



**SCHOOL OF HUMANITIES SOCIAL SCIENCES AND
MANAGEMENT**

**NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA,
SURATHKAL**



**20
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**PLACEMENT
BROCHURE**

www.nitk.ac.in



ABOUT

NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SUARTHKAL

NITK, founded in 1960 and located in Surathkal, Mangalore, is recognized as one of the top 12 engineering institutes and top 33 in the overall ranking, according to the NIRF Ranking 2023. The institute offers a comprehensive range of undergraduate, postgraduate, and doctoral programs in various engineering and science disciplines.

NITK has a clear vision that focuses on transforming students into not just competent professionals, but also good human beings and responsible citizens. The institute aims to achieve this by emphasizing the assimilation, generation, and dissemination of knowledge. By imparting quality education that meets the needs of both the profession and society, NITK strives for excellence in teaching, learning, and research.

The mission of NITK is to impart high-quality education that aligns with the requirements of both the profession and society. The institute aims to achieve excellence in teaching, learning, and research, ensuring that students receive a well-rounded education that prepares them for their professional journeys. NITK also focuses on attracting and nurturing talented individuals, providing them with an environment that encourages innovation, creativity, teamwork, and entrepreneurial leadership. The institute strives to facilitate effective interactions among faculty and students, fostering an atmosphere of collaboration and knowledge sharing. NITK emphasizes the practice and promotion of high standards of professional ethics, transparency, and accountability, instilling these values in its students, faculty, and staff members.



SCHOOL OF HUMANITIES SOCIAL SCIENCES AND MANAGEMENT

School of Humanities, Social Sciences and Management began its journey in the year 1989-90. Till the academic year 2007-08, the School of Management has exclusively been a supporting department with some core and elective courses offered to the B.Tech program students. Being thoroughly grounded in the Social Sciences, the school was well poised to take off-a new venture into Management Studies. The school thus started a new Post-Graduate programme, Master of Business Administration (MBA) in the academic year 2007-08. This program was designed to meet the increasing demand for quality manpower in the global business scenario and has been well received.

VISION

Nurture competent professionals to become outstanding leaders and managers with values.

MISSION

To provide requisite managerial, social and communication skill sets to make our graduates readily employable. To foster and strengthen linkages with the industry & other leading business organizations. To mentor slow learners and socially disadvantaged students. To strengthen and further the research and consultancy initiatives. To attain one of the top positions among the leading B-Schools.



FROM HEAD OF DEPARTMENT

SCHOOL OF HUMANITIES SOCIAL
SCIENCES AND MANAGEMENT



The Industry academia synergy has long been recognized as an integral element to one another's growth. The Masters in Business Administration programme of NITK is prudently blended to optimum finesse making our students Industry ready by the time they finish two years at this campus. While we acknowledge the prevailing competitive business scenario of contemporary times, our students are

encouraged to fly past every such challenge with a humane touch. This has largely been possible owing to diverse peer groups choosing to learn here a heterogeneous mix of both theoretical concepts as well as its practical utilization. This diverse learning environment further strengthens their resolve while handling different personal and professional conundrums with expansive deftness.

The Summer Internship Programme interspersed between the two years acquaints them with prevailing Industry circumstances and also becomes a channel for networking for future job prospects.

It's a privilege to do the honors for this 2022-2024 batch of promising and determined youngsters who have advanced from diverse undergraduate programmes; to our Industry partners. Despite this, they had to go through a grilling selection process involving CAT/MAT/GATE exams, group discussions and interviews proving that each of them are deservedly meritorious and would certainly be incremental to any organization they are selected to. I would positively recommend them for your favorable consideration.

DR. SHEENA



ABOUT MBA

Master of Business Administration (MBA) is the flagship programme of School of management. It is designed to enable young professionals to master a level of knowledge in business management instilling the ability and confidence to speak in terms of business perspective. It endeavors the potential managers to think like business managers with Case Study Based Approaches and Assignments to make learning interesting and innovative. Academicians in NITK with extensive teaching experience and research experience groom the raw talents into business managers. The course curriculum has been designed with consultation of industry requirements and it is updated at regular intervals. The recent developments are introduction of Term Paper and a wide range of General Electives to encompass a wider knowledge arena. In view of Communication skills, students have courses designed with enhancement of oral and written skills with special emphasis on presentation and discussion skills. Admission Procedure Admission to the programme is based on Scores obtained in Common Admission Test (CAT), MAT & GATE followed by group discussion and interviews. Adequate weightage is given to the candidates having work experience in the admission process. NITK MBA is a young programme but the recent years have seen a surge in the quality of student intake

FINANCE

The Finance domain in MBA covers financial management, investment strategies, and analysis. It equips students with understanding of financial markets, decision-making, and concepts like risk management, corporate finance, and investment banking. Graduates excel in investment banking, corporate finance, asset management, and financial consulting.

