

NATIONAL INSTITUTE OF TECHNOLOGY

TIRUCHIRAPPALLI

33rd Batch

www.domsnitt.in



Placement
Invitation
2012-13



DEPARTMENT OF
MANAGEMENT STUDIES

NURTURING MANAGERIAL EXCELLENCE



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.

NURTURING
MANAGERIAL
EXCELLENCE



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NITT OVERVIEW

During the second five year plan (1956–60) in India, a number of industrial projects were contemplated. To ensure enough supply of trained personnel to meet the demand for these projects, the decision was taken to start Regional Engineering Colleges (RECs), at the rate of one in each major state, which can churn out graduates with good engineering merit. Thus, seventeen RECs were established from 1959 onwards in each of the major states.

The Regional Engineering College at Tiruchirappalli was founded in 1964 as a co-operative venture between the Government of India and the Government of Tamil Nadu. In 2003, the institution was granted Deemed to be University status with the approval of the UGC/AICTE and was renamed National Institute of Technology. The Chairman of the institute is Dr.Rajaram Nityananda, an eminent Astrophysicist of TIFR. Dr.Srinivasan Sundarrajan has been the Director of the institute since July 2011. The institute is undergoing accelerated growth through the World Bank -funded Technical Education Quality Improvement Programme.

NITT offers undergraduate and graduate programmes in disciplines spanning engineering, science, architecture and management. The institute has 16 departments with more than 375 faculty members.

FROM THE DIRECTOR



DoMS- NIT Trichy was established to provide leadership in the area of management education with an emphasis on developing all round managerial skills.

The department has come a long way through the different stages of growth during its 33 years. It has since its inception delivered quality and excellence. The alumni of DoMS-NIT Trichy are a testimony to the level of tutelage and bright minds in DoMS.

I wish all success in its endeavour 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 our institute.

We therefore, place in front of you the excellence of our talent and look forward to developing a mutually beneficial, long term relationship.

*Dr. Srinivasan Sundarrajan
Director, NITT*



ABOUT THE DEPARTMENT

The Department of Management Studies (DoMS), NITT is rated among the top B-Schools in the country due to its commitment towards management education and innovation by the faculty and the students. Futuristic planning on the major activities supported by sound infrastructure has spelt success in all endeavours. The program has earned a remarkable reputation over the years by consistently placing its graduates in challenging managerial careers since its inception. DoMS not only teaches the arts and science of management but also instils in its students virtues and skills needed to make a difference in tomorrow's world. The academicians at DoMS, NITT are a veritable **treasure** of learning and erudition, with a mature lineage of consultancy and research behind them. This proven group of academicians is responsible for grooming raw talent into performing prodigies.

PEDAGOGY

Aided by state-of-the-art infrastructure, DoMS, NITT includes lectures, case studies, seminars, business games, simulation exercises, mini projects, unstructured group works and field visits in its teaching methods. The Curriculum is delivered in an interesting and encouraging manner for the purpose of imparting knowledge to the students.

THE DoMS ADVANTAGE

DoMS follows a trimester pattern and offers seven courses per trimester. For each course, Guest lectures are delivered by distinguished people from the industry. DoMS consists of the right mix of students in all aspects ranging from different geographic locations to experience in the corporate world, thereby giving the students an opportunity to gain multi-cultural skills and share experiences about the workplace with each other.



ACCOLADES

- ★ Received Bloomberg UTV Award in the category “Outstanding B-School” in South India-2012.
- ★ Awarded “Outstanding B-School in South India” for the year 2012 by ABP News.
- ★ 19th Dewang Mehta Business School Award for “Business School which encourages innovation that leads to better development” for the year 2011.
- ★ Dewang Mehta Award for the best Curriculum in Business Analysis and IT Consulting for the year 2011.
- ★ Awarded “Outstanding B-School in South India” award for the year 2011 by STAR Network.
- ★ Ranked 38th in India by Outlook Magazine B-School Rankings 2011.
- ★ Ranked 25th Best B-School in India by AIMA for 2011.
- ★ Consistently in the top 5 B-Schools of South India with a ranking of A++ from Business India.
- ★ Consistently ranked among the top 5 B-Schools in India for “Return on Investment” conducted by Business World.

