

National Institute of Technology Tiruchirappalli

Department of Management Studies
2018 - 2020

About NITT

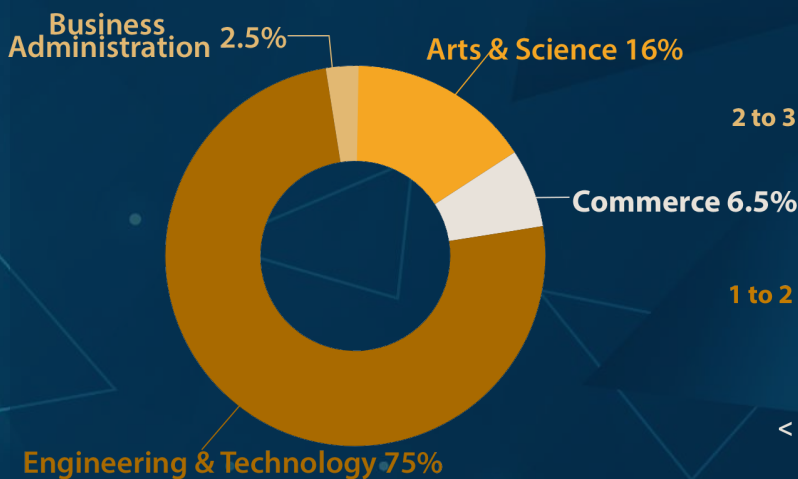
Recognized as an Institute of National Importance (INI) by the Government of India, NITT is currently ranked **No.1** among the 31 NITs and ranked in the Top 10 Engineering institutes by the National Institutional Ranking Framework (NIRF) 2019.

About DoMS

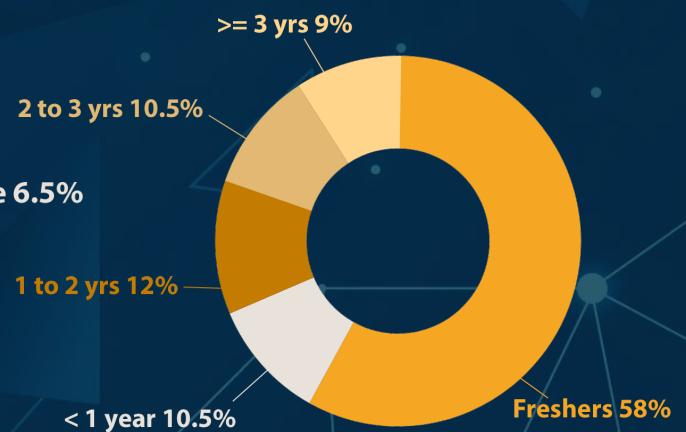
Founded in 1978, the Department of Management Studies (DoMS), NITT is among the oldest B-Schools in India. DoMS NITT is ranked #17 among the 555 participating institutes **by the National Institutional Ranking Framework (NIRF) 2019.**

