NATIONAL INSTITUTE OF TECHNOLOGY CALICUT
SCHOOL OF MANAGEMENT STUDIES

MBA ADMISSION 2021-23

INFORMATION BULLETIN

NATIONAL INSTITUTE OF TECHNOLOGY CALICUT

I. INTRODUCTION

National Institute of Technology Calicut (NITC), formerly the Calicut Regional Engineering College, is one of the prime institutions of national importance for Technical Education in India. NITC was set up under the Act of Parliament (Act 29 of 2007) namely, the National Institute of Technology Act 2007, which received the assent of the President of India on 5th June, 2007. The provisions of the Act are effective from 15th August, 2007 as per Notification S.O.1384 (E) dated 9th August, 2007 of the MHRD (Dept. of Higher Education), New Delhi permitting to operate on non-profitable basis to impart education of the highest standards through academic programmes leading to the award of B.Tech., B. Arch., MBA, M.Tech., M.Plan., MCA, M.Sc. and Ph.D. degrees in varied disciplines. National Institute of Technology Calicut-School of Management Studies (NITC-SOMS) was embarked in 2009 as an effort to intertwine technical skills and managerial proficiency.

II. VISION

International standing of the highest calibre

III. MISSION

To develop high quality technical education and personnel with a sound footing on basic engineering principles, technical and managerial skills, innovative research capabilities and exemplary professional conduct to lead and to use technology for the progress of mankind, adapting themselves to the changing technological environment with the highest ethical values as the inner strength.

IV. LOCATION

Set in a picturesque 120 hectare landscape at the foothills of the Western Ghats, NITC is located about 22 km north-east of Calicut city in the state of Kerala. It stretches over a length of about 1.5 km along the Calicut-Mukkam road. The distance from the Calicut International Airport to the institute is 45 kms.

V. INFRASTRUCTURE FACILITIES

A well-equipped library, computer centre, language lab, seminar halls, lecture hall complexes, various laboratories, workshops, health care centre and adequate facilities for sports, games and co-curricular activities are only some of the highlights. There are several hostels for accommodating about 5000 students and the mess facilities range from traditional south Indian to North Indian (veg. and non veg.) Students also have many canteens to choose from. The Institute has a state-of-the-art library consisting of digital library, "NALANDA" (Network of Automated Library AND Archives) and a conventional library with books, journals and bound

volumes. The main computer centre, which is open 24 hours a day, has all the relevant software packages and latest computers with internet facility. The State Bank of India NIT branch, Post office, and Co-operative store is dedicated to provide good service to residential students.]

VI.   CO-CURRICULAR ACTIVITIES

Students' chapter of many professional bodies such as Computer Society of India (CSI), Indian Society for Technical Education (ISTE), Institute of Electrical & Electronics Engineers (IEEE) and Institution of Engineers (India) are functional at NIT Calicut. In previous years, NITC won the best chapter award for CSI, as well as for ISTE. The Centre for Value Education provides students, a unique opportunity to engage in social work, a part of the curriculum. Literary & Debating Club, Industrial & Planning Forum, Nature Club, operating under the Students Council always encourage their participation in various activities. Students annually organize an intercollegiate cultural festival *Ragam* and, annual techno-management festival of National Institute of Technology Tathva - platform for show casing talents and aptitude.

VII.   STUDENT SUPPORT SERVICES

The Institute has Centre for Training and Placement department dedicated to cater to the training needs of the students, facilitating placement after graduation and provides for partnership with the industry.

VIII.   DISTINGUISHED ALUMNI

A vast majority of the former students have made immense 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 foreign countries.

IX.   TECHNOLOGY BUSINESS INCUBATOR

A Technology Business Incubator (TBI) with the assistance from Department of Science and Technology, Government of India is functioning in NITC Campus. TBI helps in incubating knowledge based start-ups into sustainable business with single window system.

SCHOOL OF MANAGEMENT STUDIES

I.   INTRODUCTION

School of Management Studies, at NIT Calicut offers two year residential MBA programme permitting specialization in any two chosen functional areas of management. The institute has been offering quality management education since 2009. The pedagogy includes case studies, internships, and business research projects.

