



School Of Management Studies , NITC



National
Institute of
Technology
Calicut

Placement Brochure

MBA Batch of 2021-2023

www.soms.nitc.ac.in



12 YEARS OF
EXCELLENCE



Prof. Prasad Krishna
Director (I/C)
National Institute Of Technology Calicut

Message from Director

Established in 1961 as Regional Engineering College, the National Institute of Technology Calicut (NIT-C) has asserted its strength as a top destination for technological education over the past decades. The NITC family houses terrific minds from all over the nation, nurturing their knowledge and skills.

The School of Management Studies (SOMS), where the marvel of technology meets the miracle of management, is an integral part of the institute that keeps close ties with the industry. The department prides itself on being an emerging B-school that focuses on fostering the managers of tomorrow who hold the spirit of outstanding commitment close to their hearts without failing to be true problem-solvers. SOMS is a vibrant space where students are exposed to the world of entrepreneurship and management by interacting with its sharpest minds. Various club activities and events keep it a place buzzing with enthusiasm. Its unwavering devotion to cultivating excellence has borne fruits in the recent past.

SOMS is growing as an academic ecosystem that couples' business education with management research. There is no doubt that it is racing towards broader horizons.



Dr. Muhammad Shafi

H.O.D, SOMS
National Institute Of Technology Calicut

Message from HOD

We are delighted to present the 2021-23 batch of the MBA Programme at the School of Management Studies, NIT Calicut. NIT Calicut, a leading name in technical education that inspires excellence, is listed as an institute of national importance.

The School of Management Studies strives to merge business education with technical education, nurturing managerial minds that spark with the spirit of innovation. As the world of business is an ever-evolving, ever-expanding universe of possibilities and challenges, we aspire to cultivate quality leadership that adapts to transformations. Our curriculum is designed to equip our students with the necessary knowledge and skills to assist and manage organisations. Our dual specialisation MBA programmes also include workshops, talks and events. A proficient set of faculty members and industry experts guides the students. The interactions with visiting faculty and eminent leaders from the industry ensure a strong bond with the world outside academia. This brochure outlines our activities that prepare them to be the best with an uncompromising spirit of empathy. We believe that our graduates will be able to contribute to your organisation's reputation. We endorse their potential to be great at what they do. We cordially invite your esteemed organisation to join us in the final recruitment process.



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 10UG Programs (B.Tech. and B.Arch.), 30PG 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 under go a rigorous selection prcess, 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.

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 |  Micro - Economics |
|  Marketing Management: Concepts and Applications |  Decision Models in Management |
|  Organizational Behaviour |  Business Statistics |
|  Management Information Systems |  Business Communication Laboratory |

2nd SEMESTER

- | | |
|---|---|
|  Operational Management |  Strategic Management |
|  Financial Management |  Business Research Methods |
|  Human Resource Management |  Information Technology Laboratory |
|  Legal Aspects of Business |  Summer Internship |
|  Business Government and Society | |

3rd SEMESTER

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

4th SEMESTER

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

OPERATIONS

- Project Management
- Operations Strategy
- Lean Production Management
- Technology Management and Innovation
- Inventory and supply chain 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 Behaviour
- Research in Marketing Decisions
- Marketing Decision Models

HUMAN RESOURCES

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

BUSINESS ANALYTICS & 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

 Globalization and Culture

 Humanities and Liberal Arts

 Entrepreneurship and New
Venture Creation

 Constitutional Law of India and
Human Rights

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:

 Workshops and
Seminars

 Alumni Talks

 Summer Internships

 Business Games and
Experiments

 Peer-Peer Monitoring
and Tutorials

 Case Study Analysis

 Insights from
Practitioners' Perspective

 Business Research
Projects

 Academic and
Interactive Lectures

 Simulations

Faculty at SOMS

Dr. T. K. Suresh Babu *Professor, School of Management Studies*
Finance and Strategy Management | PhD from Indian Institute of Technology Delhi, Delhi