Student Demographics

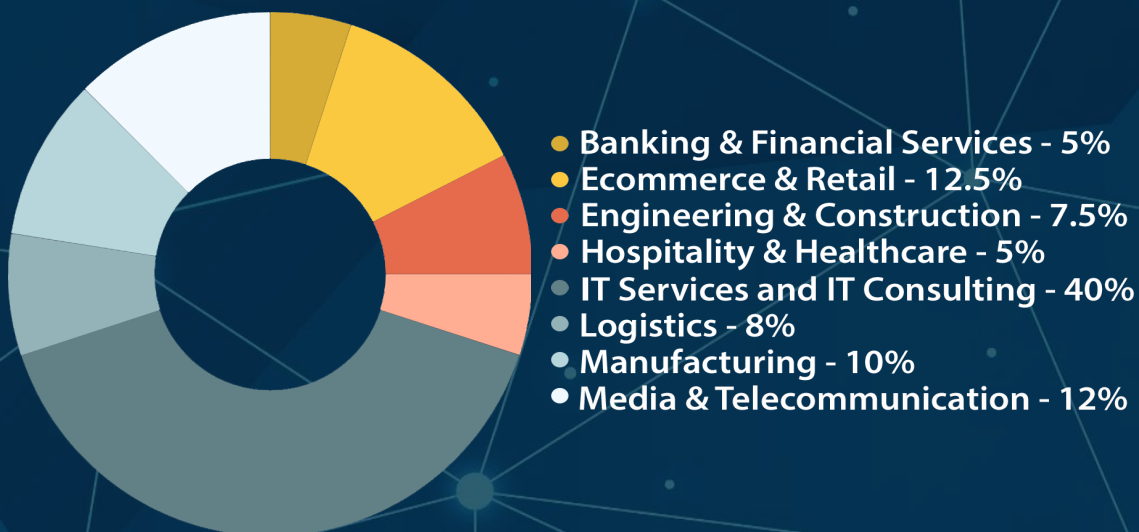
UG Background



Experience



Verticals



Curriculum

Vertical Specializations

Financial Management	Advanced Corporate Finance	Financial Institution & Services	International Finance	Treasury Management	Investment Security Analysis and Portfolio Management
	Financial Derivatives	Investment Banking	Personal Finance	Behavioural Finance	Strategic Cost Accounting & Management Control

Marketing Management	Marketing Metrics	Advertising Management	Sales Management	Customer Relationship Management
	Neuro Marketing	Consumer Behaviour	International Marketing	
	Services Marketing	Retail Management	Strategic Brand Management	Digital Marketing

Technology & Operations Management	Advanced Materials Management	Innovation and R & D Management	Production Planning & Control	Manufacturing Strategy	Technology Management
	Advanced Operations Research	Logistics Management	Technology Forecasting	Services Operation Management	Lean Manufacturing

Human Resources Management	Counseling in the Workplace	Training and Development	Industrial Relations & Labour Laws	Personal Growth Programme	Strategic Human Resource Development
	Talent Management	Change Management	International Human Resource Management	Compensation & Benefits	

Horizontal Specializations

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

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

Full Time Faculty

Faculty Name	Specialization
Dr. P. Sridevi (Head)	Information Systems
Prof. (HAG) G. Kannabiran	Information Systems
Prof. (HAG) M. Punniyamoorthy	Operations & Analytics
Prof. N. Thamaraiselvan	Marketing
Dr. B. Senthil Arasu	Finance
Prof. V. J. Sivakumar	Marketing
Dr. G. Muruganantham	Marketing
Dr. V. Lavanya	Human Resources
Dr. S. Nivethitha	Human Resources

Part Time Faculty

Faculty Name	Specialization
Dr. R. Thiagarajan	Human Resources and Soft Skills
Dr. Shilpa Gopal	Finance and Marketing
Dr. B. Boopalan	Human Resources
Dr. J. Daniel Inbaraj	Marketing
Dr. S. Palaniappan	Finance
Dr. J. Sivasubramanian	Human Resources and General Management
Dr. P. Sundara Bala Murugan	Finance

Achievements: 2018-2020 batch

- ❖ Overall Champions in **Tarang'18**, Flagship Management Fest of NIT Calicut
- ❖ Winners - **SkillCity** at Xavier Institute of Management, Bhubaneswar (XIMB)
- ❖ Winners - **Know Your Customer** (Finance), Intaglio at IIM Calcutta
- ❖ Winners - **Contravert**, Samanvay'18 at DoMS IIT Madras
- ❖ Winners - **Buzzer** (Marketing), Samanvay'18 at DoMS IIT Madras
- ❖ Winner and Honorary Mention for Business Idea at **Google StartUp Weekend 2018**
- ❖ First Runners up - **Brandwars**, Shaastra'19 IIT Madras
- ❖ Honorary Mention at **Public Policy Summit** IIM Bangalore

Glimpse of Guest Lectures (2018-2019)

Name	Title	Topic
Dr. K. Ganesh	Global Head, SCM Center of Competence, McKinsey	Production and Operations Management
P. Suresh Kumar	Regional Head, Grovalue Group	Commodities Trading - An Overview
Khannan Sankaran	CEO, SaaSpack	Growing Importance of CRM in the World of Business
Gaurav Sangtani	Vice President, Goldman Sachs	Blockchain Technology and Finance
M. Manikandan	Head - India Supplier Quality, Rolls-Royce	Quality and Zero Defects
Saswadan Ranjit	Regional Sales Manager, Sony India	Marketing and Sales Techniques
Aarti C Rajaratnam	Social Activist	Critical Thinking
Padma Priya	Director, Grant Thornton India	Urban Infrastructure and Smart Cities
S. Rajesh	Associate Vice President, HDFC Mutual Funds	Marketing Strategies for Financial Products
K T Thomas	Director, Cognizant	Service Marketing & Experience Economy
Dr. Raja Shekar Bellamkonda	Dean, SoMS, University of Hyderabad	Statistics and its Applications
Sanjai K	VP, SAP	Technology & Career Building

