

Where *Aspiration* takes a Shape...



Indian Institute of Management Tiruchirappalli
Knowledge is Endless...

We are all aware that the world is passing through challenging times. Economies that were once considered to be the flagbearers of growth and development are struggling to stay afloat.





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'It is a matter of great satisfaction that over 100 students have chosen to join PGPM, over 30 students have joined PGPBM and some of the highly talented and committed students have joined FPM.'

Chairman's Communique



Dear Friends,

Started with a vision to imbue the students with modern management knowledge and practices along with values that are deeply rooted, IIM Tiruchirappalli (IIMT) has now crossed a few more milestones in its journey since its commencement of academic activities in June 2011. I congratulate the students, the faculty and the staff members who have been a part of this rewarding journey filled with heart-warming memories and success stories of attainment of goals, under the dynamic leadership of the Director of the Institute.

In the past one year, IIMT has witnessed steady growth in delivering quality management education through its three flagship programmes: Post Graduate Programme in Management (PGPM), Post Graduate Programme in Business Management (PGPBM) and Fellow Programme in Management (FPM). It is a matter of great satisfaction that over 100 students have chosen to join PGPM, over 30 students have joined PGPBM and some of the highly talented and committed students have joined FPM.

To add to our happiness, we have also seen our faculty team being fortified with an excellent mix of regular faculty and eminent visiting professors. Our single minded focus remains the delivery of high quality management education to the students of the PGPM, PGPBM and FPM. Our students are in very capable hands and with their boundless enthusiasm, energy and intrinsic intelligence, they will be trained to emerge

as confident young women and men who will seek challenges and overcome them.

The recent announcement of Management Development Programmes, Long Distance Programmes and Consulting activities stands testimony to the abundant confidence we have in the strength of our faculty and their willingness to support and promote the interests of corporate players in the industry. The activities at our Chennai Centre and the commencement of work at our permanent campus further will reinforce the growth of our institute.

During the past year, the students of the 2012-14 PGPM batch had a very productive summer-internship experience where they were recognised and appreciated for their involvement and thirst for knowledge. We proudly hosted the very first convocation of the 2011-2013 PGPM batch at our permanent campus and the students, now the ambassadors of IIMT, gracefully stepped into the corporate world through a successful final placement in their endeavour to reach new heights.

It gives me great pleasure to invite you to associate with IIMT on this journey towards excellence. I am certain that our partnership will be mutually enriching and rewarding.

With warm Regards,

Meleveetil Damodaran

Chairman, Board of Governors

Message from the Director



Dear Friends,

Greetings from IIM Tiruchirappalli!

As you may be aware, IIM Tiruchirappalli (Trichy, in short) was founded on 4th January 2011. It has now completed two years of its functioning. The first batch graduated in April 2013. During this period, we have a number of achievements to boast about. Last year, despite adverse economic conditions, IIM Trichy was one of the few IIMs and other b-schools in India which had 100% placements. Companies like Aditya Birla Group and Mahindra & Mahindra recruited for their coveted General Management Programme. IIM Trichy was one of the few selected institutions in the country whom they chose to recruit from. IBM, Kellogg, Citibank, KPMG, Dr. Reddy's Laboratories Ltd., TAFE, Dabur, Cognizant Business Consulting, Reserve Bank of India, Axis Bank, Hunt Partners, BPCL and HPCL, Perfint Health Care, etc., also participated in our campus recruitment.

We have twenty-two faculty members on our rolls and few more shall join us soon. All of them are Ph Ds or Fellows from the IITs or IIMs or the best of the schools abroad with a proven track record of research. In fact, research and publications is one of the main criteria in selecting a faculty member.

IIM Trichy encourages holistic development of its students by encouraging them to participate in extra-curricular activities and competitions organized by the industry and other IIMs. Our students have won a number of accolades in last two years. We, at IIM Trichy strongly believe that the extra-curricular activities are as important as the curricular activities for a management student. These activities hone their skills in leadership, coordination and team work, communication and assertiveness and ability to take risk in a calculated way.

All these skills and abilities cannot be taught in the class. IIM Trichy emphasizes on experiential learning, team work and leadership. We also believe in being socially-responsive and sensitize our students for their social responsibility.

IIM Trichy is a school with the global perspective. It aims at developing future managers who would manage global organisations. We, therefore, groom our students to understand different cultures and respect the diversity that we see the world over. It is for this reason, we have linkages with various schools abroad which facilitates an exchange of students and faculty with one another. We are proud of the fact that two students from the very first batch went on an exchange programme to IAE Marseille at France and spent one full term there. IIM Trichy is one of the few business schools in India to have a French national working as a Professor in OB & HR area.

IIM Trichy considers itself as a partner to the industry and encourages industry academia collaboration by seeking active support of Visiting Faculty from industry right from the selection of students and faculty, design of curriculum, teaching, mentoring, placements, consulting and joint research. IIM Trichy aims at collaborating with industry in a number of areas like training, consulting and writing case studies for the mutual benefit.

I personally invite you to partner us in shaping the future of India.

Warm Regards,
Dr. Prafulla Agnihotri
Director

Board of Governors

Shri. M. Damodharan, *Chairman*
IAS (Retd.), Ex-Chairman, SEBI

Shri. Ashok Thakur
*IAS, Secretary, Technical Education, Ministry of HRD,
Government of India*

Smt. Sheela Balakrishnan
IAS, Chief Secretary, Government of Tamil Nadu

Shri. Apurva Varma
*IAS Principal Secretary, Higher Education,
Government of Tamil Nadu*

Shri. Yogendra Tripathi
*IAS Joint Secretary & Financial Advisor, Dept. of
Higher Education, Ministry of HRD,
Government of India*

Dr. K. P. Isaac
*Member Secretary, All India Council for Technical
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Shri. P. Abraham
*IAS (Retd.), Former Secretary, Ministry of Power,
Government of India*

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Prof. Ramasamy
*Vice Chancellor,
University of Hyderabad*

Dr. Prafulla Agnihotri
Director, IIM Tiruchirappalli

Prof. G. Sethu
*Dean - Accounts & Administration,
IIM Tiruchirappalli*

Prof. V. Gopal
*Dean - Academics,
IIM Tiruchirappalli*

The Institute

INDIAN INSTITUTE OF MANAGEMENT TIRUCHIRAPPALLI

Indian Institute of Management Tiruchirappalli (IIM Tiruchirappalli), the eleventh IIM, was instituted on January 4, 2011 by the Hon'ble Minister for HRD and Telecommunication, Shri Kapil Sibal, under the patronage of the Government of India in Tiruchirappalli, a city in Tamil Nadu renowned for its art and culture. The iconic IIM brand is a hallmark of excellence and a benchmark of quality that we constantly achieve and uphold. The institute strives to disseminate quality education to its students to inculcate management knowledge and cultural values in order to create complete and able management stalwarts of tomorrow.

