

School of Management Studies

National Institute of Technology Calicut



तमसो मा ज्योतिर्गमय



Information Bulletin

MBA 2010-12



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National Institute of Technology Calicut

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ABOUT NITC

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 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 has a very good collection of more than one lakh of technical and management books and tThe services and other day-to-day activities of the Central Library are fully automated to provide better access to its users. The Digital Library, 'Nalanda' provides online access to more than 6000 electronic journals in various engineering, management and science disciplines. It also 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 and management education.

Also the institute host a central computer centre 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 It also maintain a well supported campus networking centre to monitor the networking and internet and intranet within the campus. The lecture hall complexes, various laboratories in different departments, workshops, health care centre, a good number of faculty quarters and adequate facilities for sports, games and co-curricular activities are the sybols of value addition. TATHVA, the technical event and RAAGAM, the cultural event are the prominent extracurricular events 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 a wireless LAN. The internet connectivity is of 10mbps. The wireless LAN covers the entire campus with IEEE802.11B and 802.11G standards. Intercom and cable TV facility to the entire campus is also provided for higher benefits. The hostels endeavor to provide accommodation for all the students in the campus. There are eleven halls of residences including the 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.

Placement and Industry Interaction

The institute has 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 and a committee constituted by the Director to look after over all affairs of the department and ensuring internship, placement and international exchange.

Technology Business Incubator

The Technology Business Incubator (TBI) with the assistance from Department of Science and Technology and other ministries of Government of India established in the institute incubates knowledge based business start-ups into sustainable business providing necessary infrastructure, funds and guidance through technical and managerial expertise of the institute.



Distinguished Alumni

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

Student Discipline

It is necessary that the Institute should cultivate higher values of honesty, integrity, responsibility, mutual respect for persons, and 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 www.nitc.ac.in 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 through Friday 9.00 am to 5.30 pm with half an hour break for lunch

Library: Monday through Saturday - 8.00 am to 11.00 midnight (except Public Holidays)

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

Health Centre: 9.00 am to 5.30 pm; Sundays and Public Holidays - 10.00 am to 12.00 noon.



SCHOOL OF MANAGEMENT STUDIES (SOMS)

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 (NITC-SOMS) is established in the year 2008. The first batch Students of MBA commenced their studies in June 2009.

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. The lush green campus ideally placed at the foothills of Western Ghats offers serene academic ambience that facilitates learning.

Programme Highlights

- a) Course designed as per international standards,
- b) Invoke excellent executive competence among engineering graduates
- c) Unique course structure aligned with industry requirements
- d) Students from vibrant technical background and industry experience
- e) Business Skill Development Program to mould students into able entrepreneurs.

Pedagogy

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. Interactive lectures, Structured discussions, Case methods and dramatized 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 experiential simulations, Company and corporate visits, Summer internship, Business research project, Contemporary model study.



Structure of the MBA Programme

- The MBA programme is of trimester system consisting of six trimesters. Each academic year will be divided into three trimesters and each trimester will be of a duration of 10-12 weeks.
- The program covers a total of 111 credits comprising 21 core courses and a compulsory non credit summer internship in a professional organisation in its first year.
- Four core and ten elective courses with a business research project in the second year. Also the student if desires can opt for any contemporary issue as a mini research project instead of electives.
- Each student will be assigned a faculty advisor. Students are also advised to periodically report to their faculty advisors.

Curriculum

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

Core courses

- Principles of Management
- Financial Accounting: Concepts and Fundamentals
- Managerial Economics
- Organizational Behavior
- 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
- Organizational Process: Structure and Design
- Marketing Management: Application and Process
- Production and Operations Management
- Strategic Management – I & II
- Information Technology for Managing Corporations
- Legal Aspects in Business
- Financial Management
- Business and Economic Environment
- Business Research Methodology
- Human Resource Management
- Supply Chain Management



- Business Ethics, Indian Society and Transformation
- Principle and Process in Business, Government and Society
- Environmental Management and Natural Resources
- Management of Technology and Innovation

Summer Internship

- Between third and fourth trimesters

Business Research Project

- During the final trimester

Electives

Business Analytics: Research and 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

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
- 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
- Product Rejuvenation and Development
- International Marketing

