and winning prizes in various business events, securing the Overall Championship for the 2nd consecutive time.

Two of our teams, Team Hanumaa and Team Cyanophil, outshone various colleges at the B-Plan competition, White Knight in 'Backwaters 2017' at IIM Kozhikode, securing 3rd and 4th positions respectively.

The same teams brought glory at the B-Plan contest "Chakravayuh 2017" held at Amrita School of Business, Kochi, securing the second and the third positions.

Team Hanumaa won the 1st place in the B-Plan contest "Pragati 18" held at Amrita School of Business, Coimbatore while Team Cyanophil, brought laurels by representing the institute in the finals of B-Plan competition, held at MDI Gurgaon (Delphique 2018) and IIM Calcutta (i2i 2018).

We also secured first and second runners up positions at Google Start-up Weekend conducted in NIT, Tiruchirappalli.

Every year as part of Pragyan, the Marketing Hub and the Ultimate Manager events are conducted by NIT Tiruchirappalli. Last year the DoMS students made history by not only winning the first place but also making a clean sweep by bagging all the places in both the events.





## Club Activities

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



## Committees

The department has 7 committees which cater to the varied needs of the students as well as the department.







## Summer Internships

A total of 85 offers were made by 43 companies during the 2018 summer placements (internships) for the batch.

### Banking and Finance

Finance is one of the most preferred sectors in our batch. The candidates were offered a variety of profiles including Wealth Management, Financial Planning, and Insurance etc. Companies that hired for these roles include Deloitte, SBI, ITC Ltd., Sonata Software, J M Financial Services, JWings, Thomas Cook, Axis Bank, Investosure and IDBI Financial Services.

### Marketing & Sales

Marketing and Sales is the second popular choice among students. Organizations offered an assortment of profiles that include Market Research, Business Development, Marketing Analyst, B2B Marketing, as well as traditional sales and marketing roles. Companies that hired for these roles include Hyundai, Toyota, ZOHO, Air India, YRS Intuitions Ltd., Tamaala, Bridgei2i, Pepbill Technologies, Titan Eye Plus, Pikkol and Contus.

### Operations

Companies that hired for this profile include Ernst & Young, Future Group, ITC Ltd., Caterpillar, Navriti Technologies, J M Financial Services, Titan Eye Plus, iD Fresh Food, Pikkol and COHO.

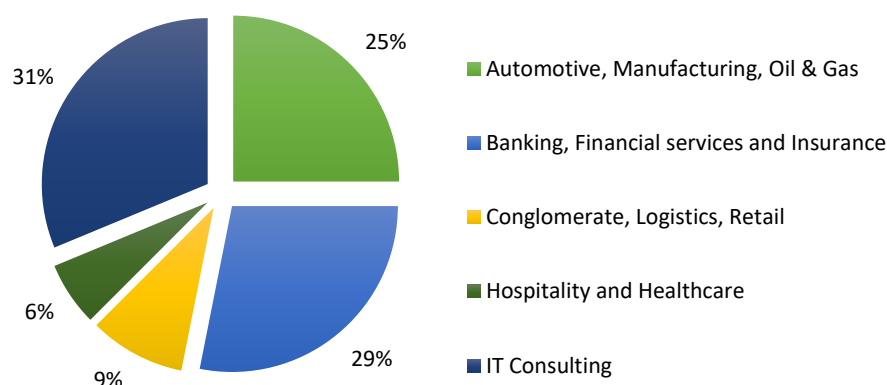
### Human Resources

Companies that hired for this specific profile were Schaeffler Group, Ashok Leyland, Polaris, Flatirons Jouve, Petronet LNG Limited.

### Analytics

Companies that hired for this specific role include Air India, Vespa Analytics, MaxByte Technologies and Pikkol.