IIM Tiruchirappalli with its fundamental belief that continuous learning is the foundation for better value creation aspires to instill in its students an unceasing desire to learn. The institute proudly takes on the responsibility of shaping the students into leaders of tomorrow who would be the catalysts of change for the betterment of society. The institute aspires to be a global leader in imparting management and executive education and a hub for exchange of knowledge and ideas in the business domain while also retaining Indian cultural ethos. It attempts to continuously leave footprints in the sands of business through high-end creativity and thus climb to the zenith of elite business schools. The institute believes in the spirit of collaboration and intends to establish healthy relations with global business schools and the industry for the benefits of the society.

Our Vision

See our students leading and contributing to the betterment of a global society

Our Mission

Creating an environment that encourages students having diverse backgrounds to achieve excellence in the field of their choice, through holistic, functional and relevant education. An education process that promotes ethics, critical inquiry, creativity and originality, emphasizing interdisciplinary approach and lays foundation for life-long learning.

Our Unique Selling Proposition (USP)

To provide Value Education through

- Human Values
- Indian Ethics
- Personality Development
- Western Management Mantras
- Practical Application-oriented learning

- Encourage holistic development of the student
- Emphasis on experiential learning, team work and leadership, each semester to have sessions for integration of knowledge
- Industry - Academia Collaboration by seeking active support of visiting faculty from industry right from selection of students, curriculum design, teaching, assessment, mentoring, placement, consulting and joint research
- Process labs for enhanced self-awareness and Capstone Projects

Success is born out of collaboration, hard work and passion. The institute embodies the spirit of continuous learning and is strongly governed by its motto "Gnanam Anantham" which means Knowledge is endless.

Our Faculty



Economics

Alka Chadha, Ph.D. (National University of Singapore)

Dr. Alka Chadha completed her B.A.(Hons) Economics from St. Stephen's College, Delhi; M.A. Economics from Delhi School of Economics; and Ph.D. from National University of Singapore. She was earlier teaching at the NUS Business School, National University of Singapore. Her teaching interests include Microeconomics, Industrial Organization, Health Economics, International Trade. Her research areas are Patents, Innovation, Internationalization and FDI, Pharmaceuticals and Software. Her work has been published in leading international referred journals including World Development, Industrial and Corporate Change, Economic Modelling and Scientometrics. She has also presented her work widely at many international conferences.

Poruthiyil Prabhir Vishnu¹, Ph.D.(Rotterdam School of Management, Erasmus University)

Dr. Prabhir Vishnu Poruthiyil holds a Ph.D. from the Rotterdam School of Management, Erasmus University. He secured his Masters in Development Studies from the Institute of Social Studies (ISS), Erasmus University. Dr. Vishnu has more than ten years' consulting experiences in corporate, public sector, and civil society organisations of which the large share (8 years) is in the Netherlands. His primary teaching and research focus is business ethics, a field of applied ethics encompassing the range of scholarly attempts to formulate morally-justified roles for business enterprises in meeting the demands of social justice. His teaching experience in classrooms is spread across continents (India, the Netherlands, and South America) levels (bachelor, master and executive) and types (compact courses over 2 weeks to the conventional modules spread over 3 months). Dr. Vishnu has published and/or presented papers on related issues in venues specialising in business ethics, development ethics, ageing, organization theory and qualitative research methods.

Sanja Samirana Pattnayak, Ph.D. (National University of Singapore)

Dr. Sanja Samirana Pattnayak received his Ph.D. in Economics

from National University of Singapore and M.Phil. in Economics from Jawaharlal Nehru University, New Delhi. Prior to joining IIM Tiruchirappalli, Dr. Pattnayak has served various teaching and research positions at the NUS Business School, Institute of Real Estate Studies, NUS Global Asia Institute and Lee Kuan Yew School of Public Policy, National University of Singapore. His teaching interests include Microeconomics, Industrial Organization, International Economic Theory and Policy, Public Sector Economics and Econometrics. His research is broadly in the areas of Applied Industrial organization, Micro-econometrics, Applied Econometrics, Real Estate Economics and Housing and Labour Economics. He has worked particularly on issues related to Economic liberalization and productivity growth, FDI and technology transfer, linkage and Spillovers of MNEs with domestic economy, and also issues related to migration and economic development. Dr. Pattnayak has published his research work in leading international refereed journals including Applied Economics, Economic Modelling, Journal of Economic Studies, International Journal of Business Studies and Keio Economic Studies. He has also presented his research widely at many international conferences.

Saumen Majumdar, Ph.D. (IGIDR)

Dr. Saumen Majumdar completed graduation (BSc) in Economics with Physics and Mathematics as allied subjects from Calcutta University and also Masters (MSc) in Economics. He has widely published in peer-reviewed journals such as Journal of Quantitative Economics, Journal of Forecasting, IEEE Transaction on Power Systems, etc. He worked in Centre for Infrastructure and Regulation at National Council of Applied Economic Research as Senior Economist, and worked on various infrastructure issues such as fixing fares for the proposed Bangalore and Hyderabad metros, proposing concessions for road tolls on National Highways, delineating infrastructure policies for the newly formed state of Chhattisgarh, outlining framework for design of electric markets in India, etc.

Finance and Accounting

Gopal V, Fellow (IIM Calcutta)

Prof. Gopal V is a qualified Cost Accountant as well as a qualified Company Secretary. He is an avid public sector enthusiast. He was part of the initial team which formulated the policy of Memorandum of Understanding between Central PSEs and Government of India, which led to formulation of performance management system for administrative ministries of Government of India as RFD policy. He has participated in various national and international conferences and published in national and international journals. He has also conceptualized and conducted the first international conference on Management of Micro, Small and Medium Enterprises at IMT Nagpur. He has conducted training programmes for various clients which include Power Grid Corporation, NTPC, Orissa Forest Corporation, and NALCO.

Jijo Lukose P J, Ph.D. (IIT Bombay)

Dr. Jijo Lukose P J is a qualified Cost Accountant and his research areas are empirical corporate finance and empirical asset pricing. His research articles have appeared in International Journal of Emerging Markets, Eurasia review of Economics and Finance, Management and Accounting Research, Decision, Vikalpa, IUP Journal of Applied Finance, Journal of Managerial Finance and Research, etc. His research work has been presented at many international and national conferences. He has taught core courses in corporate finance and financial accounting and electives on investments, market microstructure, financial modelling, mergers & acquisitions, financial statement analysis, security valuation and alternative investments. He has also carried out consulting assignments for private sector organizations on investment valuation, financing choices, and risk management.

Nithyananda K V, Ph.D. (National Law School of India University)

Dr. Nithyananda K V has about 8 years of teaching, 5 years of consulting and 2 years of industry experience. His areas of research interests are Intellectual Property Rights, Financial Innovations, Capital Market Laws, Corporate Finance, Corporate Governance and Economic & Business History. Five of his research papers have been published in various journals

of repute. He has also co-authored a book on Business Laws for 6th Semester B.Com course affiliated to Bangalore University. He has also contributed 4 chapters in books on finance and management published by reputed institutes. He has presented research papers in various international, national and state level conferences. He is also guiding 3 PhD students from various universities. He has been providing consulting services in the area of finance and law to various companies, both national and international on various strategic matters. He has also taught courses abroad and is also carrying out funded international research projects.

