



SCHOOL OF MANAGEMENT STUDIES NATIONAL INSTITUTE OF TECHNOLOGY CALICUT

ENERGYZING EXECUTIVE EXCELLENCE





**“ IF OPPORTUNITY DOESN'T KNOCK,
BUILD A DOOR**

MESSAGE FROM THE DIRECTOR



Dr. Sivaji Chakravorti
Director National Institute of Technology Calicut

The National Institute of Technology has come through an exhilarating five and a half decade of premier technical education since its inception in 1961 as regional engineering college. The institute has now blossomed as a huge banyan encompassing deeper and wider into fields of science, technology and management studies.

The institute has now blossomed as a huge banyan encompassing deeper and wider into fields of science, technology and management studies. It is truly befitting to introspect 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 the School of Management Studies will scale newer heights in research and practice and glow as a beacon to the world I invite the industry and corporate managers to be a part of this sparkling growth.

MESSAGE FROM THE HEAD OF SOMS



Dr. T Radha Ramanan
HoD , School of Management Studies, NITC

NITC SOMS curriculum provides holistic education with opportunities to groom leadership and managerial skills. The uniqueness of MBA stems from two factors; dual specialization 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-if 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. 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 endeavor we stand for.

ABOUT US

OUR VISION

Internationally acclaimed professional competency of the highest caliber.

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

National Institute of Technology Calicut was set up in 1961 as Regional Engineering College Calicut (CREC), the ninth of its kind in India. National Institute of Technology Calicut is one of the pioneer institute of India providing Education and Research in various disciplines of Engineering and Technology. Formerly known as Regional Engineering College Calicut and transformed into National Institute of Technology in 2001 as a Deemed University of National Importance among the 18 NIT's in India.

Apart from teaching, NITC is engaged in a wide spectrum of activities covering research and development, industrial consultancy, continuous education and faculty & staff development.



ABOUT SCHOOL OF MANAGEMENT STUDIES

NITC has so far catered quite successfully in contributing towards engineering principles and technical skills as envisaged in its mission statement. With the aim of periodically realigning the focus on the mission statement National Institute of Technology Calicut- School of Management Studies (SOMS- NITC) was established in the year 2009. The focus of attention of the School is to develop professional managers who will adapt to the fast changing environment without losing sight of human values and ethos. The School aims at enhancing the ability of the students to take an integrated view of managerial situations and strengthen their capabilities through the application of professional management principles under varying situations.

ADMISSION TO SOMS NITC

A prospective candidate of NITC SOMS should have a high CAT score to be eligible to get through the screening process. It starts with careful selection of students who have demonstrated their abilities of leadership and spirit of innovation in advance. They also have to undergo a rigorous selection process, which includes group discussion and personal interview to finally make it to SOMS-NITC. SOMS ensures that only the crème de la crème make it to the programme.

STRUCTURE OF MBA PROGRAM

The structure of MBA program at SOMS, comprises of four semesters spanning over a period of two academic years. It is completely a residential program. Credit based accreditation system is being followed here and the total credit score is 95.

OUR MENTORS

Marketing

Dr. Nithya M, Ph.D.(Anna University, Chennai)

Human Resources

Dr. Sreejith S S, Ph.D.(IISc. Bangalore)

Finance

Dr. T K Suresh Babu, Ph.D (IIT Delhi)

Dr. Muhammad Shafi, Ph.D (AMU Aligarh)

Operations

Dr. T Radha Ramanan, Ph.D (NIT Trichy)

Economics, Data Sciences & Public policy

Dr. Sunitha S, Ph.D (IIT Madras)

Dr. Altaf S, Ph.D (IIM Bangalore)

Communication & English

Dr. Preeti Navaneeth, Ph.D (Rajasthan University)

Dr. Reju George Mathew, Ph.D (EFLU Hyderabad)

Faculty on Contract

Dr. Shalin Varghese, Ph.D (Bangalore University)

Dr. Reuben Philip Mathew, Ph.D (JNU)

Ms. Nileena Mangalat, MA(Pondichery university)