ANALYTICS

Business Analytics domain focuses on leveraging data to drive informed business decisions. Students gain skills in data analysis, statistical modeling, predictive analytics, and data visualization, enabling them to extract valuable insights and solve complex business problems.

MARKETING

The Marketing domain in an MBA program equips students to analyze market trends, understand customer needs, and develop effective marketing strategies. It focuses on market research, brand management, digital marketing, and business expansion, preparing graduates for successful careers in marketing.

OPERATIONS

Operations in MBA focuses on managing processes, resources, and activities to optimize efficiency. Students learn supply chain management, project management, quality control, and process improvement, preparing for roles in operations, logistics, and supply chain management for organizational success.

HUMAN RESOURCE

The Human Resources domain in MBA focuses on managing the organization's workforce. Students learn recruitment, employee training, performance evaluation, compensation, and employee relations, preparing for roles in HR management and organizational development.



COURSE OVERVIEW

90

MINIMUM CREDITS FOR
CONFERRING DEGREE

2

YEARS PROGRAMME
DIVIDED INTO 4 SEMESTERS

FOUNDATION COURSES

- Research Methodology
- Organization Behavior
- Financial Accounting
- Managerial Economics
- Statistics for Business Management
- Corporate Communication
- Spreadsheet Modeling for Business
- Ethics and Sustainability

FINANCE

- International Financial Management
- Banking, Financial Services and Insurance
- Financial Derivatives
- Corporate Finance
- Financial Risk Management
- Security Analysis & Portfolio Management
- Merger and Acquisitions

HUMAN RESOURCE MANAGEMENT

- Organization Development and Management of Change
- Industrial Relations
- Compensation Management
- Training & Development
- Performance Management
- Multicultural Workforce Management

FUNCTIONAL COURSES

- Managerial Accounting
- Marketing Management
- Entrepreneurship
- Operations Management
- Financial Management
- Human Resource Management
- Business Analytics and Decision Making
- Strategic Management
- Corporate Information System
- Legal Environment

MARKETING

- Marketing Metrics
- Digital Marketing
- Marketing Communication
- Business-To-Business Marketing
- Brand Management
- Consumer Behaviour
- Marketing Research
- Retail Marketing
- Rural Marketing
- Sales and Distribution Management
- Services Marketing
- International Marketing

OPERATIONS

- Service Operations
- Operations Strategy
- Project Management
- Six Sigma
- Materials Management
- Supply Chain Management

GENERAL ELECTIVES

- Business Process Design and Reengineering
- Contemporary Issues in Management
- Economic Environment & Policy
- International Business Management
- Enterprise Risk Management (ERM)
- Sustainable Management of Environmental Resources
- Management Control System
- Services Management

ANALYTICS

- Customer Relationship Management
- System Thinking and Strategic Modeling
- Enterprise Resource Planning
- Product Pricing
- Forecasting Models
- Introduction to Management Science and Big Data
- HR Analytics
- Marketing Analytics
- Machine Learning for Business Management
- Data Analytics: Business Decision Making

MANDATORY LEARNING COURSES

- Seminar (1st Sem)
- Seminar (2nd Sem)
- Seminar (3rd Sem)