Sanjeevan Kapshe², Fellow (IIM Bangalore)

Prof. Sanjeevan Kapshe has about 15 years of industrial experience coupled with 8 years of academic experience. He has held important positions such as Chief Signal Policy and Telecommunications Engineer at Indian Railways, Chief General Manager for SEBI as the Head of Derivatives. He was a professor at Railway Staff College, Vadodara and has also been a visiting faculty for premier Business Schools in India. He has also been a visiting faculty for ISI Bangalore. Prof. Sanjeevan has been part of numerous important committees such as National Transport Development Committee. He has also worked on areas such as Regulatory Framework and Risk Management for Financial Markets.

Sethu G, Fellow (IIM Ahmedabad)

Prof. Sethu G brings in about 33 years of experience which includes graduate teaching at MBA level, executive education, research, advisory work, and service to the professional community. He has many years of experience in curriculum design, investor education, organizing research conferences and industry seminars, design and delivery of executive education, research and advisory work besides participation in a number of professional activities such as director on corporate boards and serving as member of various committees. He has been a Ph.D. thesis examiner for JNU, IIT Kanpur, University of Pune, IIM Bangalore and NMIMS University, Mumbai, and a member of Board of Examiners of University of Wales for their MBA programme in India, and a Chief Examiner for the Indian Institute of Bankers, Mumbai.

Management Information Systems

Jang Bahadur Singh, Fellow (IIM Bangalore)

Prof. Jang Bahadur Singh's research interests are in the area of information systems in developing countries. His primary areas of research are ICT for development, E-governance and digital divide. His doctoral dissertation at IIM Bangalore focused on evaluating ICT projects in varying social context with an emphasis on developmental outcome. He was one of the twenty scholars globally selected for the 2009 edition of the annual iGov Research Institute of SUNY Albany, USA which aims to build research capacity to assess the impact of information technologies in public sector and society. His other research interests include offshore outsourcing and use and impact of free and open source software in organizations. He has worked on research projects sponsored by organizations such as NASSCOM and Red Hat India. His teaching interests span Management Information Systems, E-commerce and ICT for Development.

Strategy

Manikandan K S, Fellow (IIM Bangalore)

Prof. Manikandan K S is a qualified mechanical engineer from College of Engineering Guindy and had worked at Hindustan Aeronautics Limited, an aerospace company and TVS Motors Limited, an automotive firm. His research is focused on the growth and governance of business group organizations. His other major research interest includes the study of drivers of strategic choice in firms. He has presented his research at leading international conferences including the Academy of Management and Strategic Management Society. He is the recipient of Director's Merit Award (IIM Bangalore), SAP Labs Scholarship (IIM Bangalore), University Gold Medal (Anna University), and Foundation for Excellence Scholarship (FFE, USA).



Organizational Behaviour & Human Resource Management

Abhishek K Totawar, Fellow (IIM Indore)

Prof. Abhishek K. Totawar obtained his masters degree in Psychology with specialization in Organizational Behavior from BHU, Varanasi and holds a doctoral degree (Fellow Program in Management) in OB & HRM from IIM Indore. Prior to joining IIM Tiruchirappalli, he had taught courses in Psychology as a Visiting Faculty at IIM Indore and at the Bhopal School of Social Sciences. His areas of research interests are organizational justice, quality of work life, psychological capital, emotions, and individual motivation. He is a member of the Academy of Management, and has served as reviewer for the Academy of Management and Human Resource Development Review. He has papers presented at conferences like, the Academy of Management, European Group of Organization Studies and International Congress of Psychology.

Madoun Mouloud, Ph.D. (University of Aix en Provence)

Dr. Madoun Mouloud's main areas of expertise are HRD, OB, Quality management, CSR, Diversity and cultural management. He started teaching in North Africa (Algeria, Morocco and Tunisia) as in charge of executive education. Before joining academics, he was in charge of executive employees at Sonatrach, the largest oil corporation in North Africa, then with the labor relations at a public institution in Algeria. He

was a consultant and an auditor in major French corporations such as COGEMA. He was the head of international relations and research at Chambéry (France) School of business. His research focuses on the relations between HR and quality, corporate social responsibility and diversity in the workplace.

Vijaya V, Ph.D. (IIT Madras)

Dr. Vijaya V brings in more than ten years of teaching experience in regular management programmes as well as executive management education. Her teaching interests include Psychology, Organisational behaviour and Human Resource Management. As a researcher, she has worked on sponsored projects of DSIR as well as ICSSR. She has published empirical and conceptual articles and has also presented in various national and international conferences and forums.

She is a UGC Fellow and has also qualified for the ICSSR Young Social Scientist Research Award and has conducted research on psychological contract in the IT sector. Dr. Vijaya is a Belbin Team Roles Accredited Consultant. She is also trained in principles of Value engineering by the Indian Value Engineers Society and is an Associate Value Specialist awarded by the Society of American Value Engineers International. She is member of National Academy of Psychology. She is also on the Board of Studies of a few Centres of Management and Psychology and provides Guidance in Academic Curriculum Development.

Operations Management & Quantitative Techniques

Ayon Chakraborty¹, Ph.D. (National University of Singapore)

Dr. Ayon Chakraborty received his Ph.D. degree from National University of Singapore in the area of Service Management. He has a Masters degree in Manufacturing Systems Engineering from BITS, Pilani, India and Bachelor in Production and Industrial Engineering from University of Rajasthan, India. He has more than six years of work experience which includes research, teaching and quality engineering in electronics industry. He has lectured and tutored in Business Process Management, Quality Planning and Management, Managerial Economics, Project Management, Technology Management, and Engineering Management. His research interest spans different topics in the area of business process management and quality engineering and management, including service process prioritization, service quality, Lean and Six Sigma.

Godwin Tennyson, Ph.D. (IIT Madras)

Dr. Godwin Tennyson is a qualified Industrial Engineer and Mechanical Engineer, and had obtained his doctoral degree in Operations Management. He had been associated with

consulting firms for nearly five years as business analytics and operations research consultant and has been associated with IIM Tiruchirappalli for more than two years. He specializes in the application of Operations Research, Statistical Modeling and Simulation Modeling techniques to solve challenging business problems. He has provided research, business analytics and consulting solutions to organizations like Indian Railways, Cathay Pacific Airlines, Wal-Mart, Sara Lee, Disney World, IBM, Time Warner and Wells Fargo. His research, teaching and consulting interests include transportation logistics, supply chain management, business process reengineering and revenue management. Dr. Godwin's research papers have appeared in Asia Pacific Journal of Operations Research, International Journal of Logistics Systems and Management, International Transactions in Operational Research, and Transportation Research Part E. He has also presented his research work in many international conferences and was awarded best research paper twice. He serves as reviewer to international journals and is a Life Member of the Society of Operations Management.

