



SCHOOL OF MANAGEMENT STUDIES
NATIONAL INSTITUTE OF TECHNOLOGY CALICUT



PLACEMENT BROCHURE
2018 – 2020





“

Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them.

”

Paul Hawken

Dr. SIVAJI CHAKRAVORTI

Director

National Institute of Technology Calicut
Kozhikode



FROM THE DIRECTOR'S DESK

Dear Recruiter,

National Institute of Technology Calicut has evolved through an exhilarating five decades of premier technical education since its inception as Calicut Regional Engineering College in 1961. The institute has now blossomed as a huge banyan tree encompassing deeper and wider knowledge in the field of technology and management. It is truly befitting to introspect on the growth of this institution after its golden jubilee celebrations and I am proud to be an integral part of it.

I am sure that School of Management Studies will scale new heights in business practices and its students will glow as beacons in the corporate world. I invite the industry and corporate managers to propel an illustrious growth.


FROM THE HEAD

Dr.T Radha Ramanan
Associate Professor & Head
School of Management Studies
National Institute of Technology Calicut
Kozhikode



It is with happiness that I note that the students of NITC-SOMS are coming out with 11th annual Placement brochure. NITC SOMS curriculum provides holistic education with opportunities to groom leadership and managerial skills. The uniqueness of MBA stems from two factors; dual specialisation and techno-management education. Our students evolve into good managers through internships and business research projects. Internships enable them to immerse themselves in industrial practice and understand the practical aspects of short-term decision making, providing them a hands-on experience. Projects help them understand the research aspects of business, what analysis, and possible long-term solutions. We have a web of faculty members through whom we imbibe dynamism, research culture, analytical ability, communication skills, and so on.

Our young managers are not only equipped in decision making through a curriculum designed for comprehending today's businesses, but also through co-curricular and extra-curricular activities. At NITC-SOMS, we believe that increased interactions between the industry and institute would make our students industry ready. Our Alumni stands as good examples and shine in their place of work, which is testimony to the joint efforts of companies like you and our Institute. It is my pleasure to wish our budding managers the best on this event of releasing the brochure. I, on my behalf and on behalf of NITC-School of Management Studies, invite you to be part of our Institute and the endeavour we stand for.



“Management is efficiency in climbing the ladder of success; Leadership determines whether the ladder is leaning against the right wall”

– Stephen Covey


OUR VISION

Internationally acclaimed professional competency of highest calibre

OUR MISSION

To equip, train and mould students into globally competent personnel with sound footing on basic managerial principles, skills, research capabilities, along with exemplary professional conduct to analyze, evaluate and execute effective decisions for the progress of enterprises and society, adapting to dynamic economic environment towards robust governance with the highest ethical values.

ABOUT NIT CALICUT



The National Institute of Technology Calicut, earlier known as Regional Engineering College is one of the prime institutions of national importance for technical education in India. The mandate of the institute is to provide technical education and conduct research in the various branches of Engineering, Science, Technology, Architecture and Management. Institute offers Bachelors, Masters and Doctoral Programs, which includes 10 UG Programs (B.Tech. and B.Arch.), 30 PG Programs (M.Tech., M.Plan, MCA, M.Sc. and MBA). Doctoral level research has remarkably increased in the recent times and there has been a substantial increase in the volume of research papers and patents produced. With its proactive collaboration with a multitude of research organizations, academic institutions and industries, the institute has set a new style for its functioning under the NIT regime.



TRAINING AND PLACEMENT CELL

Training and Placement Office at NITC facilitates the process of placement of students passing out from the Institute besides collaborating with leading organizations and institutes in setting up of internship and training program of students. NITC strives to provide world class education and an intellectually stimulating environment in an endeavor to develop well rounded individuals with technical and professional competence of the highest degree. The office liaises with various industrial establishments and corporate houses which conduct campus interviews and select graduate and post graduate students from all disciplines. The Training and Placement Office provides the infra-structural facilities to conduct group discussions, tests and interviews besides catering to other logistics. Last academic year that is 2018-19' NITC had seen record placements and summer placements where 139 companies visited the college, to falling 643 Full time hires and 151 Internships.



