



तमसो मा ज्योतिर्गमय

Information Bulletin



School of Management Studies

NATIONAL INSTITUTE OF TECHNOLOGY CALICUT

MBA-2010-12



National Institute of Technology
CALICUT



The Institute

NATIONAL INSTITUTE OF TECHNOLOGY CALICUT

National Institute of Technology Calicut (NITC) is one of the premier institutions for technical education in India. This was formerly known as Calicut Regional Engineering College (CREC) and it was established in September 1961 jointly by the Government of India and Government of Kerala as one of the Institutes of National Importance. The Ministry of Human Resource Development (MHRD), Government of India

elevated CREC to a deemed University under the name National Institute of Technology Calicut in June 2002. NITC is a Technical Institution set up by an Act of Parliament (Act 29 of 2007) namely, the National Institute of Technology Act 2007.

NITC offers academic programmes leading to B.Tech, B.Arch, M.Tech, M.Sc (Tech), MBA, MCA and Ph.D. degrees in the appropriate disciplines. It is a recognized research institution for pursuing research and development, industrial consultancy, continuing education to faculty & staff and community development. NITC is a recognized Quality Improvement Programme (QIP) Centre for offering M.Tech and Ph.D. programmes for teachers of engineering colleges and polytechnics. NITC is an institution receiving financial assistance for modernization and academic reforms through Technical Education Quality Improvement Programme (TEQIP) scheme of the Government of India.

Location

Set in a picturesque landscape at the foothills of the Western Ghats, NITC is located about 22 kilometers north-east of Calicut city in the state of Kerala, India. It stretches over a length of about 1.5 km along the



तमसो मा ज्योतिर्गमय

Calicut-Mukkam Road, extending over an area of approximately 120 hectares. The nearest airport is Calicut, which is about 45 km away from the campus.

Infrastructure facilities

The institute has a well equipped library (including a Digital Library known as NALANDA), a central computer centre, lecture hall complexes, various laboratories in different departments, workshops, hostels for accommodating about 2000 students, health care centre, a good number of faculty quarters and adequate facilities for sports, games and co-curricular activities. TATHVA, the technical event and RAAGAM, the cultural event are conducted every year. The institute has a guest house, with A/C rooms for the guests of the institute including alumni and parents of the students. To provide service to the residents, the campus also accommodates a branch of State Bank of India, Post office, canteen & co-operative store. The campus is fully internet connected with fiber optic gigabyte backbone network and wireless LAN. The internet connectivity is of 10mbps. The wireless LAN covers the entire campus with IEEE802.11B and 802.11G standards.



समस्तो मा ज्योतिर्गमय

Campus Networking Centre

Campus Networking Centre (CNC) of the institute manages the internet connectivity (wired and wireless), web servers and mail server of the institute. Presently the network is served by 32 MBPS of internet connectivity provided by Reliance for the whole campus. All the hostels are served with internet connectivity through wired/wireless service. The CNC functions on all days on a 24×7 basis except seven public holidays.

Education Technology and Library

Education Technology & Library (ETL) consists of the Central Library and the Digital Library. The **Central Library** of NIT Calicut is one of the best technical Libraries in South India. It has a very good collection of more than one lakh technical and management books. The services and other day-to-day activities of the Central Library are fully automated to provide better access to its users. The bibliographic information of its entire collection has been converted into machine-readable form and is accessible from throughout the campus. The Library subscribes to 153 International Journals and 60 Indian journals in print form.

