



**NATIONAL INSTITUTE OF TECHNOLOGY  
TIRUCHIRAPPALLI  
DEPARTMENT OF MANAGEMENT STUDIES**

**FINAL PLACEMENT BROCHURE  
2019-21**



[www.domsnitt.in](http://www.domsnitt.in)

## ABOUT NITT

NIT Trichy is recognised as an Institute of National Importance (INI) by the Government of India and is ranked 1<sup>st</sup> among the NITs in the National Institutional Ranking Framework (NIRF). 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

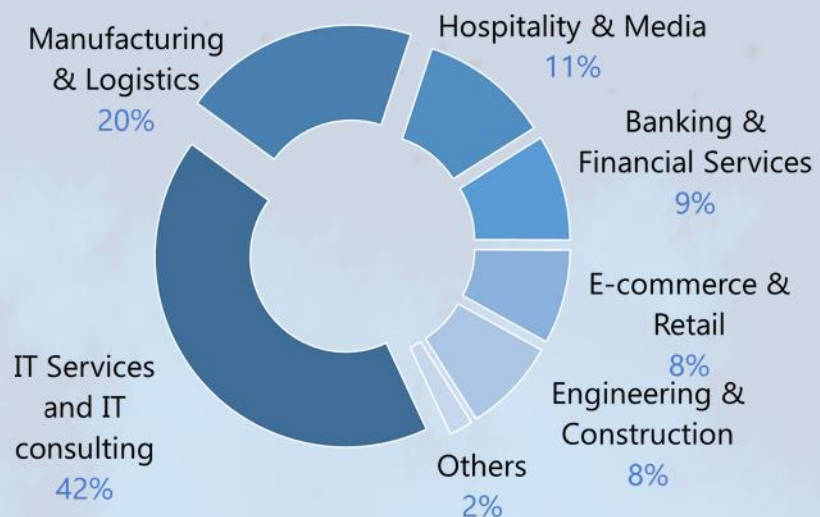
Founded in 1978, the Department of Management Studies (DoMS), NIT Trichy is among the oldest B-schools in India that is student-driven, carrying a legacy of 40 years of exemplary education. DoMS is ranked 35<sup>th</sup> among the 630 participating institutes by National Institutional Ranking Framework (NIRF) 2020.

## DEMOGRAPHICS

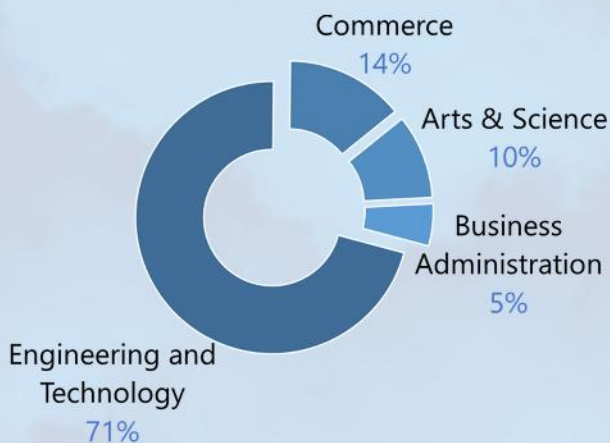
### Gender Ratio



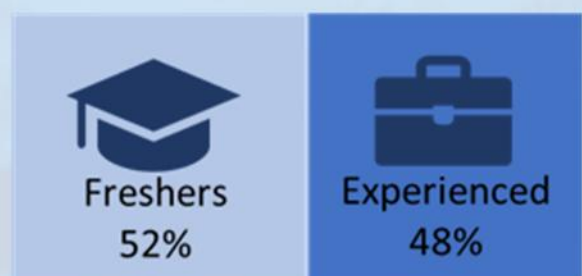
### Industry Exposure



### Educational Background



### Work Experience



# CURRICULUM

## 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

## Human Resource Management

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

## Business Analytics

- ◆ Basic Data Analytics
- ◆ Financial Risk Analytics
- ◆ Big Data Analytics & Data Science
- ◆ Advanced Data Analytics
- ◆ HR Analytics
- ◆ Advanced Machine Learning Techniques
- ◆ Data Mining Techniques
- ◆ Digital Analytics
- ◆ Machine Learning Techniques
- ◆ Supply Chain Analytics