ENERGIZING EXECUTIVE EXCELLENCE: AT SOMS

School of Management Studies, NIT Calicut (SOMS NITC) since its inception in 2009, has strived to make knowledge its culture and excellence its tradition. The School aims to be a B-School of global repute by achieving excellence in Management Education and Research with enduring competency building in accordance with the overall vision of NIT Calicut. We ensure that our students become excellent and responsible managers who understand and appreciate the economic and societal realities in India. The Management Program offered here is semester-based, in tandem with the academic pattern of the institute and is anchored in its vision and mission.

SOMS: Objective

To be recognized as a symposium of elevated leaders for all regions.

To offer high-quality business programmes that nurture students for lifelong, learning and success in the multi-ethnic workplace.

To facilitate greater understanding of organizational structures, managerial processes and various challenges that the business organizations worldwide are facing.

To help the students to develop solid work ethics, professional demeanor and strong commitment to society.

ADMISSION TO SOMS NITC

The prospective candidate of NITC SOMS should have a high CAT score to be eligible to get through the Screening Process. They also have to undergo a rigorous selection process, which includes Group Discussions and Personal Interviews to finally become a student of SOMS NITC.

CORE FACULTY

OPERATIONS

Prof. T Radha Ramanan, *Ph.D. (NIT Trichy)*

FINANCE

Prof. T K Suresh Babu, *Ph.D. (IIT Delhi)*
Prof. Muhammad Shafi, *Ph.D. (AMU Aligarh)*

ECONOMICS, ECONOMETRICS & PUBLIC POLICY

Prof. Sunitha, *Ph.D. (IIT Madras)*
Prof. Althaf S, *Ph.D. (IIM Bangalore)*

COMMUNICATION & ENGLISH

Prof. Preeti Navaneeth, *Ph.D. (Rajasthan University)*
Prof. Reju George Mathew, *Ph.D. (EFLU Hyderabad)*

HUMAN RESOURCES

Prof. Sreejith S S, *Ph.D. (IISc. Bangalore)*

MARKETING

Prof. Nithya M, *Ph.D. (Anna University, Chennai)*

FACULTY ON CONTRACT

Prof. Anju Kumari, *Ph.D. (HISAR Haryana)*
Prof. Reuben Philip M, *Ph.D. German (JNU Delhi)*
Prof. Shalin Varghese, *PhD (Bangalore University)*
Prof. Sreekanth V K, *Ph.D. (IIT Kharagpur)*
Mr. Muhammed Riyas K., *M.Phil (Bharathidas University)*
Ms. Nileena Mangalat, *MA (Pondichery university)*
Mr. Rijas B.M., *M.tech (NIT Calicut)*
Ms. Rekha V., *Ph.D. (Pondicherry University)*
Ms. Sunitha A S, *M.Phil (CUSAT)*





CURRICULUM FOR MBA DEGREE PROGRAMME

FIRST SEMESTER

- ♦ Financial and Management Accounting
- ♦ Marketing Management: Concepts and Applications
- ♦ Organizational Behavior
- ♦ Management Information Systems
- ♦ Micro Economics
- ♦ Decision Models in Management
- ♦ Business Statistics
- ♦ Business Communication Laboratory

SECOND SEMESTER

- ♦ Operations Management
- ♦ Financial Management
- ♦ Human Resource Management
- ♦ Legal Aspects of Business
- ♦ Business Government and Society
- ♦ Strategic Management
- ♦ Business Research Methods
- ♦ Information Technology Laboratory

SUMMER INTERNSHIP (May-June)

FOURTH SEMESTER

- ♦ International Business
- ♦ 5 Electives
- ♦ Business Research Project - Part 2