The Digital Library, 'Nalanda' provides online access to more than 6000 electronic journals in various



engineering, management and science disciplines. NALANDA hosts many electronic databases in its servers-the prominent one being the Ei-Village 2 which consists of Ei Compendex. As a member of the Indest Consortium under Ministry of Human Resource Development, Nalanda promotes the use of E-journals and E-books for advanced research and learning in the engineering education. Major online resources are journals/magazines/conference records/standards of IEE, IEEE, Springer Link , ASME, ASCE, Nature and ACM Digital Library core packages. In addition, Nalanda gives online access to Bureau of Indian Standards, ASTM International Standards, J-Gate, Papers Invited, JCCC and ASTP CMIE, EBSCO, Cengage,online databases. Through JCCC, it is possible to share resources subscribed by the INDEST members like NITs, IITs, IISc and IIMs. Nalanda has also online access to 12,304 e-books which includes net library, Knovel e-books, Referex e-books collection and Springer Link e-books. The Digital Library is developing the NITC resources by digitalizing and indexing the faculty publications, research papers, students' projects and seminar reports. Digital Library Reading Room with more than 50 terminals provides exclusive access of digital resources. All resources are available throughout the campus from <http://www.nalanda.nitc.ac.in>. The



Central Library also houses a Reprographic Section which consists of a Graphic Studio, Offset press and a Binding Section. This section caters to the entire needs of the Institute.

Central Computer Center

The institute has a Central Computer Centre (CCC) which can house about 520 terminals. The CCC is supported with one Dell Power Edge 6600 quad processor high performance server, eight Dell Power Edge 2600 dual processor servers, and one Sun ultra 10 sparc servers. The client systems include about 110 Intel desktops and 55 thin clients. The platforms supported are MS-Windows, GNU/Linux, and Solaris. A large collection of utility and production software including the entire Microsoft packages, Red Hat and Fedora Linux, SCO Unix, Norton, Oracle, Adobe Coral, Macromedia, 3D Max, Ulead, GIF Animator, Star Office, Word Perfect, Gist ISM, Auto CADD, Tally silver, TATA E-X, Visual Studio, MSDN, Turbo and Borland C++ suite, Fortran, Kylix, Cute FTP Pro, Crystal Report creation software, Mathematica etc give lot of opportunities for the students and faculty to be more productive. MATLAB and CFD software- FLUENT, Comsol etc., are accessible from anywhere within the campus. The centre is fully air conditioned and with



UPS power backup. In addition each department/school have their own informatics centres with decentralized workstations monitored by central computer centre and campus networking centre.

Intercom and Cable TV Facility

Intercom and cable TV facility to the entire campus is also provided.

Hostels

Being a residential Institution, NIT Calicut endeavours to provide accommodation for all the students in the campus. There are eleven halls of residence including four halls for girl students (with a capacity to accommodate 417) and the total capacity is around 2200. Each hostel is attached with mess halls and arrangements have been made to serve food according to the food habits and interests of the students from various regions across the country. The students of School of Management Studies have been provided apartments on twin share basis. The management and administration of messes are done through student committees and the faculty members play the supervisory roles. The administration of the hostels and the messes is by a Hostel and Mess Committee, constituted by elected/nominated student representatives. The rules and regulations concerning the hostel and mess administration are framed by



the then Hostel and Mess Committee and are amended from time to time based on needs. There is a council of wardens headed by the Chief Warden appointed by the Director, for looking after the day-to-day affairs and ensuring discipline in the hostels. There are Resident Tutors to assist the Chief Warden and the Wardens. Apart from this, each hostel has Steward/Matron to look after the welfare of the inmates and attend to matters concerning the running of messes.

Physical Education and Sports

NIT Calicut, true to its objective of “total fitness in the campus” has rightly included Physical Education in the UG curriculum, which is designed to orient the fresh batch of students to the basic need for health related physical fitness through sports and to compulsorily participate in a 1-Credit Course in Physical Education. The Institute offers to the students, all major infrastructure including Swimming Pool, Skating Rink and Gymnaesium to choose from for making their campus life worthwhile and fruitful. In addition, the highly talented are spotted, trained and exposed to higher level of competition like the inter university, inter NIT and state tournaments.



Training and Placement Cell

The institute has a Training and Placement department which looks after the training needs of the students, their placement in jobs on graduation and for partnership in industry. An Entrepreneurship Development Cell promotes the students for self employment. There is a full-time professor appointed by the Director, for looking after over all affairs of the department and ensuring internship, placement and international exchange.

