

**NATIONAL INSTITUTE OF TECHNOLOGY CALICUT  
SCHOOL OF MANAGEMENT STUDIES**

**MBA ADMISSION 2019-21**



**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 9<sup>th</sup> 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 caliber

## **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 showcasing 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 calibre.

## **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. The MBA programme offered is one of the highest in international standards and the curriculum is also set in a way that it meets the current expectations of the industry. 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.

In a nutshell, NITC-SOMS is:

- ◆ A B-school where the faculty consists of mix of academicians from IIMs, IITs and management practitioners having served as Ex-Vice President of Sales, Ex-CFOs, Ex-RBI Managers of MNCs.
- ◆ A B-school which has a thriving Entrepreneurship Incubation Centre with successful stories of graduating companies.
- ◆ A B-school which focuses on innovative case based teaching methodologies.
- ◆ A B-school belonging to the National Institute Technology legacy of providing quality education at affordable costs
- ◆ A B-school whose alumni are placed in top MNCs, Consulting Firms, Public Sector Banks, PSUs.
- ◆ A B-school which believes in women empowerment through managerial education.

## **VII. TARANG**

The waves spread its intellect across the shores, pooling in industrialists, executives, professionals and students throughout India. Tarang is a national level B-Fest of School of

Management Studies, since its inception in National Institute of Technology Calicut. It provides a competitive platform bringing in talents across the Indian borders with an assortment of industrialists, executives, professionals and budding managers from top B-schools and industries, provides stirring and riveting experiences to the management students. In the lines of holding up to this tradition we have designed “Tarang” to reach out to every student in India with a spirit for management and gregariousness.

## **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  
S Sunitha, (Ph.D.-IIT Madras) , Economics  
Preethi Navneeth, (Ph.D.-Rajasthan University), Communication  
Sreejith S.S. Ph.D.-IISc. Bangalore, Human Resources

Althaf S., (Fellow IIM Bangalore) Public Policy  
Nithya M. (Ph.D.-Anna University) Marketing  
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)**

<b>First Semester</b>					
<b>Code</b>	<b>Title of Course</b>	<b>L</b>	<b>T</b>	<b>P/S</b>	<b>C</b>
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
	<b>Total</b>	<b>22</b>	<b>0</b>	<b>2</b>	<b>23</b>

<b>Second Semester</b>					
<b>Code</b>	<b>Title of Course</b>	<b>L</b>	<b>T</b>	<b>P/S</b>	<b>C</b>
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
	<b>Total</b>	<b>21</b>	<b>0</b>	<b>3</b>	<b>23</b>

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

<b>Third Semester</b>					
<b>Code</b>	<b>Title of Course</b>	<b>L</b>	<b>T</b>	<b>P/S</b>	<b>C</b>
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
	<b>Total</b>	<b>18</b>	<b>0</b>	<b>8</b>	<b>23</b>

<b>Fourth Semester</b>					
<b>Code</b>	<b>Title of Course</b>	<b>L</b>	<b>T</b>	<b>P/S</b>	<b>C</b>
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
	<b>Total Credits</b>	<b>18</b>	<b>0</b>	<b>8</b>	<b>23</b>

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
<b>Total credits</b>	<b>95</b>

**List of elective courses in various streams**

Sl. No.	Title of course	Code	Credits
<b>I</b>	<b>Operations</b>		
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
<i>Courses offered by other allied courses offered by other programmes will be considered under operations management stream subject to the concurrence from Head of the School.</i>			
<b>II</b>	<b>Finance</b>		
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
<b>III</b>	<b>Marketing</b>		
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
<b>IV</b>	<b>Human Resources</b>		
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
<b>V</b>	<b>Business Analytics and Systems</b>		
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
<i>Business Analytics and Systems related courses offered other departments at PG level will be considered under Business Analytics and Systems area subject to concurrence from Head of the School.</i>			
	<b>General Management; Humanities and Liberal Arts</b>		
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 at NIT Calicut are as follows:

### a) Regular candidates

Bachelors degree in any discipline from a recognized University or Institution, on a full time basis with an aggregate minimum of 60% ( or 6.5 out of 10 CGPA) for Open and OBC categories and 55% ( or 6.0 out of 10 CGPA) for SC and ST categories.

Final year students (of the above-mentioned programs) are also eligible to apply for the MBA programme. Such candidates, if selected, will be admitted provisionally, on the condition that they complete all requirements for the qualifying degree with minimum marks stipulated above, before the commencement of the programme and produce provisional degree certificate within two months of joining the programme.

**The applicants should have a valid Common Admission Test (CAT) score.** The aspirants shall be ranked based on their performance in group discussions / 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 the proper channel. They must have a minimum work experience of three years in the sponsoring organization, after graduation in any of the disciplines 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 2019 would be 60. Intake for Sponsored candidates for the year 2019 is five. Reservation of seats for different castes, tribes and other categories shall be as per the directives from MHRD, Government of India.