School of Management Studies has an exclusive academic block (having six class rooms, eight committee rooms, separate library and computational laboratory, faculty rooms etc.); a conference hall that accommodates 600 delegates. The MBA hostel block has the capacity for 300 students.

SOMS campus(MBA block)

II.   VISION

Internationally acclaimed professional competency of the highest caliber.

III.   MISSION

To equip, train and mould students into globally competent personnel with sound footing on basic managerial principles, skills, research capabilities, along with exemplary professional conduct to analyze, evaluate and execute effective decisions for the progress of enterprises and society, adapting to dynamic economic environment towards robust governance with the highest ethical values

IV.   OBJECTIVE

SOMS aims to be a management school of global repute by achieving excellence in management education and research with enduring competency building in accordance with the overall vision of the National Institute of Technology Calicut. It endeavours to develop the analytical and managerial skills required for a professional manager and to enrich them with adequate background and universal values to enable him/her to play an effective role as manager for the benefit of the society. The programme is designed to satisfy the demands of the corporate world, not discounting the importance of entrepreneurship. It would certainly enable young dynamic executives to re-assess their credentials, broaden their skills, learn new techniques and secure a wider choice of careers.

V.   ACADEMIC PROGRAMMES

SOMS offers a two-year full time MBA programme with specializations in Finance, Marketing, Human resource management, Operations and Systems. The programme is intended for aspirants and professionals to cross the threshold in the management stream in multifunctional industries in India and abroad. The course is intended for professionals to gain a deep understanding and comprehensive knowledge of the latest management trends in multifunctional industries so as to mentor them at par with international standards.

In addition to two year MBA programme, NITC-SOMS offers research programmes leading to the award Ph.D degrees in streams of management such as General management, Finance and Economics, Human Resource Management and Marketing.

VI.   WHY NITC-SOMS? : *MORE THAN A DEGREE. THE COMPLETE SOMS EXPERIENCE*

Rapid technological change coupled with the need to work in competitive global market has increased the demand for managers with exemplary intellectual and executive skills. Our MBA programme envisions academic excellence and its curriculum factors in these current expectations from the industry and businesses. The opportunities for academic, professional and individual excellence across every aspect of the programme, includes experiential learning, including professional class room study, leadership opportunities inside and outside the classroom, seminars, webinars, workshops, group discussions and professional grooming to enrich students' capabilities. The students will benefit from the access to supportive alumni network.

Faculty members consist of a mix of academicians from IIMs, IITs, IISc, etc. and management practitioners. Focus of teaching process is on innovative case and activity based methodologies and thus the learning process would be grounded in real time experience. Presence of a thriving Entrepreneurship Incubation Centre with successful stories of graduating companies ensures that the student in NITC-SOMS has an exposure to the current business environment. NITC-SOMS do have an efficient Training and Placement Cell working in sync with the institute T&P Department. NITC-SOMS is proud to have its alumni placed in top MNCs, Consulting Firms, Public Sector Banks, PSUs. Some of the key recent student placements were in Deloitte, Ernst and Young, Tata Consultancy Services, HDFC Bank and so on. And most importantly, being part of the National Institute Technology legacy of providing quality education at affordable costs, NITC-SOMS would be a cost-effective choice for MBA education. With always an equal gender ratio and at times girls outnumbering boys, NITC-SOMS believes believes in women empowerment through managerial education in both letter and spirit. In a nutshell, NITC-SOMS is going to be a cutting edge experience.

VII. TARANG

Tarang is a national level management fest of National Institute of Technology Calicut hosted by its School of Management Studies. It provides a competitive platform bringing in talents across the nation. Executives, professionals and budding managers from top B-schools and corporate houses provide stirring and riveting experiences to the management students. Holding up to this tradition, we have designed 'Tarang' to reach out to every student in India with a spirit for management and gregariousness through its specialized events in HR, Marketing, Finance, Strategy, etc, the Best Manager events, Workshops and Symposia in Artificial Intelligence, Ideational Platforms for CSR and Public Policy and Data Science Hackathons.