Technology Business Incubator

A Technology Business Incubator (TBI) with the assistance of Department of Science and Technology, Government of India has been established. TBI helps in incubating knowledge based start-ups into sustainable businesses providing necessary infrastructure and guidance with the massive support of School of Management Studies and the Institute as well.

Distinguished Alumni

A vast majority of the former students have made lasting impact in the professional areas such as academics, administrative services, research laboratories, government and private industries. A strong network of alumni thrives in India as well as in the foreign countries.



Health Facility

Medical care is offered by the Institute at its own Health Centre having 10 beds and a clinical laboratory for carrying out the routine biochemical tests. There are two medical officers - a Lady Medical Officer, a Resident Medical Officer and a qualified nursing staff to look after the health needs of the campus residents. The Institute, through insurance firms, offer a mediclaim policy for the students which offer upto Rs. 35,000 for normal hospitalization and up to Rs. 1, 00,000 for accident related hospitalization for a nominal premium paid by the students.

Banking and Postal Facility

A fully computerized branch of the State Bank of India (SBI) with networked ATM and internet core banking facility functions within the campus. The bank also extends financial support in the form of loans for meeting the educational expenses of students. A Post and Telegraph Office with value added facilities like Speed Post, India Telephone Cards (ITC) etc. functions within the campus.

Student Discipline

It is necessary that the Institute should cultivate higher values of honesty, integrity, responsibility, mutual respect for persons, property and respect for human rights among its students. In order to achieve the same,



the institute has a 'students conduct and disciplinary code 2007', approved by the senate and available in the institute website for the students to adhere with. All the candidates getting admitted to the institute and their parent/guardian are required to give an undertaking to the effect that the students would strictly adhere to the 'students' conduct and disciplinary code 2007'during his/her period of stay in the institute. Ragging is prohibited as per the decision of the Supreme Court of India in Writ Petition No. (C) 656/1998. Anybody found to be indulging in ragging will be severely punished which includes expulsion from the institute.

Working Hours

Academic Departments & Office: Monday- Friday 0900 to 1730 hours with half an hour break for lunch

Library: Monday-Saturday - 0800 to 2300hours (except Public Holidays)

Central Computer Centre: Round the clock (except Public Holidays)

Health Centre: Monday-Saturday 0900 to 1730 hours Sundays/Public Holidays 1000 to 1200 hours.



तमसो मा ज्योतिर्गमय

SCHOOL OF MANAGEMENT STUDIES

National Institute of Technology Calicut 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 (NITC-SOMS) has been established in the year 2008.

Objective

The objective of “NITC-SOMS” is to develop students with technical background in analytical and executive skills required for professional managers. The MBA programme has been designed as per international standards. In this endeavour, the school invokes excellent executive competence among engineering graduants. The deliverable of the programme is to contribute to the business fraternity, competent executive and professionals combined with human values, meeting the needs and standards of industry globally. The



programme is drawn in a manner to imbibe managerial decision-making skills while retaining the technical identity of the individual.

Programme Highlights

- Course designed as per international standards
- Invoke excellent executive competence among engineering graduates
- Unique course structure aligned with industry requirements
- Students from vibrant technical background and industry experience
- Business Skill Development Program to mould students into able managers



तमसो मा ज्योतिर्गमय

FACULTY

Dr. Prabhakaran Paleri, Ph.D.

Professor and Head

Strategic Management

Organizational Design and Process

Managerial Communication

Disaster and Environmental Management

Shipping Management

Dr. K. Muhammad Shafi, Ph.D.

Assistant Professor

Finance & Control

Dr. N. Sudarsan, Ph.D., Associate Professor

Management Information Systems,

Human Resources Management

Dr. R Sreedharan, Ph.D.