Operations Management & Quantitative Techniques

Nilakantan K, Ph.D. (IISc. Bangalore)

Dr. Nilakantan K obtained his Bachelor's degree in Chemical Engineering from IIT Madras. His doctoral thesis at IISc. Bangalore was awarded the gold medal of the Indian Economic Association for the best thesis in the year 1991. He then went on for further studies in the Dept of Mathematics at the University of South Florida, wherein he obtained another Master's in Mathematics, and was also inducted to the Phi-Kappa-Phi Honours Society of the U.S.A. His research interests are in the Mathematical modelling and Application of Dynamic Optimization in industrial, business and environmental systems.

Srirangacharyulu B, Ph.D (IIT Madras)

Dr. Srirangacharyulu B brings in more than 10 years of teaching experience and his teaching interests include Operations Research, Operations Management, and Simulation. His research interests include Scheduling, Supply Chain Management, Flexible Manufacturing Systems and Inventory Control. He published his research work in reputed international journals like Computers & Operations Research, European Journal of Operational Research, European Journal of Industrial Engineering, and International Journal of Operational Research. He has also presented his research in various International Conferences. He is a reviewer for IEEE Transactions on Automation Science and Engineering. He has been the editorial board member of the International Journal of Applied Research in Mechanical Engineering.

Sriram Tirumalai¹, Ph.D. (University of Minnesota)

Dr. Sriram Tirumalai holds a doctorate (Ph.D.) in Operations Management and a Master of Science (MS) in Statistics from the University of Minnesota, and Bachelors (B.Tech) in Metallurgical Engineering from the Indian Institute of Technology (IIT) Madras. His research interests are in the

broad areas of Health Care, Service & Retail Supply Chains, Management of Technology, and Operations Strategy. His research is motivated by real world problems, follows an interdisciplinary approach and is predominantly empirical, often in collaboration with industry partners. Dr. Thirumalai's research has appeared in top-tier academic journals including Management Science, Information Systems Research, Journal of Service Research, Decision Sciences, Journal of Operations Management and Electronic Markets. He is a recipient of the IBM Best Paper Award from the Production and Operations Management Society (POMS) and has also been nominated for Excellence in Teaching Award. Dr. Thirumalai has designed and taught courses in the MBA, undergraduate and Ph.D. programs on various topics related to Service Operations, Healthcare Services, Operations Management and Management of Technology.

Sundaravalli Narayanaswami, Ph.D. (IIT Bombay)

Dr. Sundaravalli Narayanaswami brings years of experience in course and curriculum design, assessments, organizing research conferences and industry seminars, Institute-Industry collaboration and accreditation consultation. She has taught in Institutes affiliated with the Mumbai University, India and under the UAE Ministry of Higher Education, Science and Research. Her major teaching interests are in MIS, Software Engineering, Knowledge management, Expert systems, Evolutionary algorithms and Operations Management. Sundaravalli has been a presenter, juror, committee member and organizer in various International conferences. She is a life member of several professional societies, including the Computer Society of India, ISTE and the International Association of Railway Operational Research. She was awarded the Fellowship of the British Computer Society in 2010 and she continues to hold the title.

Marketing

Hari Sreekumar, Fellow (IIM Calcutta)

Prof. Hari Sreekumar has 4 years of diverse work experience which includes roles in the manufacturing and marketing research sectors. Prior to joining the doctoral programme at IIM Calcutta, he worked at Sterlite Industries for a year, and in the marketing research industry for two and a half years, with stints at TNS Mode, Bangalore and Indica Research, Mumbai. He did his graduation in M.Sc. (Tech.) from BITS, Pilani. His doctoral work is in the field of consumer behaviour and involves examining consumption discourses and practises among migrant consumers in southern India. His research work has been presented in reputed international conferences on Consumer Research and Advertising. His areas of interest are Consumer Culture Theory, Marketing Research and Marketing of Services.

Prafulla Agnihotri, Ph.D. (Jamnalal Bajaj Institute of Management Studies)

Dr. Prafulla Agnihotri brings in about ten years of experience in industry in sales, marketing and training, and over fifteen years of experience in academics. He is the founder director of IIM Tiruchirappalli, India. He teaches courses in Marketing Management, International Marketing, Services Marketing and Strategic Brand Management. His major research interests are in Brand / Marketing Audit, International Marketing Strategy and Global Competitiveness areas. Currently, he is researching on the role of home country government in promoting the global competitiveness of the firms emerging from that country. He has over twenty research papers published in several refereed reputed journals and magazines at national and international levels. He was declared the Best Teacher in Marketing Management at 16th Business School

Affaire and Dewang Mehta Business School Awards in September 2008 and was awarded the Best Professor in Marketing award at the Asia's Best B-School Awards by CMO Asia on 23rd July, 2010 at Singapore. Dr. Prafulla Agnihotri was awarded with the "Bharat Jyoti Award" for his exemplary services in the education sector by India International Friendship Society. He is a member of Indian Society of Applied Behavioural Science (ISABS), New Delhi and is a consultant on the panel of Export Import Bank of India.

Suresh Paul Antony, Fellow (IIM Lucknow)

Prof. Suresh Paul Antony brings in more than 10 years of academic and administrative experience at XLRI School of Business & Human Resources [Jamshedpur], the Indian Institute of Management [Kozhikode] and Thiagarajar School of Management [Madurai]; in addition to visiting academic appointments at the Asian Institute of Management [Manila] and the Indian Institute of Management [Lucknow], prior to joining IIM Tiruchirappalli. His areas of research are marketing demographics and consumer vulnerability. He has presented his research at various forums and has several publications to his credit. He has about 14 years of hands-on customer interface experience in the automotive, financial services, direct selling, and music retailing industries, and across both business and consumer markets.

The programmes at IIM Tiruchirappalli are also supported by many reputed experts both from academia and industry in India and abroad through specialized elective course offerings.

¹ would be joining soon

² adjunct faculty

Post Graduate Programme in Management

The PGPM at IIM Tiruchirappalli is a full time two-year programme designed to empower the students with the knowledge and skills required to be competitive managers of the future. The first year of the program offers foundation level core courses covering various disciplines exposing the students to different facets of business management. On completion of these core courses, the programme provides the option of choosing electives from a pool of specialized courses during the second year. The elective courses are designed to nurture future managers in the area of their interests, aligning them with their career goals and objectives.