PROJECT

- Summer Internship Project
- Term Paper



FACULTY



DR. K.B. KIRAN
Professor

MA | M.Phil | Ph.D



**DR. SHASHIKANTHA
KODUR**
Professor

MA | M.Phil | Ph.D



DR. S. PAVAN KUMAR
Associate Professor

M.Tech | Ph.D



DR. SHEENA
Associate Professor

M. Com | MBA | Ph.D



DR. RAJESH ACHARYA H.
Associate Professor

M.A | Ph.D



DR. RITANJALI MANJHI
Associate Professor

Ph.D



**DR. PRADYOT RANJAN
JENA**
Associate Professor

Ph.D



DR. SUPRABHA K . R.
Assistant Professor

MBA | Ph.D



DR. DHISHNA P.
Assistant Professor

M.Phil | PGDCA | PGECL | Ph.D



FACULTY



DR. RASHMI UCHIL
Assistant Professor
B.Com | PGPBM | Ph.D



DR. BIJUNA C. MOHAN
Assistant Professor
B.Sc | MBA | Ph.D



DR. SAVITA BHAT
Assistant Professor
B.E | Ph.D

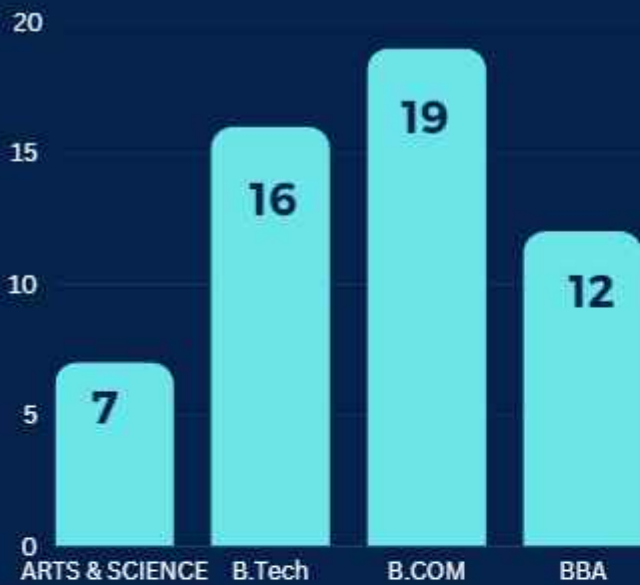
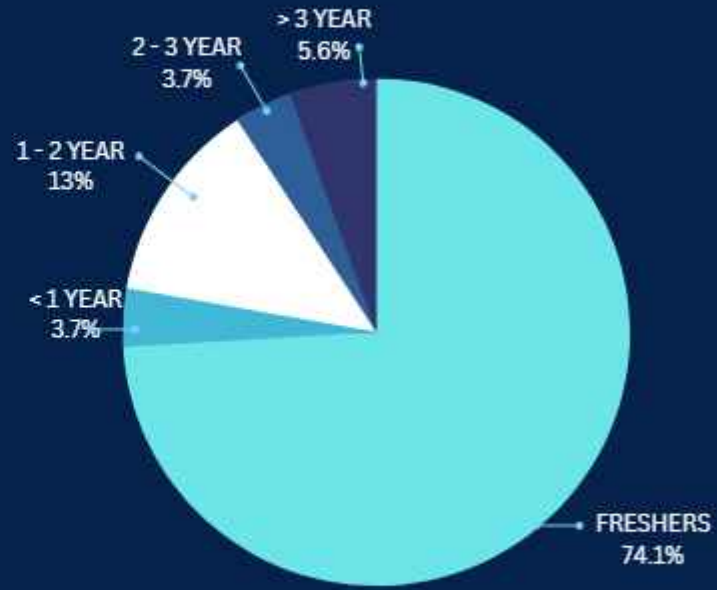
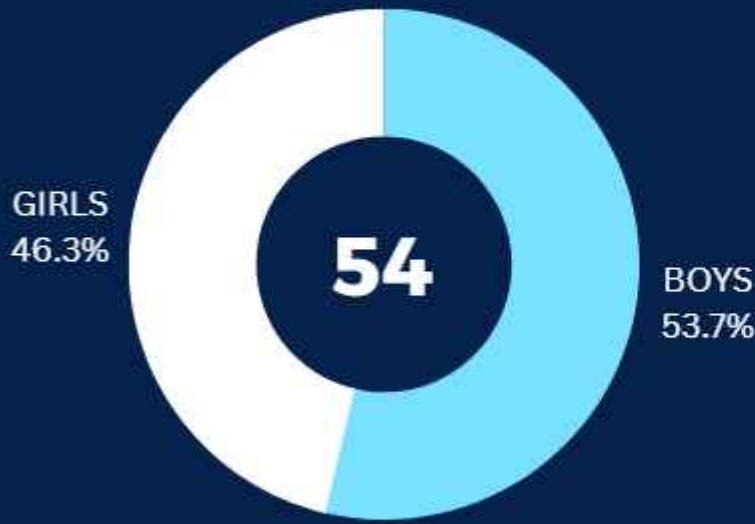


DR. GOPALAKRISHNA B. V.
Assistant Professor
M.A | MBA | Ph.D

The School of Humanities, Social Sciences & Management, not only provides academic excellence but also serves as a platform for diverse industry events and development programs. Students have the opportunity to engage in insightful industry talks and leadership discussions, allowing them to gain valuable insights from seasoned professionals. Additionally, the school offers management and personality development programs, equipping students with essential skills and competencies for success in their careers. These programs focus on enhancing leadership abilities, communication skills, teamwork, and critical thinking. By hosting such events and programs, the School of Humanities, Social Sciences & Management fosters a holistic learning environment, preparing students for the challenges and demands of the business world.