THIRD SEMESTER

- ♦ Organisational Structure and Design
- ♦ Macro Economics
- ♦ 4 Electives
- ♦ Management Science Laboratory
- ♦ Business Research Project - Part 1

SPECIALIZATIONS

I OPERATION

- Project Risk Evaluation and Management
- Operations Strategy
- Inventory and Supply Chain Management
- Manufacturing Planning and Control
- Project Management
- Management of Technology and Innovations
- Lean Production Management

II FINANCE

- Managing Financial Services and Institutions
- Investment Analysis and Portfolio Management
- Derivatives and Risk Management
- Strategic Financial Management
- International Finance and Investment Management
- Corporate Tax Planning and Taxation
- Mergers, Acquisitions and Divestments

III MARKETING

- Marketing of Services
- Advertising and Sales Promotions
- Customer Relationship Management
- Product Policy and Brand Management
- Business to Business(B2B) Sales and Digital Marketing
- Consumer Behavior

IV HUMAN RESOURCES

- Industrial Relations and Labour Laws
- Strategic Human Resources Management
- Recruitment Selection and Compensation Management
- Learning and Development
- Talent and Performance Management
- Human Resources Analytics
- Individual and Organisational Transformation

V Business Analytics and Systems

- Knowledge Management
- Business Intelligence
- Advanced Tools for Decision Support
- Enterprise Resource Planning
- Big Data Analytics
- Data Science for Business Decisions
- E-Commerce
- Machine Learning and Artificial Intelligence
- System Modeling and Simulation



WHY

OFFER PLACEMENTS

All our students graduate with an undying thirst for knowledge, an everlasting appreciation for creativity and an enduring respect for managerial applications that they would bring to life in positions of leadership and civic life.

The MBA programme at the School of Management Studies NIT Calicut has a unique structure with 31 courses including Lab, Summer Internship Programme, and a major Business Research Project, all of it spread across 4 semesters. The School also ensures that the students receive tutelage beyond the regular classes, by way of organizing numerous Seminars, Talks, Workshop and Fests. Hence the School follows an all-round approach to learning in-order to heighten the productivity of the students in all aspects of management. Over the years, students graduating from the School of Management Studies NIT Calicut have successfully taken up strategic positions and shouldered critical responsibilities in the corporate sector across the globe. Their success stories are testimonials to the quality of the education imparted in the School.

The curriculum requires our highly motivated and bright students to undergo mandatory courses in the first year. Once they successfully complete the first year, they undergo an internship to learn from the corporate life. After completing their internships, these students are allowed to choose from two Major Specializations (Dual Specialization). Students choose specific electives to pursue their industry-specific and/or disciplinary interests. Besides academics, students also learn from their vibrant community life on campus. They manage and take part in a number of co-curricular and extracurricular activities which provides them opportunities to grow beyond the limits.

School of Management Studies NIT Calicut is steeped in great traditions, and your participation will add depth and texture to our experience. These traditions evolve over time reflecting the interests of the students by cementing relations that last for a lifetime.

TARANG

The national level B-Fest conducted annually by School of Management Studies. This helps each and every student to apply what they have learned and finally to manage a mega event. Every edition of this B-Fest witnesses sharp minds flowing in from across geographies to battle it out for the ultimate glory and impressive prize money. The vibes of wisdom drift across the shores pooling in industrialists, executives, professionals and students throughout India.

TATVA & RAGAM

Tathva is the annual techno-management fest organized by the college. It is usually held during the month of September and lasts for three days. Tathva has come to be regarded as one among the biggest technical festivals of South India.

Ragam is the cultural festival of NITC. Colleges and universities from Kerala and outside compete in events like trivia quizzes, dance competitions, rock shows and music concerts.