Core Courses		
Term I	Financial Accounting	Corporate Finance
	Managing Organizations	Macroeconomics
	Marketing Management	Managerial Communication
	Microeconomics	Managing People and Performance in Organizations
	Quantitative Methods I (Business Statistics)	Quantitative Methods II (Operations Research)
	Written Analysis & Communication	Research for Marketing Decisions
		Business Law
		Competition & Strategy
		Indian Economy and Policy
		Management Accounting
		Management Information System
		Operations Management

Electives	
Finance	Investment and Portfolio Management
	Management of Banking and Financial Institutions
	Strategic Financial Management
	Financial Derivatives
	Project Appraisal and Finance
	Practical Aspects of Mergers & Acquisitions
	Fixed Income Securities
	International Finance
	Behavioral Finance
	Management Control Systems
Marketing	Business to Business Marketing
	Consumer Behavior
	Product Management
	Integrated Marketing Communication
	Practical Aspects of Marketing
	Services Marketing
	Sales and Distribution Management
	International Marketing
	Strategic Marketing
	Brand Management
	Digital Marketing
	Role and impact on Social Media Marketing
	Econometric Models of Market Phenomenon

Electives				
Organization Behavior & Human Resources Management	Performance Management and Employee Engagement		Operations Management & Quantitative Techniques	Supply Chain Management
	Role of HR in CSR Development and Effectiveness			Logistics Management
	Systematic Approach to Inspirational Leadership			Operations Research Applications
	Innovative Strategies in Business Development			Management of Manufacturing Systems
	Strategic Leadership			Business Process and System Optimization using Simulation
	Effective TQM through HR			Revenue Management – I
	Managerial Effectiveness			Revenue Management – II
	Rethinking Corporate Social Responsibility			Design and Analysis of Supply Chain Systems – I
	Training and Development			Design and Analysis of Supply Chain Systems – II
	Leadership and Cultural Change			Algorithms for Optimization
	Personality Mapping			
	Conflict Management and Negotiation			
	Corporate Restructuring Human Dimension			
	Governance from ancient wisdom			
	Employee Relations			
	Integrated and Value Based Leadership			
	Compensation Management			
Recruitment and Selection				
Corporate Strategy & Policy	Advanced Corporate Strategy		Management of Information Systems	IT Consulting
	New Product Development			Globalization of IT
	New Venture Creation			Strategic Management of IT
	Crafting Strategy			Data Mining for Business Decisions
	Foundations of Strategy Consulting			Software Project Management
Economics	Econometrics		General Management	Legal Aspects of Marketing
	Game Theory			Legal Aspects of International Business
				Contemporary Film Industry
				Leadership Communication

Course of Independent Study (CIS):

Students are also given the option to undertake an independent self-study course during their IV / V Term. The intention of encouraging students to pursue CIS is to realize the objectives of the institution towards knowledge creation and knowledge dissemination. The students are strongly urged to work towards translating the CIS into a Working Paper / Case Study / Conceptual Note / Newspaper / Magazine articles.



Post Graduate Programme in Business Management



Post Graduate Programme in Business Management (PGPBM)

3-year programme for working executives

Launched in 2012, PGPBM offered from IIM Tiruchirappalli - Chennai Center caters to the working executives who aspire to equip themselves with formal management education and move into senior leadership roles.

Executives with at least three years of full-time work experience are eligible to apply for the programme. Candidates sponsored by their organization are given preference and the selection is made on the basis of applicant's curriculum vitae, performance in the written test, and personal interview. The programme comprises of 18 core courses, 15 elective courses and an industry project which totals to 960 hours of class room contact which are held four evenings every week.

Curriculum

Term 1	Financial Accounting	Term 2	Quantitative Methods II (Operations Research)	Term 3	Research for Marketing Decisions
	Managing Organisations		Microeconomics		Macroeconomics
	Marketing Management		Written Analysis and Communication		Managerial Communications
	Quantitative Methods I (Business Statistics)		Managing People and Performance in Organisations		
Term 4	Management Information Systems	Term 5	Business Law	Term 6-9	15 Electives
	Management Accounting		Competition and Strategy		Industry Project
	Operations Management		Corporate Finance		
	Indian Economy and Policy				

Fellow Programme in Management



Fellow Programme in Management (FPM)

FPM is the full-time, residential doctoral programme of IIM Tiruchirappalli. The course is globally recognized, and is a premier source of rigorous and inter-disciplinary research in all areas of business management. The programme commits to train individuals who will excel in their areas of research through creation of quality knowledge of international standard and adheres to professional ethics, intellectual honesty, rigor in teaching and research, interdisciplinary and integrated approach and grand picture solutions. The doctoral students could specialize in one of the following disciplines.

Specialisations

- **Finance and Accounting**
- **Marketing**
- **Economics**
- **Organizational Behaviour and Human Relations**
- **Quantitative Techniques and Operations Management**

The programme aims at providing rigorous, world-class, inter-disciplinary training in all areas of business management that will equip students with the ability to conduct cutting-edge research. The programme enables committed and qualified individuals to create new knowledge in all areas of business management and to meet the growing manpower needs of academic institutions in India and abroad for quality management teachers.

Management Development Programme

Management Development Programmes (MDP) of IIM Tiruchirappalli have been equipping working executives and practicing managers with necessary skills and capabilities to fathom the macro environment of business. In addition, MDP also provides the participants with necessary tools required to adapt to the changing business environment, enabling them to stay ahead of the competition. The programmes have been designed keeping in mind the dynamic global business environment which requires the managers to be proactive in understanding and acting upon business decision, in order to address the needs of business organizations.

Delivered through a rigorous process, MDPs ensure that the participants take the front seat in understanding and solving business problems through relevant case studies, problem solving, role-plays, team activities, videos and industry visits combined with lectures.

List of programmes offered by IIM Tiruchirappalli

Various programmes, across different functional areas and general management stream, which are currently being offered by IIM Tiruchirappalli, are listed below-

Finance for Non-Finance Executives	The Strategic Toolkit for the Successful Product Manager
Business Decision Making using Spreadsheets	Building High Performance Leadership
Evaluating and Improving HR Performance	Business Process Optimization using Simulation Modelling
Customer Service Strategy: Profiting through Value Creation, Loyalty and Relationship	Customer Service Strategy: Profiting through Value Creation, Loyalty and Relationship
Gaining and Sustaining Competitive Advantage	Strategic Cost Management
Business Statistics for Non-Statisticians using Spreadsheet Modelling	Forecasting Customer Demand using Spreadsheet Modelling
The Three Lenses of Open Innovation	Services Management for Competitive Advantage
Financial Modelling using Excel	International Business Dispute Resolution
Building a Citizen Organization	Corporate Valuation
Strategic Leadership - Shaping Advantage, Opportunity and Ambition	Pricing Strategies
Competition Law for Business Managers	Positive Psychology for Performance Excellence
Competitive Marketing Strategy	Linking Employee and Customer Satisfaction
Revenue Management - Tools and Techniques	Management Science with Spreadsheets
Motivating employees through empowerment	Financial Statement Analysis and Security Valuation
Monetizing Innovation - Capturing Value from your innovation activities	Decision Science for Decision Makers using Spreadsheet Modelling
HR Analytics for Employee Excellence	Game Theory and Business Strategy for Managers

Scope for In-Company Training Programmes

IIM Tiruchirappalli also organizes custom designed executive training programmes for various organizations, on topics mutually agreed with the clients. The Faculty experts well-versed in the area would visit the organization, conduct a preliminary study and also assess the exact training needs of the client before designing the training module. This exercise would help the organizations to customize the training programmes based on the individual needs, rather than participating in off-the-shelf programmes. This would also help the organization to have a higher impact of the training and also be able to achieve higher ROI from this training investment.