Professor

Decision Modelling

Systems Modelling and Simulation

Total Quality Management

Ms. Sunitha. S, Ph.D. (ongoing IITM)

Assistant Professor

Managerial Economics

Indian Economy,

Econometrics and Public Finance



FACULTY

Dr. V. Madhusudanan Pillai, Ph.D.

Associate Professor
Operations Management,
Manufacturing Planning and Control,
Supply Chain Management,
Competitive Manufacturing

Dr. V. Sivasubramanian, Ph.D.,

Associate Professor
Operations Management

Dr. B. S. Girish, Ph.D.,

Assistant Professor
Operations Management,
Optimization

Dr. T. Radha Ramanan, Ph.D.

Assistant Professor
Cost Management
Financial Management
Manufacturing Scheduling Systems
Management of Technology
and Innovations

Visiting Faculty

Prof. KK Ramesh, CA (IIMK)
Prof. A. B. Unnithan (IIMK)
Prof. Sanjay Jharkaria(IIMK)
Mr. Muraleedharan Paleri (Industry)
Ms. Elizabeth George (Industry)
Adv. Vijayalkshmi (Dist. Court)



Board of Management Studies and Research

Secretary		Chairman	
Dr. Prabhakaran Paleri Professor and Head School of Management Studies		Dr. G.R.C. Reddy Director National Institute of Technology Calicut	
Members			
Dr. Prabhakaran Nair Dean Post Graduate Studies NIT, Calicut	Prof. Saji Gopinath Director TAPMI Mangalore	Dr. R. Ravikumar Professor IIM, Bangalore	
Dr. K.G. Alexander Director Baby Memorial Hospital Calicut	Prof. G. Srinivasan Professor Dept of Management Studies IIT, Madras	Dr. Dipak Jain Dean Kellogg Business School North-Western University, USA	



Members

Mr. Shilen Sagunan

Managing Director
Arbitron India, Cochin

Dr. L.S. Ganesh

Professor
Dept of Management Studies
IIT, Madras

Commodore M.K. Murthy

I.N (Retd)
(Former CMD,CSL)
Coimbatore

Dr. S. Devarajan

Sr. Vice President
TVS Motors, Bangalore

Pedagogy and Structure of MBA Programme

The salient feature of the pedagogy is to shift the focus from teacher-centric to student-centric. The students will be active participants in their own study programme.



तमसो मा ज्योतिर्गमय

- Interactive lectures
- Structured discussions
- Case methods and dramatised case studies
- Insights from practitioners' perspective-best organizational/corporate practices
- Panel discussions and CEO/Senior corporate meets
- Beyond classroom learning through hands-on experience
- Workshops and seminars
- Role plays
- Instrumentation
- Business games and experimental simulations
- Company and corporate visits
- Summer internship
- Business research project
- Contemporary model study



Structure of the MBA Programme

- a) The MBA programme follows trimester system; consisting of six trimesters.
- b) Each academic year is divided into three trimesters, each trimester is of 10-12 weeks.
- c) The program covers a total of 111 credits comprising 21 core courses in its first year (63 credits), and four core courses of 12 credits and 10 elective courses 30 credits and a business research project of 6 credits.
- d) First year has 21 core courses and a compulsory non-credit internship in a professional organization for a duration of 8 to 10 weeks is compulsory at the end of the first year.
- e) Second year has four core and ten elective courses excluding a business research project. Also The student can opt for any contemporary model research project instead of electives. These projects are expected to give an experience in understanding and formulating management problems and solving. This exercise should lead to the preparation of a research paper.
- e) Second year will have four core and ten elective courses excluding a business research project. Also the student if desires can opt for any contemporary issue as a mini research project instead of electives. These projects are expected to give an experience in understanding and formulating management problem, and solve it. This exercise should lead to preparation of a research paper.
- f) Each student will be assigned a faculty advisor. The student is required to select the elective courses in consultation with the faculty advisor. Students are also advised to periodically report to their faculty advisors, and discuss their academic performance in the course work, and consult them for any problems they have.