MEEx TALKS

Managerial Expertise Talks (MEEx Talks) is an interactive platform where corporate personalities from across the country discuss relevant topics, so as to bridge the gap between the aspiring young minds and the goals they are perusing, improving the thinking and performing skills. In this event personages from assorted corporate environments and reputed offices lay bare the intimates of ideation, myths, realities and obstacles encountered. This is intended to bridge the gap between the aspiring young minds and the goals they are in pursuit of, by fostering their art of thinking and boosting skills with the current corporate trends

SOMS2SOCIETY

As leaders of tomorrow, students are encouraged to be sensitive to the needs of society. This committee is responsible for initiating, planning and executing many social activities throughout the year such as providing support to pain and palliative care centers, facilitating frequent interaction with local orphanages and conducting blood donation camps. The committee was also responsible for extending a helping hand to the victims of Kerala floods. These activities help to reflect upon the Corporate Social Responsibilities of the future managers.



PLACEMENT COMMITTEE

The Placement committee plays a pivotal role in coordinating placement activities on campus with the Training and Placement Cell. It acts as an interface between the industry and student community by constantly monitoring the demands of the industry.

PUBLIC RELATIONS AND SOCIAL MEDIA CELL

The PR Cell interacts with the Placement and the Academics team to build a better organizational synergy. It fosters the exchange of ideas and sharing of knowledge with other B-Schools across the country by virtue of management fests and related socio-cultural activities.

The Social Media Cell ensures that the activities that are happening in the campus are published in various social media platforms.

MANAGEMENT ASSOCIATION (NITCMA)

NITCMA functions as the administrative body of the students suitably restructuring the curriculum, programmes and techniques to ensure that the students get the best and most relevant inputs. The executive members manage and coordinate all the programmes of the School of Management Studies NIT Calicut, transforming the institute into a more productive, healthy and competent place.



PEDAGOGY

SOMS offer quality education, which is at par with the top B-Schools in the country. The School, with excellent faculty, follows various teachings methodologies with intensive emphasis on active class participation. This helps to mould the students to become successful professionals and better human being. The pedagogy includes



INFRASTRUCTURE

The Theater classrooms provide an enlightening learning experience for students. Blessed with a vibrant, innovative and a well-diversified portfolio, the classrooms emphasize on both comfort and aesthetics. The availability of conference rooms, data science labs, information centers and discussion rooms facilitate the professional growth of the students by being spaces of experiments, trials and learning.

The main computer center, which is open 24 hours a day, has computers with internet facility and all the relevant software packages. The central library is well set with books, journals and bound volumes running into more than a hundred thousand in number. In addition to the central library, 'NALANDA' (Network of Automated Library and Archives), serves as a key to the digital world of knowledge. There is department library as well inside the institute building, with numerous Management books.

Recreational facilities comprise an indoor badminton court, gymnasium, swimming pool and facilities for table tennis. The campus also provides ample facilities for both indoor and outdoor games like badminton, tennis, basketball, volleyball, cricket and football
"I Never Lose. I either Win Or Learn" – Nelson Mandela

STUDENT AFFAIRS AND INITIATIVES

The infographic features a central title 'STUDENT AFFAIRS AND INITIATIVES' at the top right. Below it, various student organizations and initiatives are listed in circular nodes. These nodes are connected by a network of lines, with some nodes having a teal background and others a light grey background. The nodes are arranged in a roughly circular pattern around the title, with lines of varying lengths and colors (teal and white) connecting them. The background is a dark blue with a subtle geometric pattern of lines.