## Marketing Management

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

## 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

## Business & IT Consulting

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

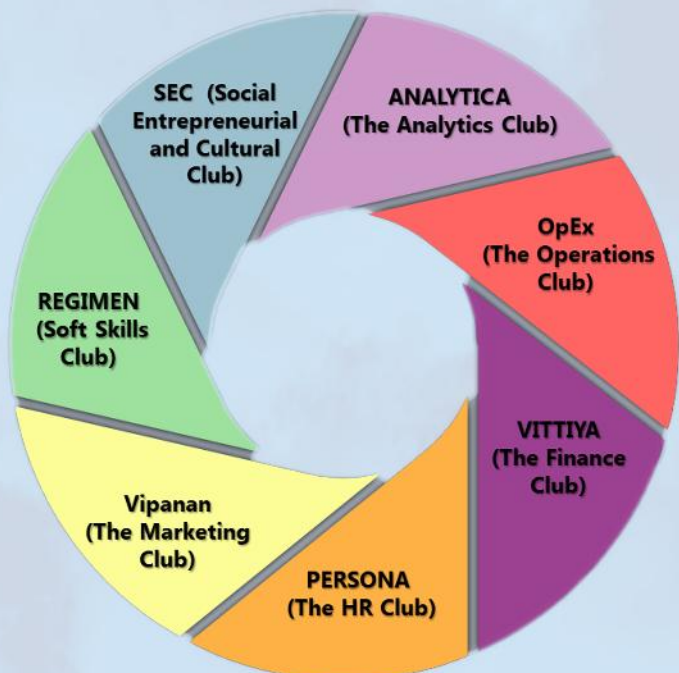
## FACULTY PROFILE

 <p>Dr. P. Sridevi (Head) Information Systems</p>	 <p>Prof. (HAG) M. Punniyamoorthy Operations &amp; Analytics</p>	 <p>Prof. (HAG) G. Kannabiran Information Systems</p>
 <p>Prof. N. Thamaraiselvan Marketing</p>	 <p>Prof. V. J. Sivakumar Marketing</p>	 <p>Dr. G. Muruganantham Marketing</p>
 <p>Dr. B. Senthil Arasu Finance</p>	 <p>Dr. V. Lavanya Human Resources</p>	 <p>Dr. S. Nivethitha Human Resources</p>

## COMMITTEES



## CLUBS





Speaker	Designation	Topic
Ritesh Kumar Singh	Business Economist, Founder & CEO Indonomics Consulting Private Ltd.	Growing policy and regulatory risks of doing business in India
Rajeev Singh	Ex COO & Ex Business Head, Karvy Fintech	Financial services, new technologies and readiness for corporate
Raja Jamalamadaka	TEDx Corporate Speaker, Advisory Board Member in Inrootz, Member Board of Directors in Vehrat solutions	India goes where its leaders do - Mantras to succeed in your life and make India great.
Sahil Nayer	Sr. Associate Director, HR, KPMG	Panel Discussion - India's 5 Trillion Dollar Economy
Shravan Ganguli	Former VP, Goldman Sachs	
Gaurav Gupta	CPO, CHRO India, TEDx Speaker	
Sandeep Kumar Peshkar	VP, Global Practice Head RPA, PEGA, Testing and BPM	



Speaker	Designation	Topic
Lalita Nayak	Head of Sales, Marketing and Communications, NODWIN Gaming	The Art of Storytelling in Marketing
Ravin Carr	Founder & CEO, GBS Americas/GBS India	Social responsibility to make the Earth a better place to live
Vinay Prashant	Co-Founder, Tamaala	Principles of Success

## PRABANDHAN'19

Speaker	Designation	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 in the 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?'
Ankoor Dasgupta	VP Brand Solutions & Marketing, Sheroes	
Vassundara Nattes	National Business Head, WizardTechSolutions Inc.	
Mahalakshmi Vivekanandan	Principal Product Manager, Oracle	