NURTURING
MANAGERIAL
EXCELLENCE

FROM THE HEAD OF THE DEPARTMENT



DoMS exhorts gaining practical knowledge through a well-balanced mix of lectures, case studies, class discussions, workshops, guest lectures by corporates, simulations, seminars, and live projects that enable all our students to realize their potential to become managers.

The Curriculum of DoMS is totally designed according to the constantly changing needs of the industry. It is updated and refined in close interaction with the inputs from the industry. The formulation of the streams in Business Analytics, Business Analysis and IT Consulting is a testimony to the efforts in this regard.

The endeavour to impart management education relevant to the changing economic and corporate scenario will not be a reality without active support of many practicing managers and executives and we look forward to more continuous support from the corporate world.

*Dr. N. Thamaraiselvan
Head of the Department
Management Studies*

FROM THE DEPARTMENT OF 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 confluence of work experienced and fresher students creates the right ambience for the development of their careers in the right direction.

The students have displayed their acumen in the management field by winning laurels in many B-School events and have come up with innovative plans for business concepts and new models. Interaction with industry is a daily affair at DoMS.

The institute always looks forward to continued patronage with the industry in every aspect. The relationship with the industry goes beyond the plum job offers to an everlasting and mutually benefiting bond.

*Dr. A.K. Bakthavatsalam
Professor & Head
Training and Placement*



CURRICULUM

The DoMS MBA programme follows trimester pattern and imparts an in-depth knowledge which 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 highlights can be summarized as:

- ◆ Liberty to explore the interests in greater depths.
- ◆ Greater emphasis on application of management principles and techniques in modern business through continuous industrial interactions which enhance decision making.
- ◆ Activities and workshops are organized which lay emphasis on teamwork.
- ◆ Projects and exercises are designed in a manner that help integrate theory with practice.
- ◆ Syllabus is periodically revised by a Board of Studies which has eminent members from academia and industry on it.
- ◆ The course provides a range of 32 courses and thus the opportunity to explore one’s areas of interest.



INFRASTRUCTURE

NITT- DoMS is equipped with an excellent infrastructure for academic and sports activities. The State-of-the-art infrastructure serves every conceivable need of the students. DoMS provides its students with the dual advantage of a well-equipped campus of NITT and the customized facilities tailored to the needs of the management students.

CLASS ROOM FACILITIES

The fully air-conditioned classrooms of the department are equipped with multimedia and audio visual teaching aids which facilitate students to hone their business skills through seminars and presentations.

COMPUTER CENTER

A spacious computer center equipped with the latest technology both in hardware and software, can accommodate 250 students at a time. It is provided with P-5 based workstations that are loaded with various statistical and analytical packages, project management and business environment simulation software. Software Packages include SAP, Microsoft Visual Studio, .Net, SPSS, Rational Rose and Microsoft Office 2010. The students have access to this excellent facility complemented by nineteen hour Internet connectivity. Uninterrupted Broad Band of 158 Mbps is available at THE OCTAGON.

LIBRARY

The library is the largest building in the campus having a collection of over 1,00,000

volumes. In addition to this, the department has its own library which has a good collection of management and books of other genres. The department library was recently revamped and has made purchase worth Rs. 3 lakhs. This Library has a comprehensive collection of books and resource materials and now also has access to the prestigious Harvard Business Review (HBR). It is fully computerized and has an impressive collection of journals, periodicals and publications. It has been our endeavour to provide both students and corporate with the best possible research materials including the latest writings of management gurus, popular management texts and classical books on management. The audio-visual laboratory has an extensive collection of over 100 video cassettes and CD ROMs covering all areas of management.

E-LIBRARY

E-Library has access to the following :

- PROQUEST- International data aggregator, allowing access to over 4,000 international journals with archives.
- CMIE PROWESS- Access to Economic data, financial reports, stock market data, and specialized studies covering all sectors and listed companies.
- MATLAB, SPSS, LISREL, CASE LIBRARY

Books and magazines are added on the advice of the faculty and students.