Dr. K. Muhammad Shafi *Associate Professor & Head, School of Management Studies*
Finance and Accounting | PhD from Aligarh Muslim University, Aligarh

Dr. S. Sunitha *Associate Professor, School of Management Studies*
Economics | PhD from Indian Institute of Technology Madras, Chennai

Dr. Preeti Navaneeth *Assistant Professor, School of Management Studies*
English | PhD from University of Rajasthan, Jaipur

Dr. Nithya M *Assistant Professor, School of Management Studies*
Marketing Management | PhD from Anna University, Chennai

Dr. Althaf S *Assistant Professor, School of Management Studies*
Economics and Public Policy | PhD from Indian Institute of Management Bangalore, Bengaluru

Dr. Sreejith S S *Assistant Professor, School of Management Studies*
Human Resource Management | PhD from Indian Institute of Science Bangalore, Bengaluru

Dr. Reju George Mathew *Assistant Professor, School of Management Studies*
English | PhD from English and Foreign Languages University, Hyderabad

Dr. Rajesh J *Assistant Professor, School of Management Studies*
Marketing Management | PhD from Bharathiar University, Coimbatore

Dr. Manju Mahipalan *Assistant Professor, School of Management Studies*
Human Resource Management | PhD from National Institute of Technology Karnataka, Surathkal

Dr. Sreekanth V K *Assistant Professor, School of Management Studies*
Business Analytics and Systems | PhD from Indian Institute of Technology Kharagpur, Kharagpur

Dr. Vrinda Varma *Assistant Professor, School of Management Studies*
English | PhD from Sree Sankaracharya University of Sanskrit, Kalady

Dr. S. Saravana Kumar *Assistant Professor, School of Management Studies*
Operations Management | PhD from Indian Institute of Technology Madras, Chennai

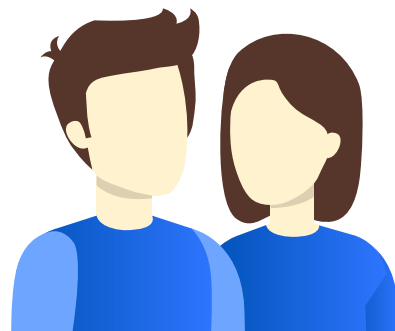
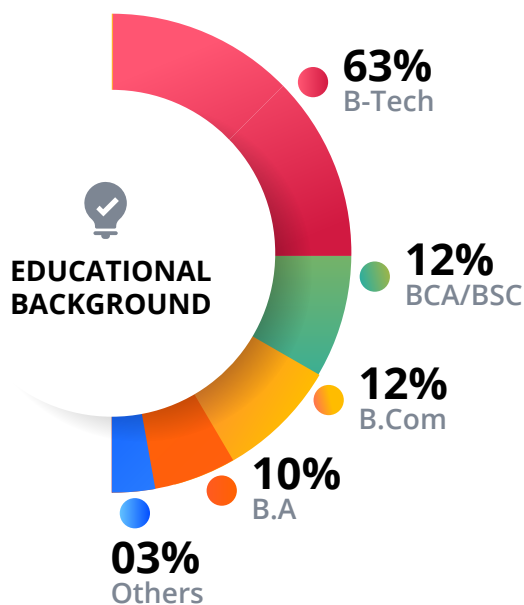
Dr. T. Radha Ramanan *Professor, Department of Mechanical Engineering*
Operations Management | PhD from National Institute of Technology Tiruchirappalli

Invitation for Placements

MBA BATCH OF 2021-23

Faculty to Student Ratio **1:10**

Gender Diversity



MALE
59%

FEMALE
41%

Average Work Experience **24 Month**

Past Work Experience



Student Initiatives

Tarang | Ignite | MEX Talks | someवाद
Drishtikon quarterly Newsletter
Cultural Activities | Annual Magazine
Club Activities | NIPM Students Chapter