Dr. Anju Kumari. Ph.D (HISAR Haryana)

Dr. Sreekanth V. K., Ph.D (IIT Kharagpur)

Mr. Muhammed Riyas K., M.Phil (Bharathidas University)

Mr. Rijas B.M., M.tech (NIT Calicut)

Ms. Rekha V., Ph.D (Pondicherry University)

Ms. Sunitha A.S, M.Phil (CUSAT)

A COMPREHENSIVE CURRICULUM

1st 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

2nd semester

Operational 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/8-10Weeks)

3rd semester

Organizational Structure and Design
Macro Economics
Four Elective Courses
Management Science Laboratory
Business Research Project- Part 1

4th semester

International business
Five Elective Courses
Business research project-Part 2



OFFERED ELECTIVES

OPERATIONS

- Project Management
- Technology Management and Innovation
- Operations Strategy
- Inventory and supply chain management
- Lean Production Management

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

MARKETING

- Marketing of Services
- Advertising and Sales Promotions
- Customer Relationship Management
- Product Policy and Brand Management
- Business to Business(B2B) Sales and Digital Marketing
- Retail and Mall Management
- Consumer Behavior
- Research in Marketing Decisions Marketing Analysis
- Marketing Decision Models.



HUMAN RESOURCES

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

BUSINESS ANALYTICS AND SYSTEMS

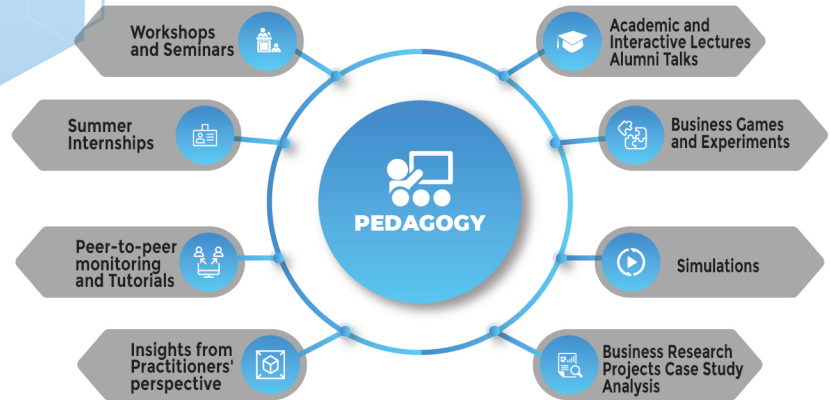
Knowledge Management
Business Intelligence
Advanced Tools for Decision Support
Enterprise Resource Planning Big Data Analytics
Data Science for Business Decisions
Econometrics
E-commerce
Machine Learning and Artificial Intelligence
System Modelling and Simulation

ADDITIONAL ELECTIVE COURSES

General management; humanities and liberal arts
Constitutional Law of India and Human Rights
Globalization and Culture
Entrepreneurship and New Venture Creation

PEDAGOGY

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



LIFE BEYOND WALLS

TARANG

The national level B-Fest conducted annually by School of Management Studies. This year it was conducted on Nov 2nd & 3rd. It was a hunt for leadership and managerial skills among students, from various B- Schools.

TATHVA

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

RAGAM

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

MEx TALKS

Managerial Expertise Talks (MEx 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.

TECHNOLOGY BUSINESS INCUBATOR - TBI

The major objective of a technology business incubator is to facilitate in the setting up of startups which are technology-based and knowledge-driven and also to nurture them by providing them with the necessary platform required for their growth and establishment as successful enterprises.