Alumni
affairs

AV Club

B Senate

Consulting
Initiatives

Literary &
Debate Club

Media &
PR Cell

Placement/
Internship
Committee

Library
committee

In house
Magazine
& Newsletter

IEDC

SOMS2society

Website
operations

Informatics
Centre and
Analytics
initiatives

Research
&
Publication

Sports
Committee

Sustainability
initiatives
(CSR)



"A proud student of School of Management Studies, I learned what real professionalism is all about from here. Interaction with world class faculty members trained us to stand strong in today's competitive corporate environment"

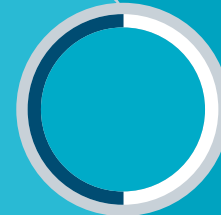
Arathy Krishnan

Corporate Planning Officer at HMT Machine Tools Limited
Batch of 2013

"It was indeed a great learning experience at the School of Management Studies for two years. Some of the best faculty members were around to give the right directions to achieve my future dreams. The guidance and opportunities provided here were really helpful for me to step into the corporate world"

Parameshwar Patidar

Business Development Manager at GoDB Tech
Batch of 2016



"Choosing NITC School of Management Studies Is one of the best decisions I have taken in my life. The amount of exposure I got can never be explained in words. The faculty members truly care about the students, both professionally and personally"

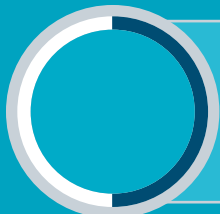
Vidhya Vijayan

Business Analyst at TCS
Batch of 2017

School of Management Studies was a life changer for me. It helped me to approach real life situations in a structured and organized manner with discipline.

Angiras V

Relationship Manager at HDFC Bank
Batch of 2018



Starting with handling people, managing a team, being professional and so on – School of Management Studies has taught me more than I could ask for.

Dinesh S

Digital Marketing & Branding Specialist UL Technology Solutions
Batch of 2017

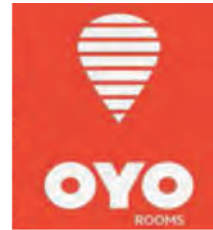
" Learn from your own footprint; i couldn't find a better book' - SOMS taught me this"

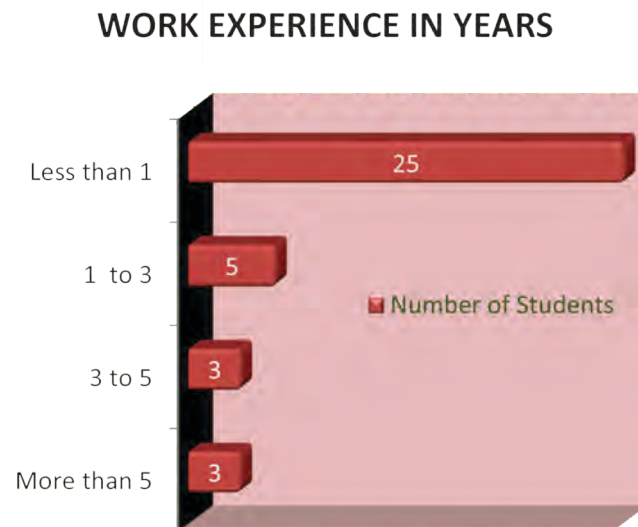
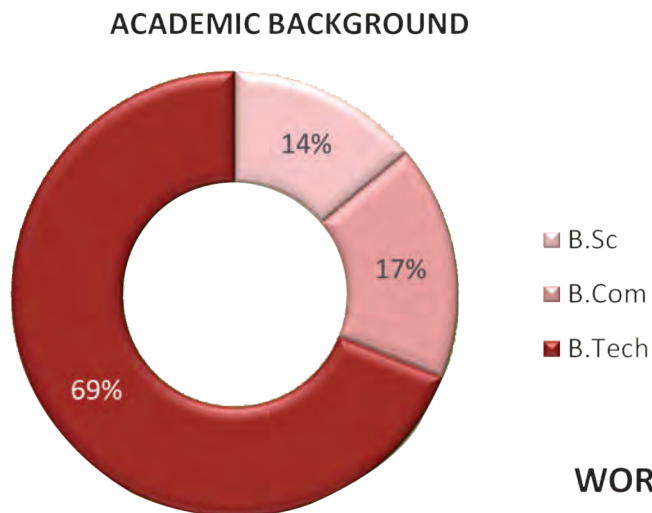
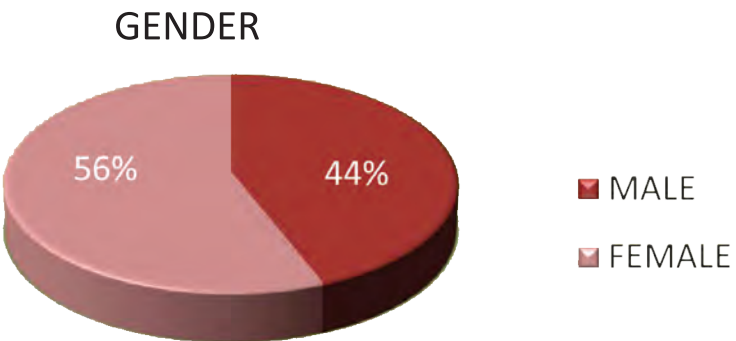
Abin K R