Student Profile

BATCH OF 2021-23



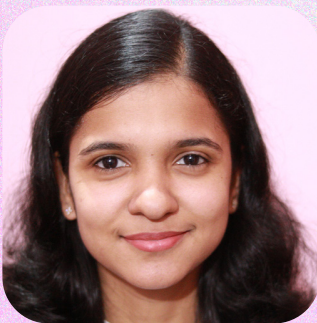
AARON KOSHY THOMAS

Under Graduation : B.Com Professional - Finance

Work Experience : Fresher

Specialization : Finance, Marketing

Internship: Aranya Business Establishments (Finance-2 Months)



ADITHI NAMBIAR

Under Graduation : B.Tech(ECE)

Work Experience : TCS 29 Months

Specialization : Marketing, Analytics and Systems

Internship : ASK wealth advisors (Wealth analytics-2 Months)



AFIFA ABOOBACKER

Under Graduation : B.Com

Work Experience : Fresher

Specialization : HR, Marketing

Internship : Aranya Business Establishments (Marketing-2 Months)



AKHILA JALAMPALY

Under Graduation : BA.(HEP)

Work Experience : Fresher

Specialization : HR, Marketing,

Internship : laughguru (Marketing-2 Months)



AMAL JOY JACOB

Under Graduation : B. Tech(ME)

Post Graduation : M.Tech(TPE)

Work Experience : Central Drug House -22 months

Specialization : HR, Analytics and Systems

Internship : SFO Technologies (NeST) (HR-2 Months)



AMEENA M S

Under Graduation : BTech(Civil)

Work Experience : Fresher

Specialization : HR, Marketing

Internship : Aranya Business Establishments (Marketing-2 Months)



ANMOL KUMAR ROY

Under Graduation : B.Tech(EEE)

Work Experience : A V Tech Electrica(46 Months)

Specialization : Marketing, Analytics and Systems

Internship : Asti Infotech Pvt Ltd (Marketing-2 Months)



ARAVIND MOHAN M

Under Graduation : B.Tech (CS)

Work Experience : OYO,18 months

Specialization : Marketing, HR

Internship : Premagic (Marketing-2 Months)



ASHIRWAD TIWARI

Under Graduation : BE- CHEMICAL ENGINEERING

Work Experience :VVF IND Ltd- 17 Months

Specialization :Finance , Operations

Internship: Hedge Equities (Finance-2 Months)



BHAGYA THARA BAJI

Under Graduation : B.Tech(CheMical engineering)

Work Experience : Fresher

Specialization : Operations, Analytics and Systems

Internship : HCG Hospital (Operations -2 Months)



CHANDANA SOUMITHRAN

Under Graduation : BTech (Biotechnology)

Work Experience : Fresher

Specialization : HR, Marketing

Internship : Aranya Business Establishments (Marketing -2 Months)



DURGA M

Under Graduation : Bsc. Computer science

Work Experience : Infosys(40 Months)

Specialization : HR, Marketing

Internship : Haitech Business solutions (Marketing -2 Months)



FAHEEM ABDULLA

Under Graduation : B.Com

Work Experience : Fresher

Specialization : Marketing, HR

Internship : Aranya Business Establishments (Marketing -2 Months)



GIRIDHAR GOPAL

Under Graduation : B.A. Hons. (Economics)

Work Experience : Amazon - 6 months

Specialization : Finance, HR

Internship : KRG Consultants(Analytics -2 Months)



HARIKRISHNARAJ R

Under Graduation : B.Tech, ECE

Work Experience : Fresher

Specialization : Marketing, Analytics and Systems

Internship : Asti Infotech Pvt Ltd (Marketing -2 Months)



HIMASRI NAIDU G

Under Graduation : BA English

Work Experience : Fresher

Specialization : HR, Marketing

Internship : Ensomerge services Pvt.Ltd (HR -2 Months)



JAWAHARBABU SI

Under Graduation : B.Tech, ME

Work Experience :TCS- 32 Months

Specialization : Finance , Operations

Internship : Raptee Energy Inc. (Operations -2 Months)