SPECIALIZATION

FINANCE

- Financial Institutions and Services
- Treasury Management
- Financial Derivatives
- Investment Banking
- Investment Security Analysis
- Portfolio Management
- Personal Finance
- Asset Based Financing
- Advanced Corporate Finance
- Tax Laws and Tax Planning



MARKETING

- Marketing Research
- Marketing Metrics
- Strategic Brand Management
- Business to Business Marketing
- Customer Relationship Management
- Consumer Behaviour
- Retail Management
- Service Marketing



BUSINESS ANALYSIS & IT CONSULTING

- Introduction to Business Analysis & IT Consulting
- Business Analysis & ITC in Financial Services / Capital Markets
- Business Analysis & ITC in Retail
- Business Analysis & ITC in Manufacturing
- Systems Analysis & Design
- Software Project Management
- Software Quality Management



BUSINESS ANALYTICS

- Introduction to Business Analytics
- Business Intelligence
- Basic Data Analytics-I
- Data Analytics-II
- Data mining Techniques
- Marketing Analytics
- Supply Chain Analytics
- Financial Risk Analytics
- HR Analytics
- Digital Analytics



OPERATIONS

- Supply Chain Management
- Logistics Management
- Technology Management
- Manufacturing Strategy
- Technology Forecasting
- Service Operations Management
- Advanced Materials Management
- Innovation and R&D Management



