



# PLACEMENT BROCHURE

MBA BATCH OF 2020-22



www.soms.nitc.ac.in

# Message From Director

**Dr. P. S. Sathidevi**Director (I/C)
National Institute Of Technology Calicut

Since its foundation in 1961 as Regional Engineering College, the National Institute of Technology Calicut (NITC) has had a thrilling six decades of excellent technical education.

The institute attracts top instructors and students from all around the country to its Bachelors, Masters, and Doctoral programmes.

B-Schools compete with one another to develop knowledgeable, skilled, and capable managers in this period of perpetual business competition, NIT Calicut's School of Management Studies (SOMS) was founded to give superior management education and to prepare students with top-of-the-line communication and decision-making skills. SOMS NITC has believed in excellence. delivered quality, and built a symbiotic relationship with the industry since its inception. Students at SOMS have several opportunities to meet with the brightest minds in the field and are exposed to real-world business problems. They have a strong entrepreneurial spirit and are encouraged to come up with novel solutions to the problems they face. Along with business education, we instill a strong ethical undertone in our pupils. Professionalism, integrity, and business ethics are demanded of SOMS students. I am confident that the School of Management Studies will reach new heights in research and practice, shining brightly for all to see.





# Message From Head of the Department

We are extremely delighted to present the 2020-22 batch of our prestigious MBA Programme at School of Management Studies, NIT Calicut. NIT Calicut is home to some of the best brains in the country, selected through a rigorous admission process.

Inspired by the motto of 'Enabling Executive Excellence', we at NIT Calicut strive to impart quality education of the highest standards that will commensurate with the needs of the ever- evolving and pragmatic world of business. Our rigorous curriculum demands effort and tenacity from participants and brings the very best out of them. The faculty of NIT Calicut, along with the visiting faculty from industry and academia, make learning an enriching experience for the students. Through a series of workshops and events, we regularly engage industry leaders who supplement our curriculum with their insights. As you flip through the pages of this brochure, you will get a glimpse of our meticulously designed curriculum, industry interactions, and student driven activities. You will also come across the profiles of students, whom we groom here as professionals. We are sure that these enthusiastic and deserving students can impart enormous value to any organization. We whole-heartedly endorse their potential and capacity as useful contributors to organizational functioning. We cordially invite you to associate with us in the final recruitment process.

**Dr. Muhammad Shafi**H.O.D, SOMS
National Institute Of Technology Calicut



### **Vision**

International standing of the highest calibre.



### 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 a dynamic economic environment towards robust governance with the highest ethical values.

### About **NITC**

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 Bachelor's, Masters and Doctoral Programs, which include 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 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.

### About **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.

## 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.

# Why Offer **Placements?**

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

The MBA program at the School of Management Studies NIT Calicut has a unique structure with 31 courses including Lab, Summer internship program, 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, Workshops and Fests. Hence the School follows an all-around 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 corporate life. After completing their internships, these students are allowed to choose from two Major of 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. 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.



### CORE **FACULTY**

**OPERATIONS** 

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

ECONOMICS, ECONOMETRICS & PUBLIC POLICY

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

HUMAN RESOURCES

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

**FINANCE** 

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

**MARKETING** 

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

COMMUNICATION & ENGLISH

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

### FACULTY **ON CONTRACT**

- O Dr. Anju Kumari.Ph.D (HISAR Haryana)
- Dr. Maneesha N, Ph.D (Bharathidasan University)
- O Dr. Sunitha A.S, Ph.D (CUSAT)
- O Dr. Bineesh Jose, Ph.D (NIT Calicut)
- Mr. Sangeeth P Das, M. Tech (NIT Calicut)

### **VISITING FACULTY**

- Mr. Balaji Chakravarthi (Founder & CEO, Scovelo Consulting)
- Mr. Ramakrishnan V (CA)
- Or. Priyabroto Shoo, Ph.D (Pondicherry University)



# STRUCTURE OF MBA PROGRAM

The structure of the MBA program at SOMS, comprises 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.



#### 1st SEMESTER

- Financial and Management Accounting
- Marketing Management: Concepts and Applications
- Organizational Behaviour
- 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

#### **3rd SEMESTER**

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

### 4th SEMESTER

- International Business
- Four Elective Courses
- Business Research Project Part 2

MARKETING

FINANCE

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



- 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 Behaviour
- Research in Marketing Decisions Marketing Analysis
- Marketing Decision Models.