### Seat matrix

Open	OP-DA	OBC	SC	SC-DA	ST	Total	Remarks
29	1	16	8	1	5	60	DA will be merged to parent category in the absence of candidates
<i>Open – Open category; ST – Scheduled Tribe; Category</i>		<i>OBC – Other Backward Community (non- creamy layer; OP – DA – Differently Abled from Open Category;</i>			<i>SC – Scheduled Caste; OBC-DA Differently Abled from OBC</i>		

### a) 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, 10<sup>th</sup> and 12<sup>th</sup> Class etc.

### **XIII. HOW TO APPLY?**

The application can be submitted on-line through the institute website [www.nitc.ac.in](http://www.nitc.ac.in) or [www.soms.nitc.ac.in](http://www.soms.nitc.ac.in). The printed datasheet obtained after uploading the application should be sent to the **Chairperson PG Admissions, National Institute of Technology Calicut, Calicut-673 601, Kerala, India** latest by **11 Mar 2019** with the necessary enclosures along with a demand draft for Rs. 1000, for Open & OBC and Rs. 500 for SC/ST candidates drawn in favour of THE DIRECTOR, NIT CALICUT and payable at CALICUT. 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.

#### **Instructions to the Candidates:-**

Before you start filling-in the online application form, keep the following documents ready:

- a) 10th class certificate
- b) 12<sup>th</sup> class mark sheet
- c) Mark list of the under graduate and post graduate degree course and diploma (for lateral entry candidate)
- d) The online application form is best viewed with Internet Explorer 6 or higher. On submission of online application, a printout of the application has to be taken. To view 'the application to be printed', you require an Adobe Acrobat Reader 6 or higher.
- e) A passport size photograph taken not earlier than 3 months has to be affixed on the application form. The photo in the application should be self-attested. Additional six copies of the same photograph and one stamp size photograph should be produced at the time of counselling/admission.
- f) Demand Draft towards application fee (Rs.1000/- for Open and OBC candidates, Rs.500/- for SC/ST candidates) drawn in favour of "Director NIT Calicut" payable at Calicut is to be enclosed.
- g) Superscribe on the application cover **"APPLICATION TO THE MBA PROGRAMME-SCHOOL OF MANAGEMENT STUDIES"**

### **XIV. DOCUMENTS TO BE ENCLOSED ALONG WITH THE APPLICATION**

- a) Copy of CAT admit card/CAT score card
- b) Copy of community certificate in the case of OBC candidates from a competent authority not below the rank of a Tahsildar, indicating the status of creamy layer in the format specified
- c) Copy of SC/ST certificate from a competent authority not below the rank of a Tahsildar in the case of SC/ST category candidates,
- d) Copy of medical certificate from a competent authority indicating the degree of disability for differently-abled candidates,

- e) Copy of proof for date of birth, (Mark list of X, XII),
- f) Copy of 12<sup>th</sup> class mark sheet/grade card
- g) Copy of year/semester wise mark lists of qualifying degree and post graduate degree, if any
- h) Copy of certificates for work experience

**XV. PROGRAMME FEE**

**a) Fee Structure (MBA)**

Fee Category**	All Open, OBC, SC/ST & Sponsored Candidates	
	Monsoon Semester	Winter Semester
<b>(A) Onetime fee at the time of admission</b>		
Caution Deposit	1500	
Admission Fee	300	
Library Fee	1500	
Matriculation Fee	150	
Sports Affiliation Fee	450	
Students Welfare Fee	450	
Association Fee	1150	
<b>Total (A)</b>	<b>Rs. 5500.00</b>	
<b>(B) Other Fees</b>		
<b>Tuition Fee for MBA (Per semester)</b>	Rs. 35,000	Rs. 35,000
<b>Development Fee</b>	Rs. 1125	Rs. 1125
<b>Examination Fee</b>	Rs. 750	Rs. 750
Registration Fee	Rs. 300	
Students Group Fee	Rs. 900	
Other Fee	Rs. 300	
Magazine Fee	Rs. 150	
Annual premium for Medclaim*	900	
Total (A+B)	<b>Rs. 45375.00</b>	<b>Rs.37175.00</b>
Grand Total	<b>Rs. 82550.00</b>	

**Total Fee for two years Programme GEN & OBC : 1.7 Lakhs (Approx.) Excluding Hostel**

**For SC/ST Candidates [Tuition Fee need not be paid]the fee is : Rs 30000(Approx)**

\*\* Financial Requirements are subject to change.

**b) Hostel Fees - For all categories of candidates:**

One Time Fee (Hostel Staff Welfare Fund, Student Amenities/Welfare Fund, etc.) :	Rs. 2,000/-
Caution Deposit:	Rs. 11,000/-
Total amount to be paid at the time of admission:	<b>Rs. 13,000/-</b>

*Hostel room rent and mess charges payable every month extra.*



***MBA Hostel***

#### **XVI. DEADLINES**

<b>Sl. No.</b>	<b>Tentative Schedule</b>	<b>Dates</b>
1	Official Notification	Jan 10, 2019
<b>2</b>	<b>Last date for submission of completed application</b>	<b>Mar 11, 2019</b>
3	Publication of list of candidates selected for GD/PI	Mar 15, 2019
4	Tentative dates of GD/PI:	Mar 23-29, 2019
5	Publication of results	19 Apr, 2019
6	Admission	15 Apr, 2019

#### **XVII. CONTACT US**

**a) Chairperson PG Admissions**

National Institute of Technology Calicut  
NIT Campus P.O.,  
Calicut - 673 601 Kerala, India  
Telephone: +91-495 2286118, +91 495 2286119 Fax: +91-495 2287250,  
E-mail: [pgadmissions@nitc.ac.in](mailto:pgadmissions@nitc.ac.in) , Website: [www.nitc.ac.in](http://www.nitc.ac.in)

**b) 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 2286077 Fax: +91-495 2287250,  
Email: [nitcsoms@nitc.ac.in](mailto:nitcsoms@nitc.ac.in) Website: [www.soms.nitc.ac.in](http://www.soms.nitc.ac.in)