Data Analyst Ernst & Young
Batch of 2018



SUMMER INTERNSHIPS





BATCH PROFILE

STUDENT PROFILE



Ajaibabu T S

B.Sc Physics
2.5 years
Tata Consultancy Services
Assistant System Engineer

Specializations

Marketing, Systems & HR Analytics

Internship

Tata Consultancy Solutions,
Kochi, in Marketing



Amal V

B.Tech (PT)
3.8 years
Madhyamam Daily
Production Supervisor

Specializations

Operations, Systems

Internship

NCR Corporation India Pvt Ltd,
in Operations Management



Amrapali Rambahal Maurya

B.Tech (Mech)
2.7 years
Rochem Separation Systems (India) Pvt Ltd.
Production Engineer

Specializations

Operations, Marketing

Internship

NCR Corporation India Pvt Ltd,
Pondicherry, in Operations Management



Anandhu P S

B.Com (Finance)
FRESHER

Specializations

Finance, Marketing

Internship

Geojit Financial Services Ltd,
Kochi, in Finance



Apoorva Satheesh R K

B.Com
FRESHER

Specializations

HR, Finance

Internship

UL Technology Solutions (ULTS),
Calicut, in Human Resources



Archa E S

B.Tech (Civil)
FRESHER

Specializations

Systems, Marketing

Internship

Cognizant Technology Solutions,
Bangalore, in Marketing



Arya A S

B.Tech (Civil)
FRESHER

Specializations

Operations, Finance

Internship

NCR Corporation India Pvt Ltd, Pondicherry,
in Operations Management



Arya K P

B.Tech (EEE)
6 months
Media One
Business News Reader

Specializations

Finance, HR

Internship

Bennett Coleman and Co. LTD
(Times Group) in Marketing



Ashitha K P

B.Sc Maths
FRESHER

Specializations

HR, Operations

Internship

Indian Oil Corporation, Chennai,
in Human Resources

STUDENT PROFILE



Athira K
B.Tech (Civil)
1 year
Focus Institute of Technology
I grade Trade Instructor

Specializations

Marketing, HR

Internship

Zee Entertainment Enterprises Limited,
Kochi, in Marketing



Binoj B
B.Sc Instrumentation
8 years
Reliance Corporate IT Park Limited
IOT Engineering Projects Ltd
Manager

Specializations

Operations, Systems

Internship

Emerson Process Management India Pvt Ltd,
Mumbai, in Project Management



Christy Mariam Shibu
B.Sc Maths
FRESHER

Specializations

Finance, Systems

Internship

Malayala Manorama, Kottayam,
in Human Resources



Deepthi K
B.Tech (EEE)
5 years
Wipro(2.8yrs); Cognizant(2.2yrs)
Senior Systems Exec.