VIII. FACULTY

Professors

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

Associate Professors

T. Radha Ramanan, (Ph.D.-NIT Trichy), Operations

Assistant Professors

K Muhammad Shafi, (Ph. D.-AMU Aligarh), Finance & General Management

S Sunitha, (Ph.D.-IIT Madras), Economics

Preeti Navaneeth, (Ph.D.-Rajasthan University), Communication

Nithya M. (Ph.D.-Anna University) Marketing

Sreejith S.S. (Ph.D.-IISc. Bangalore), Human Resources

Althaf S., (PhD IIM Bangalore) Public Policy

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

IX. VISITING FACULTY

Visiting faculty members from prestigious institutions and leading B schools like IIMs, IITs, IFMR, Cognizant Technologies, and other reputed industries offer specialized courses for MBA students.

X. DURATION OF THE PROGRAMME

The duration of the regular MBA programme is two years, comprising four semesters at par with leading business schools in India. The candidates are expected to undergo a total of 28 courses, comprising 18 core subjects and 10 elective subjects grouped under five streams of specializations. The students may opt for four elective subjects in any two elective streams of specialization of their choice and remaining two electives from any of the five streams. In addition, the candidates have to undertake three laboratories during the first three semesters and a business research project during the final semester of the programme. The students will also have to mandatorily undertake a summer internship of eight weeks, in any of the reputed business organizations of choice during the annual break. The academic requirements shall constitute completion of 108 credits as described below.

XI.   CURRICULUM OF THE MBA PROGRAMME

(2018 Admission Onwards)

First Semester					
Code	**Title of Course**	**L**	**T**	**P/S**	**C**
MS6101D	Financial and Management Accounting	3	0	0	3
MS6102D	Marketing Management: Concepts and Applications	3	0	0	3
MS6103D	Organizational Behaviour	3	0	0	3
MS6104D	Management Information Systems	3	0	0	3
MS6105D	Micro Economics	3	0	0	3
MS6106D	Decision Models in Management	3	0	0	3
MS6107D	Business Statistics	3	0	0	3
MS6191D	Business Communication Laboratory	1	0	2	2
	Total	**22**	**0**	**2**	**23**

Second Semester					
Code	**Title of Course**	**L**	**T**	**P/S**	**C**
MS6111D	Operations Management	3	0	0	3
MS6112D	Financial Management	3	0	0	3
MS6113D	Human Resources Management	3	0	0	3
MS6114D	Legal Aspects of Business	3	0	0	3
MS6115D	Business Government and Society	3	0	0	3
MS6116D	Strategic Management	3	0	0	3
MS6117D	Business Research Methods	3	0	0	3
MS6192D	Information Technology Laboratory	0	0	3	2
	Total	**21**	**0**	**3**	**23**

Summer Internship (May-June)					
Code	**Title of Course**	**L**	**T**	**P/S**	**C**
MS6193D	Summer Internship Project	0	0	8	3
	Total	**0**	**0**	**8**	**3**

Third Semester					
Code	**Title of Course**	**L**	**T**	**P/S**	**C**
MS7101D	Organisational Structure and Design	3	0	0	3
MS7102D	Macro Economics	3	0	0	3
	Elective - 1	3	0	0	3
	Elective - 2	3	0	0	3
	Elective - 3	3	0	0	3
	Elective - 4	3	0	0	3
MS7194D	Management Science Laboratory	0	0	3	2
MS7195D	Business Research Project-Part 1	0	0	5	3
	Total	**18**	**0**	**8**	**23**

Fourth Semester					
Code	**Title of Course**	**L**	**T**	**P/S**	**C**
MS7111D	International Business	3	0	0	3
	Elective - 5	3	0	0	3
	Elective - 6	3	0	0	3
	Elective - 7	3	0	0	3
	Elective - 8	3	0	0	3
	Elective - 9	3	0	0	3
MS7196D	Business Research Project-Part 2	0	0	8	5
	Total Credits	**18**	**0**	**8**	**23**

L: Lecture, T: Tutorial: P, Practical, S: Seminar, C: Credit

Total Credits: 95

Note:

1. A student shall opt for two major specialisations during his/her second year. A minimum of four elective courses must be credited to qualify for a major in a stream.
2. A student must earn 95 credits for the award of MBA degree.
3. For elective courses, students may choose any two PG level courses offered in the Institute with the approval from the Head of the School.
4. Students are permitted to audit course/s in any semester of the programme with the permission of Head of the School. Only a maximum of two audited courses for which a minimum pass (P) grade secured shall be recorded in the grade card.