HUMAN RESOURCES

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

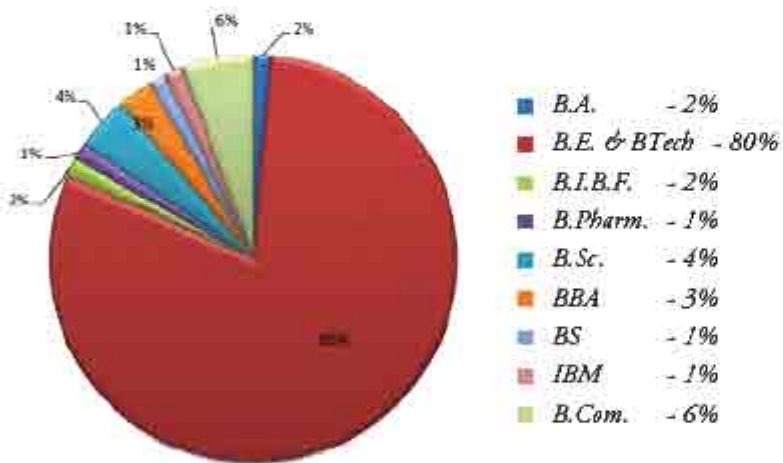


INDUSTRY FOCUSED SPECIALIZATION

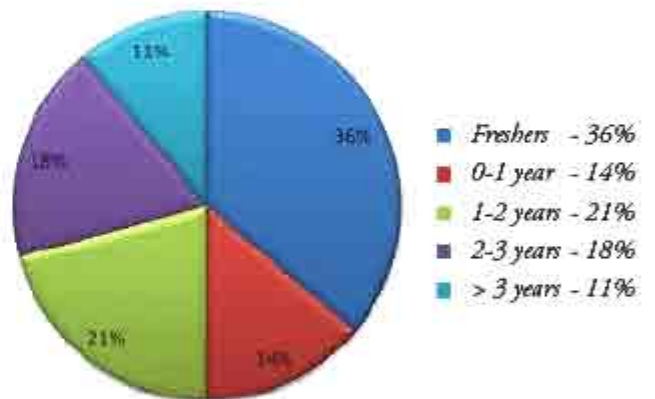


BATCH PROFILE

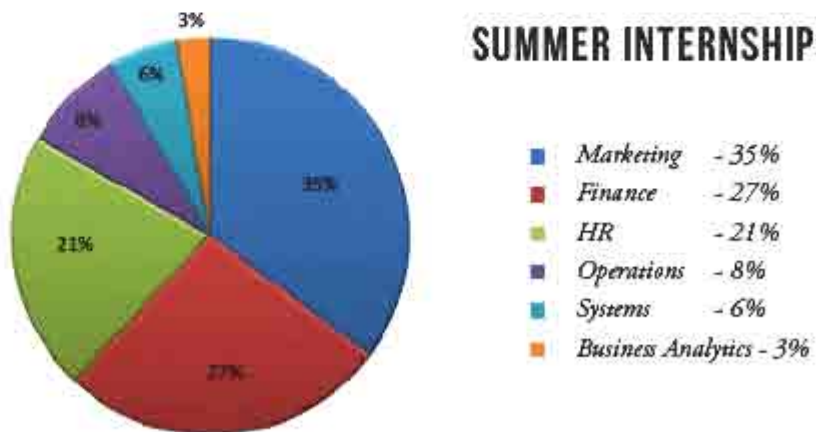
UG BACKGROUND



WORK EXPERIENCE



SUMMER INTERNSHIPS





Backed by scholars from all fields of management, the faculty at DoMS are the guiding light for the students in all their endeavours.

THE FACULTY

Dr. N.Thamaraiselvan (Head of the Department)
MBA, M.Phil., PhD
Associate Professor (Marketing)

Dr. M.Punniamoorthy
B.Sc., B.Tech, M.Tech, ICWAI (INTER), PhD
Professor (Operations, Finance & Analytics)

Dr. G.Kannabiran
M.Sc., M.E, MBA, PhD
Professor (IT Consulting and Business Analysis)

Dr. R.Murali
M.Sc., CAIIB, ACS(INTER), FICWA, MBA, PhD
Associate Professor (Finance)

Dr. V.J.Sivakumar
M.Sc., MBA, PhD
Associate Professor (Marketing)

Dr. B.Senthil Arasu
B.E., MBA, PhD
Assistant Professor (Finance)

Mrs. P.Sridevi
B.E., MBA
Assistant Professor (Information Systems)

Mr. D.M.Sezhiyan
MBA, M.Phil.
Assistant Professor (Marketing & Strategy)

Dr. M.Kameshwara Rao
MBA, PhD
Assistant Professor (Human Resources)

Dr. G.Muruganatham
MBA, M.Phil., UGC-NET, PhD
Assistant Professor (Marketing & General Management)

Dr. B.Koteswararao Naik
B.Tech, MBA, PhD
Assistant Professor (Tech. Management & IPR)

Mrs. V.Lavanya
MBA, M.Phil.
Assistant Professor (Human Resources)

Eminent Personalities from the corporate world are invited to give insights about the vibrant business environment to instill the entrepreneurial skills among the students. A cross section of them include...

GUEST SPEAKERS

Prof. Keith Dickson
Brunel University

Prof. Dhinesh Kumar
IIM-B

Prof. Prafulla Agnihotri
Director, IIM-T

Dr. Ravi Vijayaraghavan
VP & Global Head,
247 - i Labs

Mr. D.RaviKumar
CGM, SEBI

Mr. Satish Medapati
Associate Director,
247 - i Labs

Mrs. Madhangi Sri
Associate Director,
247 - i Labs

Prof. Saumen Majumdar
IIM-T

Mr. M.S.Shankar
Financial Advisor

Mr. Sashikumar
Praanha, MD

Mr. Arvind Rajan
Retail Solution Manager,
Syntel

Ms. Chitra Anand,
Rajeshwari Firm

Prof. Daniel Chandran
University of Technology,
Sydney

Mr. Vijay Xavier
Exec. VP,
RK Swamy BBDO, Chennai

Mr. Shakti Velan S
DGM,
Toyota Kirloskar Motors

Mr. Mohan Babu
DGM, Marketing,
Khazana Jewellers

Dr. R.Magesh
DoMS, Anna University

Mr. Murali Sundar
Country Manager,
Shwarzkopf Professional

Mr. Kushal Kumar
Marketing Manager, 3M

Mr. V.Nagappan
Director,
Madras Stock Exchange

Mr. B.Madhuprasad
Vice Chairman,
Keynote Corporate Services Ltd.

Mr. Kamlesh Jain
Founder,
Innovation India Inc.