### Industry Background



# Curriculum

## Vertical Specializations

FINANCIAL MANAGEMENT	MARKETING MANAGEMENT	TECHNOLOGY AND 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. G. Kannabiran, M.Sc., M.E., M.B.A., Ph.D.**  
Professor (HAG Scale),  
*Business Analysis and IT Consulting*
- **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. Muruganantham, B.Sc., M.B.A., Ph.D.**  
Associate Professor,  
*Marketing and General Management*

### Provisional Faculty

- **Dr. J. Daniel Inbaraj, B.E., M.B.A., Ph.D.**  
*Marketing Management*
- **Dr. N. Chitra Devi, B.B.A., M.B.A., M.Phil., Ph.D.**  
*Financial Management & Marketing Research*
- **Dr. S. Palaniappan, B.Com., M.B.A., M.Phil., Ph.D.**  
*Financial Management*
- **Dr. R. Thiyagarajan, B.C.A., M.B.A., M.Phil., Ph.D.**  
*Soft skills & Human Resource Management*
- **Dr. Shilpa Gopal, B.Com., M.B.A., Ph.D.**  
*Financial Management and Marketing Management*
- **Dr. J. Sivasubramanian, B.E., M.B.A., Ph.D.**  
*Human Resource Management and General Management*





## INACON'17

A two-day General Management Conclave, INACON'17, was conducted in the DoMS with a number of very eminent and enthusiastic industrialists.

### Guest Speakers

**Mr. Ganesh S**, VP & Head-HR, Global Decision Management Center, CITI Bank, delivered a lecture on "Trends in HR and Expectation from Campus Hires".

**Mr. Raj Shankar**, Assistant Director, HR, E&Y, gave an insightful lecture on "Glass Ceiling and Strength Finder".

**Mr. Venu Gopal Jarugumalli**, Chief Economist and Data Analyst, GHCL, delivered an informative lecture on "Emerging Role of Data Scientist in Business, 360-degree view of how data will solve Big problems".

**Mr. Surya Putchala**, Global Head, AI/ML and Data Science, Cappius Technologies, enlightened us with a lecture on "How Machine Learning and Artificial Intelligence" data technologies are accelerating the change in Business World.

**Mrs. Annapurna A**, Director HR, Inspirage Consultant, emphasized on Futuristic changes and challenges to B-School talent.

**Mr. Satyarth Priyedarshi**, Head of Product Marketing, JioChat, gave a lecture on "Disruption and Innovation"

### Workshops

#### Excel Workshop

Two day workshop on the basics of using Excel as a Data Analysis tool was conducted by our esteemed alumnus Mr. Aswin Kumar C S, Adobe Systems on 18th August 2017.

#### R Programming Workshop

Two-day workshop on the fundamentals of R programming was conducted by Mr. Raj Srinivasan, Director, NewAge Analytics and Software Solutions Private Ltd., on 25th and 26th November 2017.

#### UML Workshop

Mr. Vedanarayan G, Director and lead-Digital Banking and Mobile Payment Solutions conducted a two-day workshop on System Analysis and Design using UML on 7th and 8th April 2018.

#### Tally Workshop

Two day Tally workshop was conducted by Mr. A.D.J.Rajesh, Finance and Account Consultant from A.D.Jeyaprakash Traders on 10th and 11th December, 2017.

#### Six Sigma Workshop

Two day Six Sigma workshop was conducted by Mr. Boovaragan Mohan, Process & Capabilities Manager at Hewlett Packard and Third eye process solutions on 17th and 18th February, 2018.



Recruiters

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ALWAYS ACTING IN YOUR INTEREST (%)

Making Lives Happier

CONSULTING. TECHNOLOGY. OUTSOURCING

INFORMATION - INSIGHT - IMPACT

Paint your imagination

DO THE MATH

Empowering India • Lifting Life  
Nurturing Nature • Enabling Growth

Intelligent Analytics

CONSTRUCTIVE SOLUTIONS

A Standard & Poor's Business

Making your ideas a Reality

KEEP GROWING

YOUR PERFECT BANKING PARTNER

POWERED BY INTELLECT  
DRIVEN BY VALUES

Experience certainty.

We understand your world

In association with Ageas  
IDBI Federal Life Insurance Co Ltd

Enduring values. New age thinking.

Trust and Tradition - Since 1904

a division of orion

Enabling Data, Delivering Value

Data • Insights • Transformation

Our Society. Our Responsibility

Transformation Happens Here

Visioneering. The Change



## Communication Address

**Dr.A.K.Bakthavatsalam**

Professor and Head

Department of Training and Placement

National Institute of Technology

Tiruchirappalli 620015

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