Credit distribution	
Curricular composition	**Credits**
Theory Courses	78
Laboratory Courses	6
Summer internship	3
Business Research Project	8
Total credits	**95**

List of elective courses in various streams

Sl. No.	Title of course	Code	Credits
I	**Operations**		
1.	Project Risk Evaluation and Management	MS7121D	3
2.	Operations Strategy	MS7122D	3
3.	Inventory and Supply Chain Management	ME6103D	3
4.	Manufacturing Planning and Control	ME6112D	3
5.	Project Management	ME6146D	3
6.	Management of Technology and Innovations	ME6148D	3
7.	Group Technology and Flexible Manufacturing System	ME6130D	3
8.	Lean Production Management	ME6132D	3
Operations related courses offered by Industrial Engineering & Management and other allied courses offered by other programmes will be considered under operations management stream subject to the concurrence from Head of the School.			
II	**Finance**		
9.	Managing Financial Services and Institutions	MS7131D	3
10.	Investment Analysis and Portfolio Management	MS7132D	3

11.	Derivatives and Risk Management	MS7133D	3
12.	Strategic Financial Management	MS7134D	3
13.	International Finance and Investment Management	MS7135D	3
14.	Corporate Tax Planning and Taxation	MS7136D	3
15.	Mergers, Acquisitions and Divestments	MS7137D	3
III	**Marketing**		
16.	Marketing of Services	MS7141D	3
17.	Advertising and Sales Promotions	MS7142D	3
18.	Customer Relationship Management	MS7143D	3
19.	Product Policy and Brand Management	MS7144D	3
20.	Business to Business (B2B) Sales and Digital Marketing	MS7145D	3
21.	Retail and Mall Management	MS7146D	3
22.	Consumer Behavior	MS7147D	3
23.	Research in Marketing Decisions	MS7148D	3
24.	Marketing Analytics	MS7149D	3
25.	Marketing Decision Models	MS7150D	3
IV	**Human Resources**		
26.	Industrial Relations and Labour Laws	MS7151D	3
27.	Strategic Human Resources Management	MS7152D	3
28.	Recruitment Selection and Compensation Management	MS7153D	3
29.	Learning and Development	MS7154D	3
30.	Talent and Performance Management	MS7155D	3
31.	Human Resources Analytics	MS7156D	3
32.	Individual and Organisational Transformation	MS7157D	3
V	**Business Analytics and Systems**		
33.	Knowledge Management	MS7161D	3
34.	Business Intelligence	MS7162D	3
35.	Advanced Tools for Decision Support	MS7163D	3
36.	Enterprise Resources Planning	MS7164D	3
37.	Big Data Analytics	MS7165D	3
38.	Data Science for Business Decisions	MS7166D	3
39.	Econometrics	MS7167D	3
40.	E-Commerce	MS7168D	3
41.	Machine Learning and Artificial Intelligence	ME6111D	3
42.	System Modelling and Simulation	ME6135D	3
Business Analytics and Systems related courses offered by CSED and other departments at PG level will be considered under Business Analytics and Systems area subject to concurrence from Head of the School.			
	General Management; Humanities and Liberal Arts		
43.	Constitutional Law of India and Human Rights	MS7171D	3
44.	Globalization and Culture	MS7172D	3
45.	Entrepreneurship and New Venture Creation	MS7173D	3

Note: The syllabus of courses listed in the list of electives from other departments will be the same as the syllabus given by concerned department.

XII.   ADMISSION TO THE PROGRAMME

Admission policy shall be decided from time to time by the Senate of the Institute, following the guidelines issued by MHRD, Government of India. The minimum academic qualifications to apply for admission to the MBA program 2021-23 at NIT Calicut are as follows:

a)   Regular candidates

Bachelors Degree from a recognized University or Institution, on a full time basis with minimum 60% marks (or CGPA 6.5/10) for GEN/GEN-EWS/OBC and 55% marks (or CGPA 6.0/10) for SC/ST/PwD. Conversion from CGPA to percentage or vice versa given by individual Institute/university will not be considered / allowed. The applicants should also have a valid Common Admission Test (CAT) score. Eligible candidates shall be ranked based on their performance in qualifying examination, work experience, CAT and group discussions and personal interviews to be conducted as a part of selection procedure for admission.