BATCH SEGMENTATION





INTERNSHIPS



IREL (India) Limited
(Formerly Indian Rare Earths Ltd)
A Govt. of India Undertaking
A Miniratna-I Company



PREVIOUS RECRUITERS





CLUBS



FINANCIAL GEEKS
FINANCE CLUB



SYNERGY
HR CLUB



MAESTROS
MARKETING CLUB



ANALYTICS CLUB
ANALYTICS



OPERA
OPERATIONS CLUB

Our institution thrives on a vibrant ecosystem of clubs and organizations that cater to diverse interests and passions. The Finance Club equips students with the knowledge and skills needed to navigate the complex world of finance, while the Marketing Club hones their ability to create effective strategies and campaigns. The Operations Club delves into the intricacies of streamlining processes and optimizing efficiency. The Business Analytics Club focuses on leveraging data to drive informed decision-making. The HR Club nurtures talent management and organizational behavior expertise.

Moreover, our students actively engage in a plethora of other clubs, including the Entrepreneurship Cell, Films Club, Artists Forum, Dance and Music Clubs, as well as various other cultural and recreational clubs. This comprehensive range of clubs ensures a well-rounded educational experience, fostering personal and professional growth.



LIFE AT NITK

BIZWAVES

The annual college fest of School of Humanities Social Sciences and Management where several exciting events like Best Manager, Biz Quiz are organized, the fest includes innovative and exciting events with various themes related to Finance, Marketing, Analytics, Operations and Human Resource .



INCIDENT

Incident, the second largest cultural festival of South India attracts over 25000 footfalls every year. 'Inci' is replete with a mind-boggling array of things and has featured amazing performances by high profile artists. Incident includes various kinds of competitions organized by different clubs and departments

BHARAT DARSHAN

BHARATH DARSHAN, the festival celebrating the cultural diversity of India is conducted every year at NITK. In this, students exhibit the different cultural events of all the states of India thereby building an ultimate platform for social and cultural exchange.



UDAAN

Udaan is the kite festival of NITK organized by students of NITK . It is celebrated alongside the NITK Beach by flying kites of various sizes, playing games, enjoying the sand art and food stalls with soulful music concerts and DJs.

SPORTS

The college offers full-fledged facilities for sports and organizes tournaments from basketball, football, cricket etc. A new and modern Sports Complex is under construction with modern facilities and amenities. Events such as Crescendo and Phoenix are also organized





HOW TO REACH

Air

Mangalore International Airport, Bajpe
(IATA: IXE) (ICAO: VOML)

Bajpe to Mangaluru: 13 km

Bajpe to NITK: 15 km



Train

Mangalore Central, Hampankatta

(IR station code: MAQ)

Hampankatta to NITK: 18 km

Mangalore Junction, Padil

(IR station code: MAJN)

Padil to Mangaluru: 5 km

Padil to NITK: 18 km

Surathkal

(IR station code: SL)

Surathkal to NITK: 3 km



CONTACT US

DR. SHEENA

HEAD OF DEPARTMENT

 sheena@nitk.edu.in

 +91-8277028734

DR. ANNAPPA B

CHAIRPERSON CAREER DEVELOPMENT CENTRE

 annappa@nitk.edu.in

 +91-9845715006

FOR PLACEMENT RELATED QUERIES

cdcentre@nitk.edu.in

mbaplacements@nitk.edu.in

DR. PRADYOT RANJAN JENA

FACULTY PLACEMENT COORDINATOR

pradyotjena@nitk.edu.in

STUDENT PLACEMENT COORDINATORS

SHARAN K SHETTY

sharankshetty.225sm047@nitk.edu.in

8971232154

AJFAN BICHA

ajfan.225sm003@nitk.edu.in

9747207770

VASUDHA SUNDER

vasudha.225sm053@nitk.edu.in

9182850490

www.nitk.ac.in