STUDENT AFFAIRS AND INITIATIVE

Alumni affairs
Audio Visual Club
Business Senate
Consulting Initiatives
Innovation and Entrepreneurship Development
Centre (IEDC)
In house Magazine & Newsletter
Informatics Centre and Analytics initiatives
Library committee
Literary & Debate Club
Media & Public Relations Cell
Placement & Internship Committee
Research & Publications SoMS2Society
Sports Committee Sustainability initiatives (CSR)
Website operations

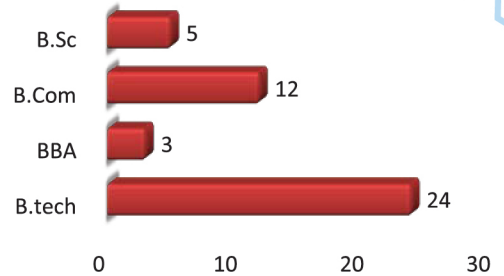


OUR BATCH PROFILE

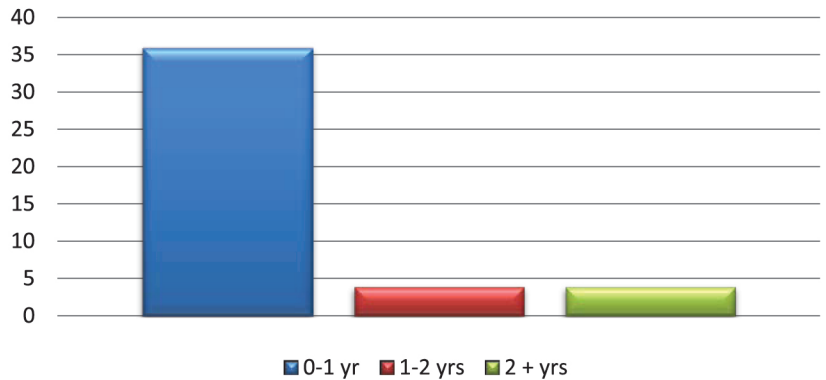


■ Female ■ Male

Gender ratio



Academic Background



Work Experience

STUDENTS' PROFILE



ABHILASH M V
Education: B.Tech (ME)

Area of Interest: Operations,
Marketing
Work Experience: 6 months trainee
at SIFL, Kerala



ABHINAND S
Education: B.Tech (IT)

Area of Interest: Marketing, HR
Work Experience: 19 months as Jr
Consultant at Sutherland Global Services
26 months as Creative Media
Associate at ULTS



ABHISHEK U
Education: B.Com Finance

Area of Interest: Finance, Marketing



AKANKSHA SONI
Education: B.Sc Physics

Area of Interest: Marketing, HR



AMAL S KUMAR
Education: B.Tech(ME)

Area of Interest: Finance,
Systems



ANUSREE DAMODARAN
Education: B.Tech (Civil)

Area of Interest: Operations,
Marketing
Work Experience: 6 months as BDE at
Smec Automations



APARNA M
Education: B.Com Finance

Area of Interest: Finance, HR



ARYA ARAVIND
Education: BSc Mathematics

Area of Interest: HR, Marketing



ELIZABETH JOHNSON
Education: B.Tech (Hons.EEE)

Area of Interest: HR, Systems



EMMANUEL J
Education: B.Com Finance

Area of Interest: Finance, HR



FARZEEN HAMZA
Education: B.Tech(EEE)

Area of Interest: HR, Systems



FARZEENA G K
Education: B.Com CA

Area of Interest: Finance, HR

STUDENTS' PROFILE



GREESHMA SURESH P

Education: B.Com Finance

Area of Interest: Finance, HR



HIMANSHU SINGH

Education: B.Com Finance Area

of Interest: Finance, Systems



JALISICA MARY

Education: B.Com Finance

Area of Interest: Finance, HR



JITHU MOHAN T

Education: B.Tech
(Automobile)

Area of Interest: Operation, Finance



LAKSHMY MANOJ

Education: B.E(EEE)

Area of Interest: Marketing, HR
Work Experience: 4 months as
Administrative Officer at
Blackbury Chits Pvt Ltd.
6 months as apprentice at KSEB



LIYANA MARIYAM

Education: B.Tech (Civil)

Area of Interest: Systems
Operations



MEGHNA BHAGIANATH

Education: B.Tech (EEE)

Area of Interest: Finance, Marketing



MIDHUN KRISHNA CK

Education: BE (ECE)

Area of Interest: Marketing, HR



MOHAMMAD MUSFIR.U

Education: BBA

Area of Interest: Finance
Human resources



MOHAMMED ALTHAF

Education: B.Tech (ME)