Industrial Consultancy



Industrial Consultancy

The faculty members at IIM Tiruchirappalli have outstanding academic credentials coupled with rich industry experience. Grounded in sound academic knowledge in their relevant areas, the professors of IIM Tiruchirappalli are in a position to provide cutting-edge management consulting services to corporate houses. They also have active passion in understanding the challenges faced by the companies and solve them to the best of the client's satisfaction.

Successful Projects

IIM Tiruchirappalli has already provided consulting services in varied areas to the following delighted clients:

- **Tata Motors, Mumbai**
- **ArthVeda, Mumbai**
- **Board of Apprentice Training (Southern Region), Chennai**
- **Ramarson Technologies, Trichy**

Areas of Consulting Expertise

The faculty members at IIM Tiruchirappalli have varied research & consulting experience in different areas such as Product Policy, Services Management, Sales & Distribution Management, Scheduling, Supply Chain Management, Flexible Manufacturing Systems & Inventory Control, FDI & Technology Transfer, Real Estate Economics, Business Analytics & Consulting Solutions, Revenue Management, Urban Finance & Infrastructure Finance.

Long Distance Programmes

IIM Tiruchirappalli has partnered with NIIT Imperia to provide satellite-based long duration programmes. Targeted at learning organisations, which enables their executives to undergo management education leading to a diploma or a certification, these programmes are delivered at the doorstep of the organisation or the manager, with basic necessity of a computer and a broadband Internet connection. This also helps the organisations in empowering its managers with least inconvenience in their jobs. Face-to-face interaction with the faculty members during the course is another advantage of these programmes and provides a truly rich learning experience.



Infrastructure

At the core of NIIT Imperia's educational delivery methodology is state-of-the-art Synchronous Learning Technology. NIIT Imperia has built around this technology a unique learning methodology and student experience that includes the best features of conventional classroom education coupled with advanced e-learning and learning management techniques.

Programmes Offered

IIM Tiruchirappalli intends to offer both long duration programmes (for a period more than 6 months) in the functional areas related to general management, marketing and finance and also short duration programmes (period less than 6 months) in the area of finance, OB & HR, strategy, marketing, and other management related areas.

Delivery Methodology

Students attend classes conducted by the institute-faculty which are delivered using the Synchronous Learning platform. The teaching-learning methodology emphasises peer-to-peer collaboration among students - projects and case-discussions among students within a centre or across centres which act as typical instruments of collaboration. Individual assignments and presentations are part of the methodology.

Certification

The participants would be provided with a joint certification issued by IIM Tiruchirappalli and NIIT Imperia. The certifications would be either a completion certification for those candidates who successfully complete all the requirements of the course or a participation certificate for those who fail to fulfill the course requirements.

Learning Resource Centre

Library - the learning resource centre of an academic institute is at the heart of all endeavours of IIM Tiruchirappalli and has played a significant role in its success. IIM Tiruchirappalli has invested more than INR. 75 lakhs (7.5 Million) so that it has all the latest books and journals from across the world. The learning resource centre boasts of an impressive collection of books and journals, which afford students access to a variety of full text articles in Management Science and related fields which will be a critical tool for the course and project work. Some such resources are:

Statistical Tools:

IBM SPSS

IBM SPSS is predictive analytics software which helps organizations anticipate change so that they can plan and carry out strategies that improve outcomes.

IBM SPSS Modeler

IBM SPSS Modeler is a data mining workbench that helps user to build predictive models quickly and intuitively, without programming.

STATA

STATA is one of the widely used statistical packages for research and teaching. It is a complete, integrated statistical package that can be used for a variety of data management and statistical techniques.

Simulation Software:

ARENA (latest version of Arena Enterprise Suite Academic Edition Ver.14.0)

Arena simulation software helps to demonstrate, predict, and measure system strategies for effective, efficient and optimized performance. It helps to understand business by analyzing the impact of new, "what-if" business ideas, rules, and strategies before implementation on live customers-offline, without causing disruptions in service.

The DecisionTools Suite

The DecisionTools Suite is the complete risk and decision analysis toolkit for Microsoft Excel. The Suite includes @RISK, which may be run by itself

or in conjunction with the other analytical tools. Palisade tools can be used to analyze any decision, course of action, or project. @RISK and the DecisionTools Suite have been most widely adopted in finance and investment, energy, insurance, and other industries.

DELNET (Developing Library Network)

DELNET enables resource sharing among libraries and access to:

- Cambridge Dictionaries online
- Networked Digital Library of Theses and Dissertations
- GISTNIC Databases
- MEDLINE & other databases of NLM
- U.S. Patents: Full Text
- Open Access Journals

Company Information:

CAPITALINE

CAPITALINE is a corporate database of Indian companies which contains extensive data on Company such as Bio-data, Collaborators, Expansion Plans, Shareholding Patterns, 10-year Profit & Loss, Balance Sheet, Schedules & Notes to Account, Fund Flows, Financial Ratios (in all 650 finance fields per company which cover almost 98% of any annual report). It also covers full text of Director's Reports, Auditor's Report and extensive news clippings of companies.

INSIGHT

INSIGHT is India's leading database portal that provides access to financial information spanning 20 years of history on 10,000 listed, unlisted and PSU companies of India.

Prowess

Prowess is the Largest Database of Financial Performance of Indian Companies.

The CapEx

The CapEx is a database which provides information and insights on the new capacities coming up in India in the near or medium-term future

Industry & Countries:

EUROMONITOR INTERNATIONAL

EUROMONITOR INTERNATIONAL has a vast resource for passport of business intelligence on Industries, Countries and Consumers. The database covers about 28 Consumer Industries across 80 Countries. You can use it to track market sizes, brand shares, company shares, industry trends, competitive landscape as we as understand market dynamics.

CRISIL

CRISIL is a Global Analytical Company

providing Ratings, Research and Risk and Policy Advisory Services. CRISIL Business Information products and services comprise of accurate and reliable news, information, analysis, and forecasts on the Indian economy, industries, companies, and financial markets.

Industry Analysis Service

Industry Analysis Service is a forward-looking analysis of 70 industries presenting forecasts of changes in capacity, production, sales, trade and prices.

E-Journals:

EBSCO

EBSCO is a Business Source Complete database that has 3763 full text journals & magazines in all disciplines of business, including marketing, management, MIS, POM, accounting, finance and economics and abstracts for the most important scholarly business journals, dating back as far as 1886.

It has top 5 journals in management (Academy of Management Review, Academy of Management Journal, Administrative Quarterly, MIS Quarterly and Journal of Marketing). Also, it provides access to five reputed magazines (Business week, Forbes, Fortune, HBR and Money)

ABI INFORM

ABI INFORM is a complete e-journal featuring around 5000 journals, and the most comprehensive business database on the market today. The combination of products forms a business database package that offers nearly 3,900 full-text titles covering business and economic conditions, corporate strategies, management techniques, as well as competitive and



JSTOR provides full-text searches of digitized back issues of several hundred well-known journals.

The Institute has access to the following JSTOR Collections:

Arts & Sciences I - X

1. Life Sciences
2. 19th Century British Pamphlets

JSTOR have also enabled access to JSTOR Plant Science, an online environment that brings together content, tools, and people interested in plant science.