Curriculum

The curriculum for MBA for the academic years 2010 – 2012 is as follows

Core	Core
<ul style="list-style-type: none">● Principles of Management● Financial Accounting: Concepts and Fundamentals● Managerial Economics● Organizational Behaviour● Marketing Management: Concepts and Fundamentals● Quantitative Methods and Business Statistics for Decision Making● Managerial Communication, Etiquette and Manners● Management Accounting: Application and Process● Operations Research in Management	<ul style="list-style-type: none">● Organizational Process: Structure and Design● Marketing Management: Application and Process● Production and Operations Management● Strategic Management● Information Technology for Managing Corporations● Legal Aspects in Business● Financial Management● Business and Economic Environment



Core

- Business Research Methodology
- Human Resource Management
- Supply Chain Management
- Business Ethics, Indian Society and Transformation
Summer Internship 8-10-weeks duration
- Environmental Management and Natural Resources
- Management of Technology and Innovation
- Business Research Project
- Principle and Process in Business, Government and Society

Electives

Business Analytics: Research & Systems

- Principles and Processes of Business Analytics and Research Business Intelligence
- Enterprise Resources Planning (ERP)
- Data Driven Market Analysis
- Demographics and Economics of Marketing
- System Analysis and Simulation
- E-Commerce
- Knowledge Management
- Object Oriented Data Base Management System
- Data Warehousing and Data Mining



Electives

Finance

- Risk and Insurance Management
- International Finance and Investment Banking
- Managing Financial Institutions
- Managing Financial Services
- Investment Analysis and Portfolio Management
- Corporate Tax Planning and Taxation Options, Futures and Derivatives

Human Resource

- Capacity Building and Performance Management

Electives

- Management of Change: Design and Implementation
- Recruitment, Selection and Compensation Management
- Transforming Personality and Interpersonal Development

Marketing

- Retail and Mall Management
- Consumer Behaviour
- Advertising and Sales Promotion
- Product and Brand Management
- Marketing of Services
- Customer Relationship Management



Electives

- Product Rejuvenation and Development
- International Marketing

MaProduction and Operations

- Lean Manufacturing Management
- Group Technology
- Infrastructure and Development Management
- Total Quality Management Project Management
- Maintenance Management, Safety and Control
- Aviation and Airport Services Management
- Shipping, Ports and Maritime Infrastructure

Electives

Management

Strategy

- Environmental Disaster Management
- Business Disaster Recovery and Continuity Management
- Strategic Financial Management



2.10. MBA Programme Calendar

FIRST YEAR

Trimester 1
JUN-AUG
Core courses

Trimester 2
SEP-DEC
Core courses

Trimester 3
JAN-MAR
Core courses

SUMMER INTERNSHIP

APRIL-MAY

SECOND YEAR

Trimester 4
JUN-AUG
Core and elective courses

Trimester 5
SEP-DEC
Core and elective courses

Trimester 6
JAN-MAR
Elective courses and business
research project



Admission Criteria

Eligibility

Candidates who have qualified for the award for a regular bachelor's degree duly recognized by the UGC/AICTE in engineering/technology/architecture/and appeared for common admission test (CAT) conducted by the IIMs from 28 November to 7 December 2009 are eligible to apply for admission to MBA programme 2010-12.

In addition, the candidates shall be ranked based on their section wise performance in CAT, work experience, credible performance in group discussions and personal interview to be conducted as a part of selection procedure for admission



Fee Structure

FEE STRUCTURE	I year	Sl. No.	Particulars	1 st Trimester	2 nd Trimester	3 rd Trimester	Total
			Admission fee	10,000			10,000
			Registration fee	5,000	5,000	5,000	15,000
			Tuition fee	30,000	30,000	30,000	90,000
			Course material charges	10,000	10,000	10,000	30,000
			Library and laboratory fees	10,000	10,000	10,000	30,000
			Computer fee	30,000			30,000
			Growth Fund	5,000			5,000
			Medical insurance charges	256			256
			Examination Fee	300	300	300	900
			Training & Placement	1,000			1,000
			Sports Amenities Fee	300			300
			Other Amenities Fee	500			500
			Magazine Fee	500			500
			SJET, PTA, Professional Association	762			762
			Fee & Cooperative Share				
			Industrial visit	5,000			5,000
			Alumni activities	1,000			1,000
			Institute caution deposit including library deposit (Refundable)	5,000			5,000
						Total (Rs.)	
				Exchange programme (Optional)			30,000