Prof. Srinivasan
HOD, DoMS, IIT-Madras

Mr. Joseph Bhaskaran
Performance Consultant,
Hi Talent Training



Today's institutes are like 'cities within cities' and the bonding that one develops with one's institute is second only to family. A very symbiotic relationship develops where one thrives on the other, mutually benefitting each other. DoMS had a good fortune of having a similar relationship with its alumni who take pride in belonging to the institute. Constant engagement with the alumni has brought fruitful rewards to the department in terms of exposure to the industry.

The institute and alumni benefit from the constant interaction between them and take pride in being associated with each other. It also helps one in advancing career long after leaving the college. It is because of the hard and sincere work done by the alumni that DoMS has consistently raised in the rankings. Through the 'Meets' organized regularly in different cities, students get a good opportunity to interact with very senior people.

ALUMNI



DISTINGUISHED ALUMNI

Mr. Ravi Kumar

Chief General Manager, Compliance,
SEBI

Mr. Thanigai Arul

Senior Manager,
Air India

Mr. RanjithRadhakrishnan

General Manager,
Volvo India Ltd.

Mr. Muthukumar Radhakrishnan

Vice President, OneWest Bank,
Greater Los Angeles

Mr. Ganesh V

Co-Founder and Director,
Blue-Stream Management Consulting Pvt. Ltd.

Mr. Subramanian Natarajan

General Manager, Marketing,
Saint GobainGyproc India, Mumbai

Mr. Swaminathan Mani

AVP & Head - Marketing & Alliances, BE
Mahindra Satyam Ltd., Hyderabad

Mr. Sanjai K

Vice President & Head, Asia Pacific &
Japan-Global Delivery, SAP Labs Ltd.

Mr. Satish Medapati

Associate Director,
247 - i Labs, Bengaluru

Mr. Apurba Sen

Associate Director, Advertising Strategy,
Rediff.com India Ltd.

Mr. Balyan Pradeep Kumar

Managing Partner & Entrepreneur,
BluePrint 360, Chennai

Mr. Ganesh Mahadevan

Lean Implementation Expert,
Kaizen Institute Asia Pacific, Hyderabad

Mr. Gunalan Kalairajan

Country Manager,
IBIZ Consulting Services

Mr. K.G.Prasad

Product Manager,
Tata Motors Ltd.

Mr. Shantanu Choudhury

Head-Partner Management, Orange Business
Services, Bengaluru Region

Mr. Venkatesan V

Senior Manager,
Wipro

Mr. Kumar R

Director, Financial Markets,
Standard Chartered Bank, Dubai

Mr. Krishna Prasad T

Head - International Business,
ICICI Prudential Asset Management Co Ltd.

360 DEGREE APPROACH

The SEC – (Social Entrepreneurship Cultural Club) in association with the Entrepreneurship Cell (E Cell) of NIT-Trichy organizes events to ameliorate the societal skill, sharpen the industrial aptitude and display the cultural talents of the students. Also, its organization of debates and case study presentations enhances the business knowledge of the students.



Abhivyakti, the magazine published every quarter by the Future Managers from DoMS, is a compilation of various activities happening at the department. Each edition is an amalgamation of diverse articles ranging from Analyses to Interviews on various subjects. A basic theme is chosen upon which the various articles are written. A dedicated team of editors and office bearers are involved in the entire process.

Monetarist, a monthly publication from the Finance club of DoMS NIT-Trichy, sheds light on the financial metrics and happenings at the stock exchanges. Monetarist provides students with an insight into the corporate world. Each edition comprises a variety of articles ranging from national and international events to quizzes and puzzles created by the students.



In addition to the DoMS website, the students have other means to quench their thirst for expression. Mind Scape is a space for student bloggers to exhibit their learning and knowledge of the business environment outside. It takes you through the happenings at the Department of Management Studies as well as the business sector.



Social responsibility and the concept of voluntariness complete the responsibilities of a Manager. As a part of this endeavour, DoMS has adopted 'Anbagam', an orphanage in Trichy. A book donation campaign was organized in DoMS by our students to amortize funds for the Anbagam cause, for which Rs. 3 Lakhs was collected.