JENAFER K M

Under Graduation : B.E, AIE

Work Experience : Fresher

Specialization : Finance, Operations

Internship : Nabard.(Business Research -2 Months)



KEVIN BINOY MATHEW

Under Graduation : B.Tech, ME

Work Experience : Bosch limited-12 Months

Specialization : Operations, Analytics and Systems

Internship : Travancore Sugars and Chemicals Ltd. (Operations -2 Months)



KIRTI KUMARI

Under Graduation : B.Sc, Fashion designing

Work Experience : Reliance Limited- 13 Months

Specialization : HR, Analytics and Systems

Internship : Eduflair (HR -2 Months)



MADHU PRIYA

Under Graduation : B.Tech, CSE

Work Experience : Accenture-6 months

Specialization : Analytics and Systems, Finance

Internship : Saptagiri Grameena Bank (Finance -2 Months)



YMK BHARAT

Under Graduation : B.Tech, ECE

Work Experience : TCS- 44 Months

Specialization : Finance, Analytics and Systems

Internship : Teach For India (General Management-2 Months)



NABEEL MUHAMED

Under Graduation : B.Voc, Logistics Management

Work Experience : Fresher

Specialization : Operations, Marketing

Internship : Aranya Business Establishments (Marketing -2 Months)



NATIQUE ANSARI

Under Graduation : B.Tech, CSE

Work Experience : Fresher

Specialization : Operations, Analytics and Systems

Internship : Delhivery (Operations -2 Months)



NIHAAL D CHUGH

Under Graduation : B.com honours

Work Experience : Huex (15 months), Carindigo.com (17 months)

Specialization : Finance, Marketing

Internship : Premagic (Marketing -2 Months)



NILESH RANJAN

Under Graduation : BA

Work Experience : KK Project 4 Years, Wear In Style 3 Years

Specialization : Operations, Analytics and Systems

Internship : KRG Consultants (Analytics -2 Months)



NISHA RANJAN

Under Graduation : BCA

Work Experience : Fresher

Specialization : Marketing, Analytics and Systems

Internship : KRG Consultants (Analytics -2 Months)



POOJA UDAY

Under Graduation : B.com, Logistics

Work Experience : Fresher

Specialization : Finance, Operations

Internship : Dillinger Middle East FZE (Finance-2 Months)



PRANAV PRASHANT DOLAS

Under Graduation : B.Tech, ECE

Work Experience : Fresher

Specialization : HR, Analytics and Systems

Internship : Ayasta Technologies (Analytics-2 Months)



PREETHIKA MANOJ

Under Graduation : B.Tech, CE

Work Experience : Nate builders - 11 months

Specialization : Finance, Analytics and Systems

Internship : Aranya Business Establishments (Finance-2 Months)



RAHUL R

Under Graduation : B.Tech, ECE

Work Experience : TCS(20 Months)

Specialization : Finance, Analytics and Systems

Internship : Yoshops (Analytics-2 Months)



RAHUL R S

Under Graduation : B.Tech, ECE

Work Experience : Cognizant, TCS(27 Months)

Specialization : HR, Analytics and Systems

Internship : soctai (Analytics-2 Months)



SANGEETH S G

Under Graduation : B.Tech, ME

Work Experience : Fresher

Specialization : HR, Marketing

Internship : Aranya Business Establishments (Marketing-2 Months)



SHRINE MARY REJI

Under Graduation : B.Tech, CSE
Work Experience : TCS-24 Months
Specialization : HR,Analytics and Systems
Internship : Login2Xplore (HR-2 Months)



SONU SUNNY

Under Graduation : BSc ,Mathematics
Work Experience : Fresher
Specialization : Finance, Analytics and Systems
Internship : Aranya Business Establishments (Finance-2 Months)