Area of Interest: Finance,
Marketing
Work Experience: 4 years as
Mechanical Engineer at Sinohydro
Corporation



MOHAMMED AYUBSHA

Education: B.Tech (EEE)

Area of Interest: System, HR



NEETHU M JASSAN

Education: B.Com Co-op

Area of Interest: Finance, HR

STUDENTS' PROFILE



NIHAL K NAZAR
Education: BSc Physics
Area of Interest: Finance, HR



NITHIN RAJ K
Education: B Tech(ECE)
Area of Interest: Finance, Systems



NITHIN S R
Education: B.Tech (ME)
Area of Interest: Operations, Finance



NIVA P SAJI
Education: BBM
Area of Interest: HR, Marketing,



PARVATHI VARMA
Education: B.Tech (ECE)
Area of Interest: HR, Systems
Work Experience: 2 years as Functional Consultant at Tata Consultancy Services



RAMKUMAR M
Education: BE (CSE)
Area of Interest: Finance, HR
Work Experience: 14 months as Associate Software Engineer at Accenture solutions Pvt Ltd



RESHMA M
Education: BSc Perfusion Technology
Area of Interest: Finance, Operations
Work Experience: 21 months in Healthcare at KG Hospital



RESHMA SATTAR A
Education: BBA
Area of Interest: Finance, HR



REVATHY ANN GEORGE
Education: B.Tech (EEE)
Area of Interest: Finance, Marketing
Work Experience: 21 months as Java Developer at Infoview technologies



RISHIKA M DAS
Education: B.Com Finance
Area of Interest: Finance, Marketing



RIYA YOHANNAN
Education: B.Tech (Civil)
Area of Interest: HR, Operations



SAJIN SALAM
Education: B.Tech (ME)
Area of Interest: Marketing, Operations
Work Experience: 6 months as Production Engineer at Season Coirs Pvt Ltd
6 months as Mechanical Engineer at Bhavanirectors Pvttd

STUDENTS' PROFILE



SANJAY K K
Education: B.Com hons
Area of Interest: Finance , HR



SHABNAM P I
Education: B.Tech (Civil) Area
of Interest: Marketing, HR



SRAVANA AJITH
Education: B.Com Finance
Area of Interest: Finance , Systems



VIJAY K C
Education: B.Tech(ECE)
Area of Interest: HR, Systems
Work Experience: 9 years as RMG
at Tata Consultancy Services



VISHNU PRASAD J S
Education: B.Tech (ECE)
Area of Interest: Systems, Finance



VISHNUPRIYA K P
Education: B.Tech (ECE)
Area of Interest: Human
Resources, Systems



VYSHNAVI PS
Education: B.Com Finance
Area of Interest: Finance, HR

OUR RECRUITERS



LOCALE AND FACILITIES

Hotels in Calicut

The Raviz



Address: Mavoor Rd, Arayidathupalam
Kozhikode, Kerala 673004
Phone: 0495 711 2233

The Gateway Hotel



Address: PT Usha Rd, Vellayil, Kozhikode
Kerala 673032
Phone: 0495 661 3000

The Raviz Resort Kadavu



Address: NH 17, Bypass, Road, Azhinjilam
Kozhikode, Kerala 673632
Phone: 0495 241 1111

PLACEMENT COMMITTEE 2019

TRAINING & PLACEMENT CELL

Dr. Sameer S M
Professor & Head
e-mail: placement@nitc.ac.in
+91 495 228 6600,6602

FACULTY COORDINATOR

Dr. Sreejith S.S
Asst. Professor & Faculty Coordinator
Training & Placement
Email: sreejithss@nitc.ac.in

STUDENT COORDINATOR

Ms. Revathy Ann George
Representative to Internship &
Placement, SOMS NITC
internship_soms@nitc.ac.in
Mob. No: 9947053069

CONTACT US:

School of Management Studies
Address: SOMS, NIT Calicut
Kerala. PIN: 673601
Ph.: 0495-2286075