Students appearing for final semester/year Bachelor's degree during the academic year 2020-21 can also apply provided their final semester/year marks are made available by **15th September 2021.** Such candidates may be considered for provisional admission. Any candidate admitted provisionally, subject to his/her producing provisional certificate and mark lists as proof of having satisfied the eligibility criteria, shall have to discontinue the course, if he/she does not produce the provisional certificate and mark lists (satisfying the minimum requirements of marks / CGPA) on or before **15th September 2021**. Such candidates will not be eligible for any refund of fees paid by him/her. Provisional admission is not applicable to candidates who have failed in the qualifying examination and subsequently appeared for the supplementary examination.

The applicants should have a valid Common Admission Test (CAT) score. The aspirants shall be ranked based on their performance in group discussions and personal interviews, conducted as a part of selection procedure for admission.

b)   Sponsored Candidates – (up to 5 students)
Candidates sponsored by their employers to pursue an MBA at NIT Calicut, should forward their application through proper channel. They must have a minimum work experience of three years in the sponsoring organization, after graduation in any of the disciplines and qualification prescribed for regular candidates. Applicants with a valid score in national level entrance tests such as CAT/CMAT or equivalent would be preferred. Students are selected based on their performance in
Personal Interview.

INTAKE

The total intake of regular students for the year 2021would be 75. Intake for Sponsored candidates for the year 2021 is five. Reservation of seats for different castes, tribes and other categories shall be as per the directives from MHRD, Government of India. The set matrix for the admission 2021-23 is as given below.

Department	Programme	OPEN	OBC	SC	ST	EWS	OPEN PWD	OBC PWD	SC PWD	ST PWD	EWS PWD	Total
School of Management Studies	MBA	28	19	10	6	8	2	1	1	0	0	75

Abbreviations: OPEN – Open Category, OBC – Other Backward Classes, SC – Scheduled Caste, ST – Scheduled Tribe, EWS – Economically Weaker Sections, PwD – Persons with Disability

* In addition to the above 75, there are five more seats for sponsored category as per XII (b) above.

SELECTION PROCESS

The selection will be based on scores obtained in CAT and performance in the group discussion / personal interviews. Credits will be accounted for work experience, scores of Graduation, PG/ PG Diploma, 10th and 12th Class etc.

Communication regarding the center of interview would be sent separately. Interviews were conducted previously in Delhi, Kolkatta, Chennai, apart from Calicut.

XIII.   HOW TO APPLY?

The application can be submitted on-line through the Institute website www.nitc.ac.in following the steps given below.

1. Pay the registration fee. Payment has to be made through State Bank Collect (online) by following link https://www.onlinesbi.com/sbicollect/icollecthome.htm?corpID=365553, using **Net Banking/Credit Card/SBI Challan (by cash)** by choosing the payment category as **MBA APPLICATION FEE PAYMENT 2021-23**. **Please note that if you are using any other mode for fee payment (Debit Card, Paytm etc.) other than those specified above, the fee will not be credited to our account.** After successful completion of the fee payment, save the fee payment receipt for uploading in the application form. Application fee is Rs.1000/- for Open/OBC/EWS/PwD candidates and Rs.500/- for SC/ST candidates. Application fee is Non-refundable.
2. Apply online using the following link:
3. http://dss.nitc.ac.in/somsapp/soms/login.aspx
4. Register with your e-mail id and mobile number for creating a login in the online portal.
5. Upload colored scan copy of the following documents in the portal.
   a. Mark sheet of Class X
   b. Photo ID proof as per Govt. of India norms.
   c. Mark sheet of Class XII (The candidates who have appeared for improvement has to upload both the original and the improvement mark sheets)
   d. Grade/Mark sheets of qualifying examination for all semesters (Mark sheets of all semesters/ years need to be combined to a single pdf for uploading/ Consolidated Grade (Mark) sheet with all subjects mentioned in it).
   e. Degree/ Provisional certificate. If result of qualifying degree is awaited, certificate of course completion from the institute/university last studied must be provided clearly indicating the date of completion of the course.
   f. Degree Certificates of PG/PG Diploma & Diplomas if any.
   g. Certificates of work experience, if more than one year.
   h. Certificates of academic and extracurricular achievements, if applicable
   i. Copy of CAT admit card and CAT score card (2020).
   j. Certificate for Economically Weaker Sections, if applicable, issued by the competent authority (not below the rank of Tahsildar) indicating the financial status for the financial year ending March 31, 2020 (2019-20) (**should have been issued on or after 1 st April, 2020**). The financial year shown in the EWS certificate should be 2019-20 and year of validity should be 2020-21.
   k. Community Certificate, in the case of OBC candidate, if applicable, from a competent authority (not below the rank of Tahsildar) indicating the status regarding Creamy Layer based on financial year ending March 31, 2020 (**should have been issued on or after 1st April, 2020**).
   l. Community Certificate, in the case of SC/ST candidate, from a competent authority (not below the rank of Tahsildar).