## ACHIEVEMENTS

- Secured 5<sup>th</sup> rank at the All India level FLIP National Challenge 2019
- Won the overall championship in TARANG 2019 - NIT Calicut
- Won second prize in Ops-Cogitate - IIM Raipur
- Won third prize in OpsSamsya - IIM Udaipur
- Winners and Special mention for business ideas - Techstars Startupweekend 2019, NIT-T
- Finalist for Kotler's Conundrum, IIM-A Summit
- Finalist for Agreovera, IIM-A Summit
- Finalists for Breaking Case 4.0 - Nishtha 2019, IIM Trichy
- Finalists for BrandWarz - Dhruva 2020, IIM Trichy
- National Level Campus Hustler, Dare2Compete Challenge - Campus Ambassador
- Winners of Quizzard - Progyan 2019, SASTRA University
- Runners UP in Wakanda Wealth League - Progyan 2019, SASTRA University
- Winners in Technovation - Crescita at Dextra, BIM Trichy

## GUEST LECTURES

Name	Title	Topic
Mr. Suman Mishra	Head of Strategic Alliances and Partnership	Automotive Technology and Market
Mr. Erik Azulay	Executive Director, Nexus Incubator	Market Research : Segmentation-Targeting-Positioning
Mrs. Shoba Sundaresan	HOD, Management Studies, Maharani Lakshmi Ammanni College for Women	The Seven Habits of Highly Effective People
Ms. Runa Sengupta, Mr. Ganesh Kumar	Essilor India Pvt. Ltd., Business/Startup Consultant, CMO Consultant, GM Global Products and Sales Pvt. Ltd.	Managing Human Resource, Machine Learning and Data Science in Marketing
Mr. Ravi Kamana	BI Consultant and Practitioner	Workshop on Power Pivot and Power BI
Dr. Victor Lazarus	Associate Professor, DoMS Bishop Heber College, Trichy	Management Lessons from Indian Railways
Mr. I. Kamala Kannan	GM Operations, BHEL, Trichy	Production, Planning and Control
Mr. Mayank Jain	Regional Business Manager, Titan Company Limited, Bengaluru	Marketing Strategies on Segmentation
Mr. Saswadam Ranjith	Regional State Head, Sony India	Marketing Insights
Dr. Jeyakar Chellaraj	International Faculty, Huggai University	The Road Less Travelled
Mr. Rashmi Ranjan Mohapatra	MD, Kemppe India	Journey to Success
Dr. Lakshmi Narasimhan Vedanthachari	Senior Lecturer-Management, Middlesex University Business School	Future of Work
Ms. Sheela Chellaiah	Soft Skills Trainer	Relation Building
Ms. Kiran Mai Yanamala	Soft Skills Trainer	Workshop on Emotional Intelligence
Mr. G Ram Kumar	Assistant Commissioner of Customs & GST, Chennai South GST Commissionerate	India Before and After GST

## TOP RECRUITERS

### Technology



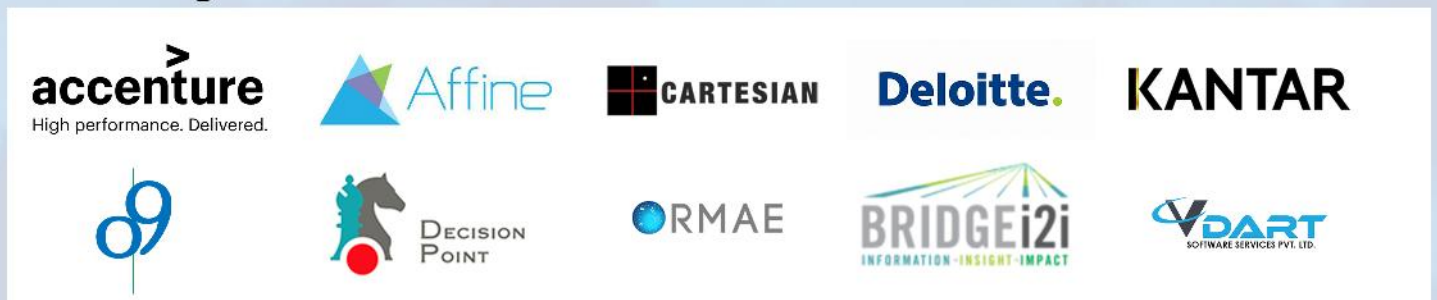
### Manufacturing & Automobiles



### Banking & Finance



### Consulting & Services



### Retail & Healthcare




## Communication Address:

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