



**NATIONAL INSTITUTE OF TECHNOLOGY**

**TIRUCHIRAPPALLI**

**DEPARTMENT OF MANAGEMENT STUDIES**



**FINAL PLACEMENT BROCHURE**

**2023-24**



# Vision

To be a globally acknowledged Business School with social relevance

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# 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



1995

**Jiju P Mani**  
Managing Director  
Accenture



1999

**V Subha**  
Director  
Citi Bank



1987

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



1999

**Debraj Majumdar**  
Director - CMA  
KPMG



1997

**Rashmi Ranjan Mohapatra**  
CEO - Business Head  
Parry Enterprises



1996

**Pooranan B**  
CTO & Co-Founder  
Codem



2005

**Abhinav Vikas**  
Partner  
Deloitte



1990

**Revathi Kant**  
CDO & Senior VP  
Titan Company Ltd



1998

**Anand Vaidyanathan**  
VP  
Wells Fargo



2006

**Antony Alex**  
VP  
Citi



2003

**Hema Rengaswamy**  
VP - HR  
Standard Chartered GBS

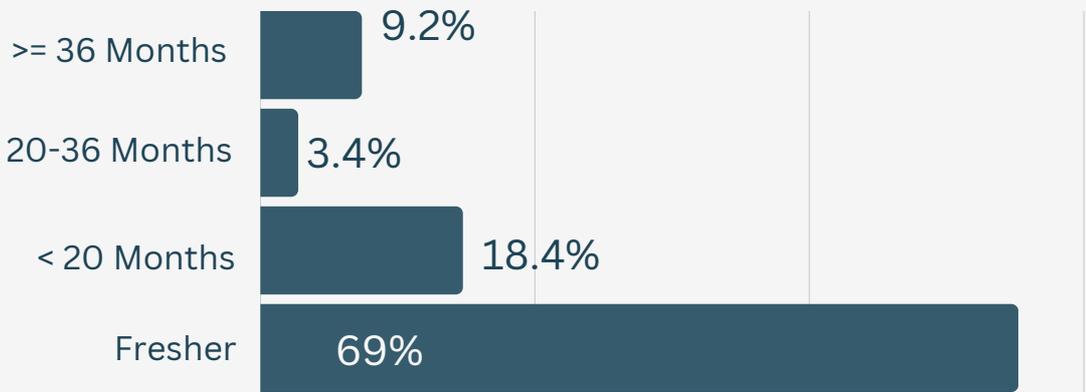


2009

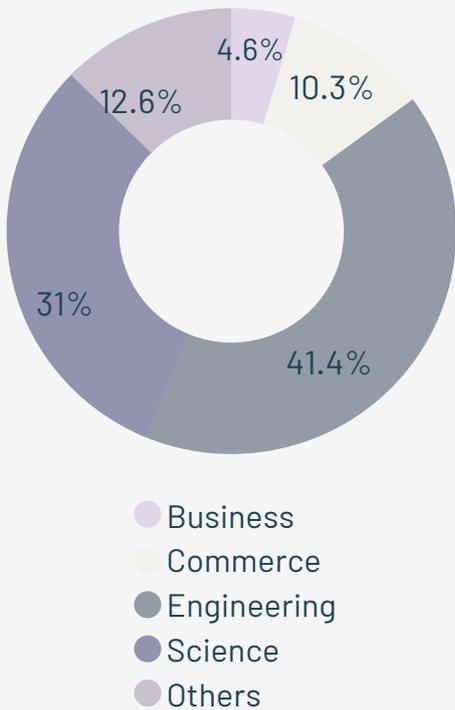
**Abinaya Ashok Kumar**  
VP - Merchant Services  
Bank of America



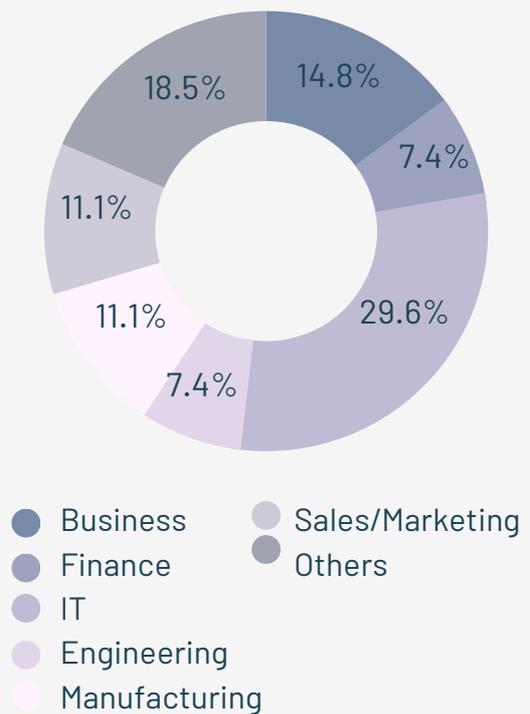
## Work Experience



### Academic Diversity



### Sector - wise Work Experience





## 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



## **ANALYTICA** **The Analytics Club**

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.



## **COBOT** **The Consulting Club**

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



## **LITCOM** **The Literature Club**

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



## **REGIMEN** **The Soft Skills Club**

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



## **VITTIYA** **The Finance Club**

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



## **VIPANAN** **The Marketing Club**

Vipanan centers on strategic marketing. Hones strategic marketing skills through workshops, talks and projects, preparing members for success in the field.



# COMMITTEES



## Admission - Public Relations

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.



## Alumni

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.



## Corporate Relations

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

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.



## Finance

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.



## Training & Placements

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 Muruganantham**  
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 Senth 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

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.





# GUEST LECTURES



NAME	DESIGNATION	TOPIC
Shri Rajiv Gupta	Vice President Flipkart	AI and Predictive Analytics changing the world
Ms Neha Tripathi	Vice President Antwalk	The Future of Purpose Driven Leadership
Ms Bala Meenakashi	Manager Franchise Operations Coca Cola India	What goes behind Launching Brand
Shri Subrahmanian	Leadership Consultant	Transformational Leadership - Need of the hour
Dr Prasanna Shrinivas Venkataraman	Vice President - Data Science Practice ITC Infotech	Quo Vadis Data Science AI/ML
Dr Kavitha Balaiyan	Leader - Data Visualization Ford Motor Company	Trends in Business Analytics
Shri Shailendra Salvi	Director & CEO YASKAWA India Pvt.Ltd	Collaboration - The Future of Business
Shri Arpit Ahluwalia	Vice President- Operations Accenture	Business in a Post Pandemic World
Shri Saswathan Ranjith	Sales Head Sony	Changing Trends in Campus Placements and Recruiters Expectations
Mr M Manikandan	Director - Quality & Continual improvement Ohmium	Map Your Destiny



# PROMINENT RECRUITERS





## 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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