Production 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 Management

Strategy

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

Tentative Programme Calendar

Trimester 1	JUN-AUG	Core courses
Trimester 2	SEP-DEC	Core courses
Trimester 3	JAN-MAR	Core courses
Summer Internship	APRIL-MAY	
Trimester 4	JUN-AUG	Core and elective courses
Trimester 5	SEP-DEC	Core and elective courses
Trimester 6	JAN-MAR	Elective courses & Business research project



FACULTY

Prabhakaran Paleri, Ph.D.,

Professor cum Advisor
Strategic Management
Disaster and Environmental Management
Ports and other Marine Infrastructure Management

R Sreedharan Ph.D.,

Professor
Decision Modelling
Systems Modelling and Simulation
Total Quality Management

V. Sivasubramanian, Ph.D.,

Associate Professor
Operations Management

C. Arun, Ph.D.,

Assistant Professor
Construction Engineering and Management
Infrastructure and Development Management

B. Srirangacharyulu, Ph.D.,

Assistant Professor
Operations Management
Operations Research

D. Sankary, Ph.D., (incumbent)

Assistant Professor
Managerial Communication

Preeti Navaneeth, Ph.D.,

Assistant Professor
Managerial Communication

K. Muhammad Shafi, Ph.D.,

Assistant Professor
Accounting & Finance,
Investment Management

V. Madhusudanan Pillai, Ph.D.,

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

N. Sudarsan, Ph. D.,

Associate Professor
Operations Management
Management Information Systems

T. Radha Ramanan, Ph.D.,

Assistant Professor
Cost & Financial Management,
Management of Technology and Innovations

A. Ramesh, Ph.D., (ongoing IITD)

Assistant Professor
Operations Management
Supply Chain Management

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

Assistant Professor
Managerial Economics and Indian Economy,
Econometrics and Public Finance

VISITING FACULTY

Prof. K.K Ramesh, CA (IIMK)

Finance & Control

Prof. A. B. Unnithan (IIMK)

Marketing Management
Business Research Methods

Prof. Sanjay Jharkaria (IIMK)

Supply Chain Management

Mr. Muraleedharan Paleri (Industry)

Marketing Management

Ms. Elizabeth George (Industry)

Organisational Behaviour

Adv. Vijaya Lakshmi (Dist. Court)

Legal Aspects of Business



Admission Criteria

Minimum Eligibility for MBA

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 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 at New Delhi/Kolkata/Chennai/Mumbai/Calicut as a part of selection procedure for admission

Fee Structure

The under noted fee structure is for the Second batch of MBA programme (2010-2012)

FEE STRUCTURE	I year	Particulars	1 st Trimester	2 nd Trimester	3 rd Trimester	Total
		Admission fee	10,000			
Registration fee	5,000				15,000	
Tuition fee	30,000		5,000	5,000	90,000	
Computer and Stationery fee	15,000		30,000	30,000	15,000	
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	
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.)						1,80,218

FEE STRUCTURE	II year	Particulars	1 st Trimester	2 nd Trimester	3 rd Trimester	Total
		Registration fee	5,000		5,000	5,000
Tuition fee	30,000		30,000	30,000	90,000	
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.)						1,42,156
GRAND TOTAL (Rs.)						3,22,374

Hostel room rent and mess charges payable every month extra.

The intake for MBA for the year 2010-12 is 30 students





Sketch of MBA Mini Campus

The SOMS is presently housed in NITC main Campus. Foundation stone for separate mini campus was laid Dr. A.P.J. Abdul Kalam former President of India on 15th October 2009. The Sketch above shows artist's impression of SOMS, auditorium and hostel awaiting construction.

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 the application data sheet should be send to "The Coordinator MBA admissions, School of Management Studies, National Institute of Technology Calicut, -673 601, Kerala State" latest by 12 March 2010 along with all necessary attachments and a demand draft for Rs. 900 (Rs. 300 for SC/ST) drawn in favour of the **Director, NITC, payable at Calicut.**

Important Dates

Official notification	15 Dec 09
Last date for submission of application form	12 Mar 10
Publication of list of candidates eligible for GD/PI	21 Mar 10
Dates of GD/PI	
(a) Mumbai	26 Apr 10
(b) Delhi	19 Apr 10
(c) Kolkata	21 Apr 10
(d) Chennai	23-24 Apr 10
(e) Calicut	29-30 Apr 10
Publication of results	05 May 10
Date of reporting for admission	19 May 10
Date of closing admission	31 May 10
Commencement of classes	14 June 10

Contact us : Co-ordinator MBA Admission School of Management Studies

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