Specializations

Operations, Systems

Internship

NCR Corporation India Pvt Ltd, Pondicherry,
in Operations Management



Dipu Francy
B.Tech (Mech)
FRESHER

Specializations

Operations, Marketing

Internship

OYO Rooms, Chennai, Marketing



Fathima S
B.Tech (Civil)
FRESHER

Specializations

Operations, Finance

Internship

Dr Reddys Laboratories, Hyderabad,
in Operations Management



Fathimath Sahla
B.Tech (CSE)
FRESHER

Specializations

Marketing, Systems

Internship

HiLITE, Calicut, in Marketing



Genith George
B.Tech (Civil)
5 years
Wipro Technologies
IT Analyst

Specializations

Marketing, HR

Internship

Hedge Equities, Kochi, in Marketing



George Thomas L
B.Tech (CSE)
FRESHER

Specializations

Systems, Marketing

Internship

OYO Rooms, Chennai, in Marketing

STUDENT PROFILE



Hamna K
B.Tech (Civil)
3 years
Architecture Firm(2 yrs); Panchayat(1 yr)
Architect; AE

Specializations

Operations, Systems

Internship

Strides Pharma Science Limited,
Bangalore, in Project Management



Henna Thabassum
B.Com (Finance)
FRESHER

Specializations

Marketing, HR

Internship

Supreme Med, Qatar, in Marketing



Jiranta Susan Varghese
B.Com
FRESHER

Specializations

HR, Finance

Internship

IBS, Thiruvananthapuram, Finance



Jubina K
B.Com
FRESHER

Specializations

HR, Finance

Internship

Indian Oil Corporation, Chennai,
in Human Resources



Mohith George
B.Tech (CSE)
5 years
Tata Consultancy Services
IT Analyst

Specializations

Marketing, HR

Internship

Hedge Equities, Kochi, in Marketing



Niraj Soni
B.Tech (Mech)
FRESHER

Specializations

Finance, Systems

Internship

Dr Reddys Laboratories, Hyderabad,
in Operations Management



Parveen P M
B.Tech (Civil)
FRESHER

Specializations

Marketing, Finance

Internship

TradeVigil, Hyderabad,
in Digital Marketing



Rahul Ramachandran
B.Tech (Mech)
FRESHER

Specializations

Marketing, Operations

Internship

OYO Rooms, Chennai, in Marketing



Rakesh Navuru
B.Tech (ECE)
6 months
Tata Consultancy Services
Assistant System Engineer

Specializations

Finance, Operations

Internship

Dr Reddys Laboratories, Hyderabad,
in Operations Management

STUDENT PROFILE



Ramitha Ramdas
B.Tech (IT)
FRESHER

Specializations

Systems, Marketing

Internship

TeraReach, Bengaluru,
in Marketing



Sabarinath M V
B.Tech (Civil)
FRESHER

Specializations

Marketing, Finance

Internship

Elgi Equipments Limited,
Coimbatore, in Finance



Sandeep E
B.Tech (EEE)
6 months
Cordiant Technologies Pvt Limited
Manual Tester

Specializations

HR, Marketing

Internship

Hedge Equities, Kochi,
in Human Resources



Sulekhathul Nadeera
B.Tech (CSE)
1 year
UL Technology Solutions(p) Ltd
Software Engineer

Specializations

Systems, Operations

Internship

UL Technology Solutions (ULTS),
Calicut, in Analytics



U K Vaishnav
B.Com (Finance)
FRESHER

Specializations

Marketing, Operations

Internship

OYO Rooms, Chennai,
in Marketing



Vijesh Prem P V
B.Tech (Civil)
FRESHER

Specializations

Marketing, Finance

Internship

TradeVigil, Hyderabad,
in Digital Marketing



Visakh V S
B.Tech (Civil)
FRESHER

Specializations

Marketing, Finance

Internship

TradeVigil, Hyderabad,
in Digital Marketing



Vishnupriya P K
B.Tech (AE&I)
FRESHER

Specializations

Marketing, Systems

Internship

Strides Pharma Science Limited,
Bangalore, in operations





CONTACT US

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Student Coordinator

Deepthi K

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SCHOOL OF MANAGEMENT STUDIES

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