GUEST LECTURE CONCLAVES

MPULSE- MARKETING CONCLAVE

'Mpulse', a fest on Marketing pulsated as a collective effort that stemmed first, as a great nascent idea of Dr. Thamaraiselvan, HOD, Dept. of Management Studies, NITT. He stands a perfect example of how a person could ignite young minds into collaborating and also orchestrate a milestone like this. The event kicked off with a very strong and inspiring lecture on 'Glocalisation' by Mr. Vijay Xavier, Exec, VP, RK Swamy BBDO, India. It also had a presentation on 'Marketing strategies' by Mr. Saktivelan, DGM, Business Planning, Toyota Kirloskar. Mr. Mohan, Country Head, Marketing, Khazana Jewellers delivered an interesting lecture on 'Celebrity endorsements'. Subsequently, there was a presentation on 'Predictive Analytics for an intuitive customer experience' by Dr. Ravi Vijayaraghavan, VP and Global Head, 247 - i Labs. There was a lecture on 'Competitive Strategies for winning Market Shares and Mindshare' by Mr. Murali Sundar, Country Manager, Schwarzkopf India, and Henkel. Mpulse remained an interesting, informative, innovative and interactive event from the beginning to the end. Much sincere effort and hard work have gone into the organization of this event making it a huge success.

FINECTURE- FINANCE CONCLAVE

'Finecture', a finance conclave was conducted to help the budding manager get valuable insights about the financial happenings around the globe. The event started with a lecture on 'Capital Markets' by Mr. D.Ravi Kumar, CGM, Securities and Exchange Board of India (SEBI). It was followed by a guest lecture on 'Physical Gold Vs Paper Gold – An investment perspective' by Mr. V.Nagappan, Director, Madras Stock Exchange. The afternoon session had a guest lecture on 'Equity Markets and Investor participation' by Mr. B.Madhuprasad, VC, Keynote Corporate Services Ltd., followed by a guest lecture on 'An insider story: Global financial crisis' by Mr. Kamlesh Jain, Founder, Innovation India Inc, also a former employee of Lehmann Brothers. Finecture was a grand success with the industry stalwarts imparting their knowledge to the students of DoMS.



SUMMER INTERNSHIPS



RR DONNELLEY



FINAL PLACEMENTS



NIT Tiruchirappalli (also known as Trichy or Tiruchy) is located about 20 kms from Tiruchirappalli Junction (TPJ) / Central Bus Stand (CBS) on the Thanjavur highway. It is an important junction in the southern railways. It connects Chennai, Thanjavur, Madurai, Tuticorin, Tirupati, Rameswaram, Bengaluru, Coimbatore and Cochin. It has an international airport and it is connected with Chennai, Singapore, Colombo, Sharjah and Calicut.



GETTING HERE

RAILWAY TIMINGS

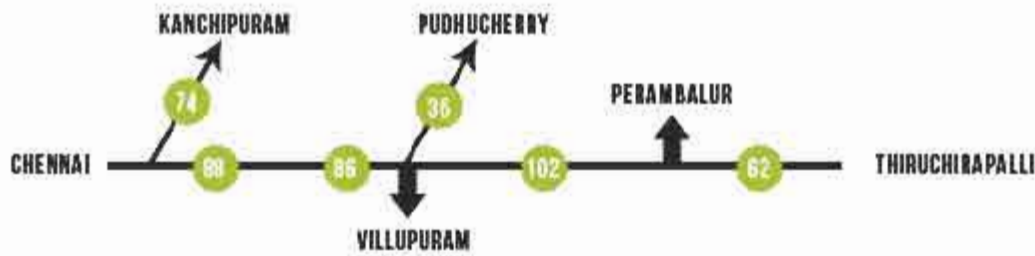
NO.	TRAIN NAME	FROM	TO	DAYS	DEPARTURE	ARRIVAL
16127	MS GURUVAYUR EX	Chennai	Trichy	Daily	07.40	13.10
12635	VAIGAI EXP	Chennai	Trichy	Daily	13.20	18.25
12605	PALLAVAN EXP	Chennai	Trichy	Daily	15.45	21.20
12633	KANYAKUMARI EXP	Chennai	Trichy	Daily	17.30	23.00
12637	PANDIAN EXP	Chennai	Trichy	Daily	21.20	03.10
16701	RAMESWARAM EXP	Chennai	Trichy	Daily	21.40	05.20
16107	MS MANGALORE EX	Chennai	Trichy	Daily	22.15	04.50
16177	ROCK FORT EXP	Chennai	Trichy	Daily	22.30	05.30
12606	PALLAVAN EXP	Trichy	Chennai	Daily	06.30	12.10
12636	VAIGAI EXP	Trichy	Chennai	Daily	09.00	14.40
16128	GUV CHENNAI EXP	Trichy	Chennai	Daily	14.10	21.15
16108	MAQ CHENNAI EXP	Trichy	Chennai	Daily	22.00	05.05
16178	ROCKFORT EXPRES	Trichy	Chennai	Daily	22.20	05.15
16232	MAILADUTURAI EX	Bengaluru	Trichy	Daily	19.05	03.55
16231	MYSORE EXPRESS	Trichy	Bengaluru	Daily	20.35	05.50