ScienceDirect

ScienceDirect is SciVerse's leading full-text scientific database offers science, medical and technical (STM) journal articles and book chapters. IIM Tiruchirappalli has online access to 242 journals in 3 Subject collections:

- Business Management & Accounting
- Economics, Econometrics & Finance
- Decision Science

ACM Digital Library (DL)

ACM Digital Library is a complete collection of all of ACM's publications, including ACM journals, conference proceedings, magazines, newsletters, and multimedia

titles. The ACM DL contains the largest and most complete full-text archive of articles on computing available today.

Legal Database:

Manupatra

Manupatra is the only online legal research database offers materials on Indian law and business policy. Apart from providing the archives dating back to 1950 and earlier, The suite of knowledge solutions includes judgments on all subjects of law of the Supreme Court, High Courts, Orders of Tribunals, Central Statutes, Forms, Ordinances, Bills in parliament, Customized modules on topics such as Intellectual Property Rights, Cyber & IT Laws, WTO, Anti-Dumping, Arbitration, Direct & Indirect Taxation, Environment, Human Rights, Indian & Foreign Trade Policies, Forex & Banking, Investment destination aboard, and more.





News Paper:

FT.com

The faculty and students at IIMT can access FT.com anytime, anywhere using Tablets, mobiles, laptops and Desk tops.

The key benefits of accessing FT.com are

1. Reports and research on your industry sector, customers & competition
2. Meaningful insight and analysis from award-winning columnists
3. Access to FT.com on your smartphone or tablet device
4. Online learning tools
5. All you need to know to keep up with day-to-day global news and markets

Others:

States of India

The States of India service provides statistics, official documents of state governments, comments of CMIE analysts on the data and CMIE forecasts.

Economic Outlook

The Economic Outlook provides a comprehensive and integrated view of the Indian economy.

Commodities

The Commodities combine the best of real-time spot prices and market intelligence, historical fundamental data and robust forecasts for agricultural crops.

Anti-plagiarism Web Tool

Turnitin

Turnitin is the leading academic plagiarism detector, utilized by teachers and students to avoid plagiarism and ensure academic integrity.

'LRC is equipped with -

- i. RFID Tech - Hassle-free check-in/out of documents,
- ii. Wi-Fi Connectivity - Faster access to e-resources,
- iii. CCTV - Secured Learning Environment'

Internships

Internships are offered to students pursuing Post Graduate Library and Information Sciences. In the course of this internship programme students get exposure in the following areas

- RFID based library functions
- Performing searches and getting results in the stipulated time frame using various e-resources
- Basics of library & Information Management
- Proactive Information Services

Book Exhibition

The LRC organized a book exhibition on 10th October 2012. Around 3000 books of both Indian and International Publishers were displayed in the exhibition.

The future holds a special vision for the learning resource centre. As IIM Tiruchirappalli moves to its brand new campus, to be built on a sprawling 172 acres of land on the Trichy-Pudukottai highway, the learning resource centre will be sufficiently expanded and equipped to meet the students' needs, both academic and aesthetic. Architecturally, it will reflect IIM Tiruchirappalli's vision and academically, it will be the bastion of purity and integrity that is at the core of all learning.

The Campus and Facilities



IIM Tiruchirappalli has come a long way, since its inception. NIT Trichy, with its excellent infrastructure and a sprawling 800 acres campus is the home for IIMT in its initial formative years. Despite being an institute in its nascent stage, Indian Institute of Management Tiruchirappalli can boast of infrastructure and facilities on par, if not better than most other well-established management institutes.

Academic Block

The Academic block is the beating heart of IIM Tiruchirappalli which houses classrooms, library, faculty rooms, conference hall, guest-lecture hall and video-conference room. Each of these is fully furnished and air-conditioned with round-the-clock power supply and WiFi enabled Internet connectivity. The IIM Tiruchirappalli Learning Resource Centre has an excellent collection of text books, magazines, journals and newsletters covering diverse domains. In addition to that the centre provides online access to numerous databases and publications such as Financial Times, EBSCO, IBM SPSS, CMIE Database, Manupatra, ABI Inform, DELNET and several others. The academic block is truly a centre for academic excellence.

Boys' Hostel - Beryl

A short distance away from the academic block lies the boys hostel. The rooms are fully furnished with all the basic amenities provided. The hostel is fully Wi-Fi enabled, has uninterrupted power supply and also houses a TV room with state-of-the-art LCD TV for students to catch up on current affairs and entertainment. Beryl also has a recreation room for indoor games such as carom, chess, table tennis and a host of musical instruments for music lovers. There is also ample space outside the hostel building for an evening game of cricket or football.

The Campus and Facilities



Girls' Hostel - Opal

Situated within the NIT Trichy campus, the IIM Tiruchirappalli girls' hostel is like a second home for the students. Amongst abundance of greenery and well-lit streets, there is an array of facilities including the gymnasium and large spaces that allow for socializing, outdoor activities and celebrating of various festivals. The hostel has uninterrupted power supply with spacious rooms and is Wi-Fi enabled to facilitate continuous learning and research for the students.

Sports Complex

For the overall development of the students, NIT Tiruchirappalli has also extended to our students, full access to the sports complex and swimming pool. The Sports complex houses a well-equipped fitness center. Other facilities include Badminton, Tennis and Basket Ball courts. There are also well maintained football, hockey and cricket grounds along with a running track.

Faculty Quarters

The faculty members also enjoy in-campus accommodation located at a walkable distance from the academic block. The faculty quarters are Wi-Fi enabled and have uninterrupted power supply. This further helps the faculty members' academic and research work, and enhances their interaction with the students.

Permanent Campus

The swanky 172-acre new campus of the institute is in its formative stage on the Trichy-Pudukottai highway, 17 km south-east of the city centre and 12 km from Tiruchirappalli International Airport. The institute aspires to build it as a green campus with zero waste. It

shall be a fully residential campus with single occupancy hostel facilities for all students, quarters for married students and staff, and independent houses for faculty members. All the classrooms in the new campus will be equipped with latest technological facilities. They will also have the facility to record teaching sessions for storage in archives that students can access later. The institute also plans to have an entrepreneurial incubation centre. Apart from the academic and administration blocks, there would be a four-storey library and an auditorium. Students will also be able make use of recreation facilities like swimming pool, cricket, football stadium, tennis and volleyball courts, indoor games like badminton, carrom, table tennis, etc. and a gymnasium. A shopping mall, food courts, banks and ATMs would also be present on the new campus. The new campus is expected to be operational by 2015.



IIM Tiruchirappalli- Chennai Centre



The Chennai Centre of IIM Tiruchirappalli was inaugurated in August 2012 to serve the growing need for formal management education and executive education programmes among management personnel and companies in and around Chennai. Located amidst industrial and software companies, in Ekkatuthangal, Chennai, the centre is spread over 14,000 square feet. The centre comprises 4 classrooms, a well-stocked Learning Resource Centre, a Computer Centre, faculty and staff offices. The centre is wi-fi enabled with a high speed internet connection. The Learning Resource Centre hosts a good collection of books, research journals, magazines and newspapers in the field of management and social sciences, from India and across the world. In addition students also have access to a range of online databases and advanced statistical software packages.