#### ■ 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

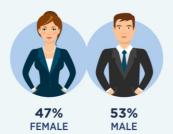
### **PEDAGOGY**

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:



### BATCH OF 2020-22 PROFILE

### GENDER DIVERSITY



### FACULTY TO STUDENTS RATIO



### AVG WORK EXPERIENCE



### • PROGRAM DIVERSITY









### EDUCATIONAL BACKGROUND

66% B.TECH

13% 9% 6% 6% B.A. BBA

### AGE DIVERSITY

20-24	25-29	30-34	35 +
25	20	1	1

# SUMMER PLACEMENT 2020-22

Internship Report

### INTERNSHIP DIVERSITY

BFSI	26.9%
Consulting	26.9%
IT/Analytics	23.1%
Manufacturing	15.4%
Agro Business	3.8%
FMCG	3.8%















### 47 Students

### **INTERNSHIP COMPANIES**

- Testvox
- · Cleareye.ai
- Unschool
- Insights E-Rubrix Analytics
- BlitzJobs
- Scovelo Consulting

- Pest Watch India (PWI)
- MulticoreWare Inc
- Ocupetal
- Sharaf Strategy Consultants
- The Western India Plywoods Itd.

### PAST WORK EXPERIENCE



Development Centre India



























# TESTIMONIALS FOR INTERNSHIPS

Kum Arunima Viswanath is a very impressive intern and she expressed the same by her professional way of approach & positive attitude during her internship @ CSL. She took utmost interest in learning the aspects of this organisation. The knowledge & skills acquired during her internship @ CSL has prepared her to take on the challenges in the professional world. She is well mannered & disciplined too. This testimonial note would be the credible reference & creditable for her as she sincerely deserves. We wish her good luck in her future endeavours & for a bright future'

#### KOLANDAIVELU P

Deputy General Manager (Tech) Training & Skill Development Training Institute & METI Cochin Shipyard Ltd

I loved the interactions with George. I could not be happier with his structured dedication and hard work. He demonstrated a great degree of professionalism, competency in the project path and passion in acquiring new skills while creating his own unique learning experiences. He was always well prepared to effectively engage, willing and eager to learn new things and apply the knowledge in the field.

**Liby Mathew**Assistant Vice President - Analytics
Federal Bank

As a mentor I am privileged to have Mr.Noel Antony in my team. He is truly a gem of a person with all the qualities needed for an employee. He stood in the front always whenever I gave him additional responsibilities and the delivery was 100%.

He always maintained a superb relationship with his peers from other departments and motivated them as well and was always there for them for any help.

My words will fall short while mentioning his competencies.

I wish him all the success in life both as an Employee and as a Human (which he already is).

A short msg to the employers: Never take the risk to miss him:)

Rajanikanth C. S. Vice President, Hedge

Jibimol George, an MBA student at SOMS, NIT Calicut had successfully completed a one-month finance internship with Nestle India Limited. She worked on SKU level OG report by leveraging Power BI. In a short span of time, she understood the requirement & created a Power BI Dashboard which is used by all businesses. This shows her passion of learning & eagerness to deliver results. Her commitment of keep improving Is highly appreciated during her internship tenure. We acknowledge her valuable contribution during her internship and wish her lots of Success in her future assignments.

**Binny Sharma** Business Manager

**Rajesh Gupta** Manager(Finance) Nestle India Limited It was a wonderful experience working and interacting with Mr. Ullas Prabhakaran from SOMS NITC. He added value to our company with his market research and competitor analysis. He helped us understand the new trends in our industry. He was always willing to take up any task that came his way and showed a great sense of responsibility and inquisitiveness towards new learning experiences.

Monson Joseph General Manager Rubco



# STUDENT INITIATIVES

### **TARANG**

The national level B-Fest is conducted annually by the 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.

### **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 pursuing, Improving Their thinking and performing skills.

# TECHNOLOGY BUSINESS INCUBATOR - TBI

The major objective of a technology business incubator is to facilitate 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.

### **IGNITE**

IGNITE sessions are student-hosted series of interactive Corporate talk with Alumni where they share their work experiences, life experiences, memories from their days spent at SOMS etc.

Ignite is intended to help the students to be prepared for the corporate world once they step out of SOMS.

One of the regular and notable speakers of this talk series is Dr. Prabhakaran Paleri (Former Director General of Indian Coast Guard and Founding HOD of SOMS).

This series of talks helps to showcase how far SOMS has come from its initial days, and how the life lessons/ experiences the speakers had received from their MBA days in SOMS were able to help them in their lives as well.

### SOMEवाद - Let's Chat

SOMEवाद is a platform for students to interact with eminent personalities in the corporate world. SOMEवाद ensures that they bring in people who have made a difference, standing apart from the cliche. All these opportunities give our students the chance to look up into the business in a better and different perspective and also encourages them in entrepreneurial regards.