FLIGHT TIMINGS

NO.	AIRLINE	FROM	TO	DAYS	DEPARTURE	ARRIVAL
IX-682	AIR INDIA EXPRESS	Chennai	Trichy	Daily	01.55	03.00
S2-3405	JET KONNECT	Chennai	Trichy	Daily	14.10	15.20
SG-3163	SPICEJET	Chennai	Trichy	MT-TFSS	17.25	18.25
S2-3789	JET KONNECT	Chennai	Trichy	Daily	19.25	20.30
IX-681	AIR INDIA EXPRESS	Trichy	Chennai	Daily	13.55	14.30
S2-3406	JET KONNECT	Trichy	Chennai	Daily	15.50	16.50
SG-3148	SPICEJET	Trichy	Chennai	MT-TFSS	18.55	19.55
S2-3790	JET KONNECT	Trichy	Chennai	Daily	21.00	22.05

DISTANCE BETWEEN TIRUCHIRAPPALLI AND CHENNAI-338 KM



PLACES TO VISIT

The 83m high **ROCK FORT** is the only outcrop in the otherwise flat land of the city. The rock is one of the oldest in the world—approximately 3.800 million years, which makes it as old as the rocks of Greenland and older than the Himalayas. The sheer abruptness of its rise is a thrill in itself, but the actual centre of attraction is not the fort itself, of which very little remains, but the temple at the summit. 344 steps hewn out of rock lead to the top where there are inscriptions dating back to the 3rd century B.C.



The district's most important pilgrim centre is located in an island just 7 kms from Tiruchi. **SRIRANGAM**, surrounded by the waters of river Cauveri on one side and its tributary kollidam on the other, is a 600 acre island-town enclosed within the seven walls of the gigantic Sriranganathaswami Temple. Most of it dates from the 14th to 17th centuries, and many people have had a hand in its construction, including the Cheras, Pandyas, Cholas, Hoysalas and the rulers from Vijayanagar. The largest gopuram in the first wall on the southern side was completed as recently as 1987, and now measures 73m.

Not far from the island is one of the greatest engineering marvels of India. The **GRAND ANAICUT** built by Karikalan Chola in the 2nd century A.D. to harness the waters of the Kaveri. Made of stone, the dam is 329 m long and 20m wide and still very much in use. Additions have been made in the form of a road bridge on top of the dam. This is a good picnic spot.



The **PERUVUDAIYAR KOVIL OR BRIHADEESWARAR TEMPLE**, also known as Rajarajeswaram at Thanjavur in the state of TamilNadu, is the world's first complete granite temple and a brilliant example of the major heights achieved by Cholas kingdom Vishwakarmas in temple architecture. It is a tribute and a reflection of the power of its patron RajaRaja Chola I. It remains as one of the greatest glories of Indian architecture. The temple is part of the UNESCO World Heritage Site "Great Living Chola Temples".

THE LOURDE'S CHURCH, TRICHY is a replica of the famous Church in France known as Basilica of Lourdes. The Church in France is known for its curative value and therefore for the believers, the Basilica of Lourdes is the right place to find solace from their bodily pains.





DR. A.K. BAKTHAVATSALAM

Professor and Head
Training & Placement

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