DEPARTMENT OF MANAGEMENT STUDIES
NATIONAL INSTITUTE OF TECHNOLOGY, TRICHY

SUMMER INTERNSHIP BROCHURE

40th Batch
2018-20
Why MBA at DoMS, NITT?

Careers360:

Outlook:

Top 5 Colleges, South Zone

<table>
<thead>
<tr>
<th>Name of the Institutes</th>
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<td>1. TAPMI, Manipal</td>
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<td>2. IIT, Chennai</td>
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<td>3. MANAGE, Hyderabad</td>
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<td>4. DoMS, NIT Trichy</td>
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<td>5. IPE, Hyderabad</td>
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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.
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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’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.

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.

Placement Officer’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.
Demographics

- 28-30 Years: 13.0%
- 26-28 Years: 7.9%
- 24-26 Years: 23.6%
- 20-22 Years: 15.8%
- 22-24 Years: 51.4%

Age

- Male: 1
- Female: 2
- Male: 1 : Female: 2

Work Experience

- Exp >= 3 yrs: 9.2%
- Exp btw 2 to 3 yrs: 10.5%
- Exp btw 1 to 2 yrs: 11.8%
- Experience < 1 year: 10.5%
- No experience: 57.9%

Specialization

- MAJOR:
  - 24%: Operations
  - 22%: Finance
  - 33%: Marketing
  - 21%: Human Resource

- MINOR:
  - 55%: Business Analytics
  - 45%: Business Analysis and IT Consulting

Industry Exposure

- IT: 12
- Logistics: 4
- Manufacturing: 5
- Operations: 6
- BFSI: 9
- HR: 3
**Achievements**

**Skill City**

We left no stones unturned when it came to competing against the best of those who turned up for Skillcity- 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 it’s flagship event, Tarang on 5th, 6th and 7th 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 Champions 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 31st August to 2nd September 2018. Being in a college full of diverse courses, the program was a platform for budding entrepreneurs from all the courses. 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.
Curriculum
Vertical Specializations

<table>
<thead>
<tr>
<th>Vertical Specializations</th>
<th>Horizontal Specializations</th>
<th>Business Analytics</th>
<th>Business Analysis &amp; IT Consulting</th>
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<tr>
<td>FINANCIAL MANAGEMENT</td>
<td>MARKETING MANAGEMENT</td>
<td>BUSINESS ANALYTICS</td>
<td>BUSINESS ANALYSIS &amp; IT CONSULTING</td>
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<td>ASSET BASED FINANCING</td>
<td>MARKETING METRICS</td>
<td>BASIC DATA ANALYTICS</td>
<td>INTRODUCTION TO BUSINESS ANALYSTICS</td>
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<td>ADVANCED CORPORATE FINANCE</td>
<td>CONSUMER BEHAVIOR</td>
<td>ADVANCED DATA ANALYTICS</td>
<td>BUSINESS ANALYSIS &amp; IT CONSULTING IN BANKING AND FINANCIAL SERVICES</td>
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<td>FINANCIAL DERIVATIVES</td>
<td>CUSTOMER RELATIONSHIP MANAGEMENT</td>
<td>DATA MINING TECHNIQUES</td>
<td>BUSINESS ANALYSIS &amp; IT CONSULTING IN MARKETING AND RETAIL</td>
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<td>FINANCIAL INSTITUTION &amp; SERVICES</td>
<td>DIRECT MARKETING</td>
<td>INTRODUCTION TO BUSINESS ANALYTICS</td>
<td>BUSINESS ANALYSIS &amp; IT CONSULTING IN MANUFACTURING</td>
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<td>INSURANCE &amp; PENSION SCHEMES</td>
<td>BUSINESS MARKET MANAGEMENT</td>
<td>SUPPLY CHAIN ANALYTICS</td>
<td>SYSTEM ANALYSIS &amp; DESIGN AND CASE</td>
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<td>INVESTMENT BANKING</td>
<td>INTERNATIONAL MARKETING</td>
<td>FINANCIAL RISK ANALYTICS</td>
<td>SOFTWARE PROJECT MANAGEMENT</td>
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<td>RURAL MARKETING</td>
<td>HR ANALYTICS</td>
<td>SOFTWARE QUALITY MANAGEMENT</td>
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<td>ADVANCED DATA MINING</td>
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<td>DATA ANALYTICS SOFTWARE LABORATORY</td>
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<td>PERSONAL FINANCE</td>
<td>RETAIL MANAGEMENT</td>
<td>BIG DATA ANALYTICS &amp; DATA SCIENCE</td>
<td>GAME THEORY &amp; APPLICATIONS</td>
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<td>BEHAVIORAL FINANCE</td>
<td>SALES MANAGEMENT</td>
<td>Advanced Data Mining</td>
<td>MACHINE LEARNING &amp; NLP</td>
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<td>CORPORATE VALUATION</td>
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<tr>
<td></td>
<td></td>
<td>MACHINE LEARNING &amp; NLP</td>
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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.
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., ICWA (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

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. Sivasubramaniam,
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 Bellamkonda was invited to deliver a lecture to the first year batch of DoMS, NIT Tiruchirapalli on 11th August, 2018. The current Dean of the School of Management Studies, University of Hyderabad 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 was the speaker at the guest lecture conducted for the MBA students at NIT Trichy on the 9th of September, 2018. He awed the crowd with his own story on how he overcame the various hurdles and hardships in life. The Experienced Tax Manager at Ernst and Young spoke about how to ‘Aspire to Inspire’.

The Associate Vice President of HDFC Mutual Funds, Mr. Rajesh S, 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 1st year MBA students of DOMS NIT Trichy. Thanks to Padma Priya Joint Director, Grant Thornton for the 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 who currently is the Sales manager for 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
### Reach us by:

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<th>Flight No.</th>
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<th>To</th>
<th>Departure Time</th>
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<td>MS</td>
<td>Daily</td>
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</tbody>
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Communication Address

Dr. A.K. Bakthavatsalam
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National Institute of Technology
Tiruchirappalli 620015
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LinkedIn: https://www.linkedin.com/in/doms-nit-trichy