m. Certificate from the Medical Board of Govt. Medical Colleges/Dist. Head Quarters Hospitals, in the case of Persons with Disabilities (PwD), if applicable.

n. Recent PHOTOGRAPH (Maximum of 120 kB).

Notes:

1. If the original certificates are not in English/Hindi, English/Hindi version/translation of such certificates, duly certified by the Principal/Director or other competent authority of the graduating Institute, will be required during the verification of documents.

2. Standard format of the necessary certificates are available in the following link http://nitc.ac.in/index.php/?url=admission/index/58

3. Applications which are incomplete/defective/received late, will be rejected summarily and no correspondence will be entertained on such applications. The instructions for online submission of application are available in the online admission portal.

XIV. PROGRAMME FEE

a) Tentative Fee Structure (MBA) 2021-22 Admissions

Fee Category**	All Open, OBC, SC/ST & Sponsored Candidates	
	Monsoon Semester	Winter Semester
(A) Onetime fee at the time of admission		
Caution Deposit	1500	
Admission Fee	300	
Library Fee	1500	
Matriculation Fee	150	
Sports Affiliation Fee	450	
Students Welfare Fee	450	
Association Fee	1150	
Total (A)	**Rs. 5500.00**	
(B) Other Fees **Tuition Fee for MBA (Per semester)***	Rs. 35,000	Rs. 35,000
Development Fee	Rs. 1125	Rs. 1125
Examination Fee	Rs. 750	Rs. 750
Registration Fee	Rs. 300	Rs.300
Students Group Fee	Rs. 900	
Other Fee	Rs. 300	
Amenities Fee	Rs. 450	
Magazine Fee	Rs. 150	
Annual premium for Mediclaim*	Rs. 643	

Policy amount may vary year to year
***For SC/ST Candidates the tuition fee is Nil**
** *Financial Requirements are subject to change as per directives of competent authority.*

Hostel room rent and mess charges payable every month extra.

MBA Hostel

XV.   DEADLINES

Sl. No.	Tentative Schedule	Dates
1	Official Notification	Jan 06, 2021
2	**Last date for submission of completed application**	**March 31, 2021**
3	Publication of list of candidates selected for GD/PI	Mar 18, 2021
4	Tentative dates of Group Discussions/Personal Interviw	Mar 23-27, 2021
5	Publication of results	Apr 09, 2021
6	Admission	Apr 22, 2021

XVI.   CONTACT US

a) **Coordinator MBA Admissions**
   School of Management Studies
   National Institute of Technology Calicut
   NIT Campus P.O., Calicut -
   673 601 Kerala, India,
   Telephone: +91-495 2286075,
   +91 495 2286076 Fax: +91-495 2287250,
   Email: nitcsoms@nitc.ac.in
   Website: www.soms.nitc.ac.in

b) **Chairperson PG Admissions**
   National Institute of Technology Calicut
   NIT Campus P.O.,
   Calicut - 673 601
   Kerala, India
   Telephone: +91 495 2286119
   Fax: +91-495 2287250,
   E-mail: pgadmissions@nitc.ac.in ,
   Website: www.nitc.ac.in