Management Conclaves

Management Conclaves conducted during 2018 - 2019

INACON'18 (INdustry Academia CONnect) - Dec 1 & 2, 2018

Guest Speaker	Title	Topic
Satish Rajarathnam	Global Human Resource Business Partner, Banking and Financial Services, Cognizant	Trends in Global Economies and their Impact on Indian Economy and Employment Prospects
Pritam Dutta	Head of Global Data Strategy, IT & Digital Transformation, Unilever	Digital Transformation in an Enterprise
Neel Pandya	Head of Media, L'Oréal	Conventional and Digital Advertising
Visukumar Gopal	Director – Business Excellence at Atos Syntel	Business Excellence using Business Analytics
A. Annapurna	Director HR, Inspirage	Panel discussion on 'International Competitiveness of Firms in India'
Satyarth Priyedarshi	Head of Product Marketing, JioChat	
Sovan Panda	CEO & Founder, Mangosteen Holdings	
G. Laxminarayanan	Senior Manager, Deloitte India	
S.A.W. Bukhari	Retd. Deputy General Manager, BHEL	Total Quality Management

PRABANDHAN'19 on Management 4.0 - Mar 29 & 30, 2019

Guest Speaker	Title	Topic
Prasad Sawant	Technology Leader & Agile Coach, ANZ	Agility for Industry 4.0
Mohan Babu	DGM- Marketing, Khazana Jewellery	6G Marketing
Govindasamy Devaraj	VP - Trade Services, Standard Chartered Global Business Services	Management 4.0 - Change to Transformation- Banking Industry
Dhruv Talwar	Head, Brand Strategy, Godrej Properties	Humanising Brands & Branding Humans
Ravin Andrew Carr	CEO, GBS India	Panel Discussion on 'How does Management change in Digital Era?'
Ankoo Dasgupta	VP Brand Solutions & Marketing, Shero	
Vassundara Nattes	National Business Head, WizardTechSolutions Inc.	
Mahalakshmi Vivekanandan	Principal Product Manager, Oracle	

Top Recruiters Technology

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 SENSIBLE Visionering. The Change	 HCL	 Hexaware	 ramco Co-create. Innovate. Win.	 RIVIGO MAKING LOGISTICS HUMAN	 SONATA SONATA SOFTWARE
 SOL ANALYTICS Delivering value	 TATA TATA CONSULTANCY SERVICES	 Tech Mahindra	 vmware®	 wipro	 ZOHIO

Manufacturing & Automobiles

 CAT	 EXIDE	 ACC ACC LIMITED	 adani	 HILTI	 FREUDENBERG INNOVATING TOGETHER
 Pera Berger Paint your imagination	 BHEL	 Dalmia	 ferco SHUTTERS & SEATING	 ISUZU	 Refex ENERGY Ltd.
 LT	 Mahindra	 RENAULT NISSAN MITSUBISHI	 TAFE	 Thirumalai Chemicals Ltd.	 CHEMFAB ALKALIS LIMITED

Banking & Finance

 FEDERAL BANK YOUR PERFECT BANKING PARTNER	 HSBC	 HDFC BANK	 IDBI FEDERAL In association with Ageas IDBI Federal Life Insurance Co Ltd	 ICICI Bank	 FLIP
 Chola MS GENERAL INSURANCE	 CUB	 AXIS BANK	 citibank	 ICICI PRUDENTIAL LIFE INSURANCE	 FINASTRA
 ING ING VYSYA BANK	 JM FINANCIAL	 Mahindra FINANCE	 SOUTH INDIAN Bank	 sf SUNDARAM FINANCE GROUP Enduring values. New age thinking.	 Capital IQ

Consulting & Services

 EY	 KANTAR IMRB	 Affine Data • Insights • Transformation	 Capital IQ A Standard & Poor's Business	 VERNALIS	 Deloitte.
 Mindtree Welcome to possible	 The Ma Foi Foundation Our Society. Our Responsibility	 KARVY KEEP GROWING	 AIR INDIA	 BRIDGEi2i INFORMATION • INSIGHT • IMPACT	 Mu Sigma DO THE MATH

Retail & Healthcare

 Pera Berger Paint your imagination	 f	 Amul The Taste of India	 CavinKare Making Lives Happier	 Dr.Reddy's	 NAVITAS LIFE SCIENCES	 asianpaints
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Communication Address

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