### ANNUAL MAGAZINE

This is the first time, SOMS has planned for a yearly magazine apart from the quarterly newsletter. We also intend to converge all the skills and talents of our students, document and publish them. As this is completely a student driven project, students would be involved completely and will be working as a team and this process would help them understand how to work within an online limitations adapting the new technologies and bringing out the best in all of the students. This would also encourage the students to develop their inborn artistic, literary and other skills.

# DRISHTIKON QUARTERLY NEWSLETTER

The quarterly newsletter, Drishtikon is a well appreciated program initiated by the students itself. Students will divide themself and each team will take up each quarterly newsletter. The newsletter acts as a face to the SOMS, by delivering contents ranging from the Student Initiatives, Literary works, etc till STP and FTP.

# CULTURAL AND CLUB ACTIVITIES

Students have been proactive in conducting different club and cultural activities throughout the year. The online barrier was broken and students took the virtual platforms in a bigger scope. Delimiting all the issues and bringing in better ideas and executing them perfectly, was one of the main motto of students in the last year. Without compromising student engagements and bringing in better resource persons, the activities stood out and received much appreciation.

### **ALUMNI SPEAKS**

The Best Two Years of My Life: The two years I spent at SOMS- NITC were truly transformative. Yes, we were the first batch and we had to start from scratch. However, there was a very high degree of freedom and respect for students at SOMS, which was something I had not experienced to this degree ever before or after and it was liberating. We had wonderful faculty brought in, under the stewardship of Dr. Prabhakaran Paleri- our then HoD, from across the top institutes in the country. Our interactions with them nurtured our thoughts, our minds and our soul and we built relationships forever. We learnt different facets of management in-depth, through pedagogy that was engaging and immersive. On the whole, it has been the people at this amazing institution which created this transformation in me, the kind we envisage through good education. The transformation that infuses knowledge and wisdom, the one that opens our minds, our perspectives, outlooks, and thought processes, while bringing out our inner strength and polishing us to shine like a diamond in the future, through the rigor that the course put us through.

Thanks SOMS-NITC! I owe a lot to you my Campus!

Remya Ann Jose

Sr. Manager & Head- Talent Management - V-GUARD

Being part of a growing B-school like NIT Calicut, we not only learnt management 'fundas' from a group of amazing professors, but each one of us have also become a part of its growth story. I think that has given us a sense of belongingness and ownership towards SOMS. Be it organizing the first ever industry summit like MEX Talks, Management fest Tarang and many more events and competitions that have helped us to utilise and nurture our organizing and leadership skills. The time spent has taught me a great deal about management, networking, making friends, living life as it ought to be lived but most importantly to keep questioning, to never let that curiosity bug inside me die. I am grateful to NIT Calicut for helping me unleash my true potential in these 2 years of management degree.

Abhishek Dutta Bank of America, Ex- TCS

Being at SOMS was one of the most joyful learning experiences in my life and has been one of the strong foundations in my career growth. The strong support and quality guidance from all top-class faculty, visiting faculty, staff and colleagues groomed us to be true leaders and managers. I am thankful to SOMS for everything the 2 years added to me, and I am sure every single student passing out from SOMS is capable of taking up any challenge. I wish SOMS and all the past, current, and future students my best wishes for their work, challenges, and growth.

Romin Mathew
Director at Aldrich International

### **OUR ALUMNI WORK AT**













































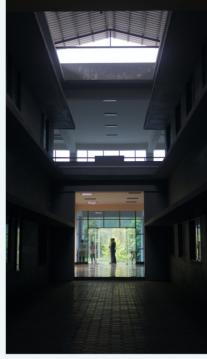












# STUDENT **PROFILE**



AATHIRA N S HR, Marketing B.Sc. Physics



ABINAV SHANKER K Finance, Systems B.Tech, Civil Engineering



AISHWARYA K V HR, Marketing B.Tech, Petrochemical Engineering



AKSHAY RAMESH AHIRE Finance, HR B.Tech. Mechanical



AMITH SANKAR
Marketing, Operations

28 Months
Acodez IT Solutions

B.Tech, Electronics and
Communication
Engineering



AMJAD ROSHAN HR, Systems B.Sc, Physics

Engineering



ANAMIKA VERMA Finance, HR M. A. Economics

ARCHANA B HR, Systems

and Engineering



AQUIL IQBAL HR, Marketing B.Tech, Mechanical Engineering

ARPIT SONKAR



31 Months Wipro Technologies B.Tech, Computer Science



HR, Marketing 53 Months Amazon Development Centre





ARPITH T JOHN HR, Marketing 24 Months Tata Consultancy Services M. A, English



ARUNIMA VISWANATH HR, Operations B.Tech, Electrical and

**Electronics Engineering** 



ASLAHA FARHATH **ABDULLA** Marketing, Operations B.Tech, Food Technology



**ASWATHY SUDHIR** Marketing, Operations 13 Months HubSpire

B.Tech. Electronics and Communication Engineering



ATHIRA JAYAPRAKASH HR. Marketing **BBA** 



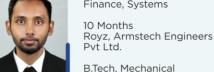
**AVINASH DAS** Finance, Systems 30 Months Innovators Facade