*Subject to change



तमसो मा ज्योतिर्गमय

FEE STRUCTURE	II year	Sl. No.	Particulars	1 st Trimester	2 nd Trimester	3 rd Trimester	Total
			Tuition fee	30,000	30,000	30,000	90,000
			Course material charges	10,000	10,000	10,000	30,000
			Library and laboratory fees	10,000	10,000	10,000	30,000
			Growth Fund	5,000			5,000
			Medical Insurance charges	256			256
			Examination fee	300	300	300	900
			Other Amenities Fee	500			500
			Magazine Fee	500			500
						Total (Rs.)	1,72,156
						GRAND TOTAL (Rs.)	3,97,374

Hostel room rent and mess charges payable every month extra.

Intake

The intake for MBA for the year 2010-12 is 30 students and subsequently will be enhanced as per the recommendations of Board of Governess of the institute



तमसो मा ज्योतिर्गमय

How to apply:

The online application form and information bulletin can be obtained from www.soms.nitc.ac.in or from the link given in www.nitc.ac.in. The application form can be duly filled and submitted online in which the summary should be forwarded to “The Coordinator MBA admissions, School of Management Studies, National Institute of Technology Calicut, Calicut-673 601, Kerala” latest by 05 February 2010 along with copies of all necessary documents and a demand draft for Rs. 900 (Rs. 300 for SC/ST) drawn in favour of the **Director, NITC, payable at Calicut**.

Note: Candidates called for group discussion and interview will have to appear at NITC at their own expense.



2.15.Important Dates

Official notification

15 Dec 09 Tue

Last date for submission of application form

05 Feb 10 Fri

Publication of list of candidates eligible for GD/PI

12 Feb 10 Fri

Tentative dates of GD/PI

(a) Mumbai

22-23 Feb 10 Mon-Tue

(b) Delhi

25-26 Feb 10 Thu-Fri

(c) Kolkata

01 Mar 10 Mon

(d) Chennai

02-03 Mar 10 Tue-Wed

(e) Calicut

12-15 Mar 10 Thu-Mon

Publication of results

25 Mar 10 Thu

Date of reporting for admission

12 Apr 10 Mon

Date of closing admission

30 Apr 10 Fri

Commencement of classes

31 May 10 Mon



तमसो मा ज्योतिर्गमय

Documents to be produced:

A) At the time of interview:

Original marks sheets of all semesters/years of degree programme, Birth certificate (SSLC/X Std.)

Caste certificate if belonging to SC/ST /certificate of OBC candidates if applicable

CAT score card, Disutility certificate, if applicable. Course completion certificate if applicable.

B). At the time of admission:

Admission order, Original mark sheet/card and degree certificate of qualifying examinations.

Original score card of CAT 2009, Medical certificate (general fitness), Birth certificate (X Std/ SSLC)

Caste certificate if belonging to SC/ST /certificate of OBC candidates if applicable, Transfer certificate

Conduct certificate, Disability certificate if applicable, Migration certificate.





Class of 2011



समस्त मा ज्ञानिर्गमय



Proposed Mini Campus - **School of Management Studies**





तमसो मा ज्योतिर्गमय

Contact us:

Dr. Muhammad Shafi

Coordinator MBA Admissions

School of Management Studies,

National Institute of Technology Calicut,

Calicut-673 601, Kerala.

Mob: +91 9946169816, Off: +91 4952286076, 6075

Email: shafi@nitc.ac.in or nitcsoms@nitc.ac.in

www.soms.nitc.ac.in