RAMISETTI VENKATA SAI SREE HARSHA

Under Graduation : B.Tech, ECE Work
Experience : Fresher
Specialization : Finance , Operations
Internship : AGILE CAPITAL SERVICES (Finance-2 Months)



SUDHANSHU DAHAT

Under Graduation : B.Tech, FTM
Work Experience : Vedantu Innovation (6 Months)
Specialization : HR,Marketing
Internship : Opulence (HR-2 Months)



KESAVA VENKATA RAMARAJA U

Under Graduation : BCA
Work Experience : 17 months Infosys ,24 months Ooisolutions
Specialization : HR, Analytics and Systems
Internship : Ooisolutions (Analytics-2 Months)



VARSHA PRASAD

Under Graduation : B.Tech, EEE

Work Experience : Fresher

Specialization : Finance , Operations

Internship : HCG Hospital (Operations-2 Months)



VISHAL KUMAR

Under Graduation : BE,Civil Engineering

Work Experience : Rivigo services pvt ltd-9 months

Specialization : Finance, Analytics and Systems

Internship : MS Advisorys Private Limited (Finance-2 Months)



VISHNU SANKAR

Under Graduation : B.Tech, EC

Work Experience : Fresher

Specialization : Marketing, Analytics and Systems

Internship : Aranya Business Establishments (Marketing - 2 Months)

Student Initiatives

MEX Talks

Managerial Expertise Talks (MEX Talks) is an interactive platform where corporate personages from assorted corporate environments lay bare the intimates of ideation, myths, realities, obstacles encountered and decision-making. This is intended to bridge the gap between aspiring young minds and their goals by fostering their intellect and nurturing their sync with current corporate trends.

Our recent session had Shri Balagopal Chandrasekhar, Chairman of Federal Bank, who delivered an enlightening and informative talk on “Kerala: A business ready ecosystem” as part of MEX Talks. He envisioned the scope of startups in Kerala, the possibilities of public policy and how we can industrialize Kerala.



SOMVAD

SOMVAD is the signature panel discussion program of SOMS NITC, designed to foster real-time communication and discussion between our students and industry experts and professionals. Conducted once a month, SOMVAD greatly broadens the horizons of innovative thinking of students and helps them be fully immersed in the current breakthroughs of important fields in the business ecosystem.

Ignite

Ignite sessions are student-led gatherings where Alumni interact and share stories about their professional and personal experiences. The purpose of it is to give the attendees a broad introduction to the corporate world. The series of speeches highlight how far SOMS has grown from its commencement, how the speaker has advanced in their life after MBA, how being at SOMS have helped them in forging their career ahead and how the upcoming batches can proceed forward in their careers. Additional Public Relations programmes will be offered by SOMS in 2023 to assist students in chiseling their skills.

Cultural and club activities

Many club activities have been conducted throughout the year by students. Club culture includes debates and knowledge-sharing sessions on current business trends, national policies and digital technologies. A variety of management events were designed and conducted by clubs as part of Tarang 2022. In the post-covid era, last year's activities focused on gaining practical organizational experience through virtual and offline modes. The students strive to enrich themselves and their activities regularly in pursuit of continuous learning and growth.

Alumni Speaks

“

Life at SOMS, NIT Calicut was a dream come true for me. I didn't get the admission in the first chance, but when one of the students opted out, I was admitted as the last student of the batch. The kind of learning, exposure to diverse culture and industry experts moulded me to a much more finer person. SOMS changed the way I started looking at things and it changed my perspectives about various things. SOMS life was a proper mix of fun, learning through practise, sessions from experts, organising events and much more. I am forever grateful to SOMS for awarding me with placement in anyone's dream company (TCS) as an HR and I found my life partner from SOMS.

- Teenu Susan Titus, 2017-19

“

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-TalentManagement- 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.

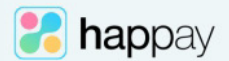
- Abhishek Dutta
Bank of America, Ex-TCS

“

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 of Aldrich International

Our Alumni Work at



Contact us

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Placement Brochure

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