AZHAR K S Finance, Systems

Engineering







HR. Marketing B.Tech, Electrical and **Electronics Engineering** 

BINI BABU U



C RITHIWK PRASAD Finance, Marketing BBA, Marketing



CHRISTOPHER **BASUMATARY** Systems, Marketing 30 Months Poletowin International India Pvt. Ltd.



CHRISTY SONY HR, Marketing B.Sc, Chemistry



G REGHA SUBHASHINI HR, Systems 36 Months WorldQuant LLC B.Tech, Computer Science and Engineering

B.Tech. Electronics and Communication Engineering



**GEORGE MATHEW** Finance, Systems B.Sc, Zoology



HARIKRISHNAN C S HR, Marketing B.Tech, Mechanical

Engineering



JIBIMOL GEORGE Finance, HR BBA, Human Resource Management



JITHIN A R Finance, HR B.com, Finance



KEERTHY VINOD HR, Marketing 12 Months Tata Consultancy





KHADEEJA PALOLI Finance, HR B. A. Economics



KRISHNAPRAKASH K Finance, Systems B.Sc, Mathematics



MOHAMMED NAWAS VM Marketing, Operations B.Tech, Mechanical Engineering



**NITHIN P** HR, Marketing

12 Months PG Constructions, Kerala State Nirmithi Kendra

B.Tech, Civil Engineering



NOEL ANTONY J HR, Marketing B.Com, Finance and Taxation



**QUEEN MARYAN** HR, Operations

24 Months Capgemini India Private Ltd.

B.Tech, Electronics and Communication Engineering



RESHMI JOSEPH
HR, Systems

37 Months
Tata Consultancy Services

B.Tech, Electronics and
Communication Engineering



RINSHAD N Finance, Marketing B.Tech, Civil Engineering



ROSHAN MANOJ A K Marketing, Operations

B.Tech, Mechanical Engineering



RUPESH VISWANADHAN Finance, Systems

60 Months

B.Tech, Mechanical Engineering



**SAINATH S NAIR** Finance, Marketing

B.Com, Finance



SARATH SASIDHARAN Marketing, Operations

B.Tech, Naval Architecture and Shipbuilding



SHAKHITHYA R T S HR, Marketing B.Tech. Geo Informatics



SHIVANI VANAM Finance, Marketing B.Com. Honours



SHREYA S HR, Systems 42 Months Cognizant Technology Solutions

B.Tech. Electronics and

SOORYA NARENDRAN HR, Marketing

B.Tech, Electronics and Communication Engineering



SREELAKSHMI V HR, Systems

Instrumentation

Engineering

12 Months IBM

B.Tech, Electronics and Communication Engineering



SURABHI NIRGUDWAR Finance, Systems

B.Tech, Computer Science and Engineering



**ULLAS P** Marketing, Operations

120 Months Artelia, Tecton Engineering and Construction, STS-Tebodin

B.Tech, Mechanical Engineering

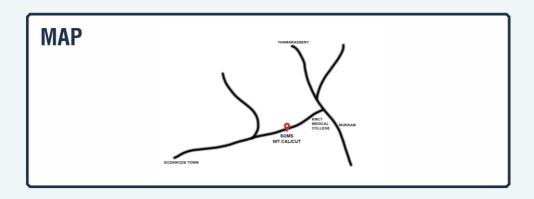


VISHNUPRIYA Y D Finance, HR

12 Months Thomas Cook (I) Limited

B.Sc, Hospitality and Hotel Administration

### LOCATION AND FACILITIES



### **HOTELS IN CALICUT:**

### The Raviz

Address: Mavoor Road, Arayidathupalam, Kozhikode Kerala, 673004.

Ph: 0495 7112233





### The Gateway Hotel

Address: PT Usha Road, Vellayil, Kozhikode Kerala, 673 032.

Ph: 0495 6613000





### **LeCandles Resorts**

Address: E Malayamma Road, Kattangal, Kozhikode Kerala, 673 601.

Ph: 095178 88555





### CONTACT US

### **Training and Placement Cell**



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