Programmes at Chennai Centre

IIM Tiruchirappalli offers a 3-year Post Graduate Programme in Business Management for working executives at its Chennai Centre. The programme was launched in August 2012, and the second batch joined in July 2013. IIM Tiruchirappalli offers a range of short-term executive education programmes and customized management programmes for individual companies, at its Chennai Centre.



Student Activities



STUDENT COMMITTEES

External Relations Committee

Apprising the academic, corporate and student communities with the latest developments and happenings in the institute is absolutely essential in ensuring a wider reach and faster growth. The External Relations (ER) Committee performs this function, works as an interface between the institute and the external environment, and plays an important role in strengthening the existing relations and forging new ones. It is responsible for branding of the institute, developing and nurturing media relations and mentoring aspirants.



Placement Committee

Nurturing students to become industry-ready managers by the time they complete the programme is one of the core objectives of the institute. Placement Committee acts as an interface between the students and the industry for various types of campus engagement. It ensures students' exposure to the industry through live projects, corporate events, part-time projects and summer internships. The committee plays a vital role in campus recruitment of students through its interaction with various organisations.

Other Committees

Various other committees ensure the students' overall development on both academic and extra-curricular fronts in tune with the institute's aspiration of carving out perfect managers. Infrastructure and technology are updated and hospitality to the visitors is taken care of by committees whose contribution is second to nothing in ensuring seamless performance of the institute.

STUDENT CLUBS

The institute provides apt atmosphere for students to pursue their interests in both academic and non-academic areas. Several clubs like Consulate, Finvest, MAC, Matrix, Persona and SigmaEta on the academic front and others like Breakfree, E-Cell, Elixir, Enviro, Podium, Swara on the co-curricular front give students a great platform to nurture their talents.

Consulate

The Consulting Club, Consulate, is an organization pursuing excellence in the field of management consulting. It seeks to educate the student both on consulting as a career and on how to make a successful career in management consulting.

Finvest

The Finance and Investments Club of IIM Tiruchirappalli is a student-driven initiative that aims to cultivate the students' interest in finance as an academic discipline and as a career option. The club's objective is to collaborate with both the corporate world and academia in the fields of finance thus providing a platform for the students to evaluate and identify their potential career options. To achieve this objective, the club organizes industry talks, seminars, workshops, guest lectures and quizzes.

Mac

MAC, the Marketing & Advertising Club of IIM Trichy is a student driven initiative with an endeavour to enhance the marketing acumen of students and attempts to instil marketing driven values within them. The club does this by organizing guest lectures by industry experts, seminars and workshops, competitions, quizzes and serving as a point of contact for all

marketing events.

Matrix

The Matrix Club has been established by the students in order to provide increased awareness of the various career options and opportunities in the IT / Systems industry for management graduates. The Matrix club publishes periodic newsletters and magazines that highlight the latest trends in the technology sector. It also organizes seminars and guest lectures by eminent IT industry leaders to portray how technology is leveraged to solve critical business problems.



Student Activities



Persona

The goal of Persona Club (HR & OB) at IIMT is to educate managers about the current global HR practices and trends and initiate active discussion on such topics. . The various event such as quizzes, case studies, role plays, guests lectures and article writing contests are organised by the club to kindle the students' interest and to give them an opportunity to apply theoretical concepts and learning in practice.

SigmaEta

SigmaEta, the Operations Club of IIM Tiruchirappalli is committed to maximizing the knowledge of every student of the IIM-T community in the area of Operations and provides challenges that help hone the skills of those specializing in this field. The club aims to achieve this mission through periodic quizzes, guest lectures, tutorial sessions, case study competitions, live projects, industrial visits, quarterly newsletters, competitions as a part of B-School Fest among other events.

Breakfree

Club Breakfree, provides a platform for all passionate dancers to express their creativity and passion for the art. It encourages diversity with a blend of western and eastern style of dancers in the club. The club also provides students the opportunity to learn different forms of dances across the globe.

E-Cell

Entrepreneurship cell of IIM Trichy aims to provide a common platform to facilitate interaction among budding entrepreneurs to discuss with aspiring and existing entrepreneurs, angel investors, venture capital firms, industry experts and other dignitaries from the corporate world. The primary motive for the existence of E-cell is to motivate participants towards the path of entrepreneurship by facilitating a channel of valuable resources using which they can develop their ideas into effective business plans.



Elixir

Elixir is a club of IIM Trichy which aims to inculcate a sense of societal development encompassing environment, education, healthcare and the wellness of mankind in the minds of budding managers. The club has organized blood donation camps, eye donation pledge camps; observes Anti-Cancer Day, Tree Plantation Day and the like.

Enviro

The Environment Club of IIM Trichy has been established to focus on three major areas - sustainability, energy efficiency and renewable energy. The Club is involved in a diversity of programmes aimed at creating awareness in the above areas. Members of this club contribute by providing creative ideas on how to initiate and organise programmes in line with the objectives as well as by participating in hands-on "green" activities.

Podium

Podium is the official, non- academic, speech and debating club at IIM Trichy. The club endeavours to give a common platform to all those who want to hone their Public Speaking skills. It provides them with various opportunities to come forth and speak their mind through various channels.

Swara

Swara, the music club of IIM Trichy, is a voluntary organization where a group of ardent music followers exalt the harmony of notes. The music club provides a vast canvas with a palette of colours ranging from Indian classical music to popular music and western music.



Institute Lecture Series

IIM Tiruchirappalli inaugurated its Institute Lecture Series on 11th January 2012 in its NIT Trichy campus amidst much eagerness and anticipation. The Institute Lecture Series serves as a platform where key policy makers address the students of IIM Tiruchirappalli about the current socio-economic scenario of the country. The inaugural Institute guest lecture was delivered by **Dr. C. Rangarajan**, Chairman of the Economic Advisory Board to the Prime Minister of India. Dr. C. Rangarajan began his much anticipated talk by talking of the great potential of IIM Tiruchirappalli under the able guidance of the IIM Tiruchirappalli Chairman, Mr. M. Damodaran and the Director, Dr. Prafulla Agnihotri. He proceeded to deliver his talk on "The Current Economic Scene in India". The lecture brought about a deeper understanding of the challenges present in the Indian economy and left a lasting impression in the minds of all those present.





Insight Lecture Series

Insight Guest Lecture Series at IIM Tiruchirappalli brings eminent personalities from the realm of business to share their experiences and industry insights with the students. The objective of the series is to provide an opportunity for students to interact with industry specialists and relate theory with the changing business scenarios. These lectures give insights about the company as well as the industry. The rigorous question and answer sessions encourage students to open their minds and come up with ideas which they use it in their academic projects and B-Plan competitions.

Some of the topics covered through these interactive sessions include relevance of technology from a telecom sector point of view, relevance of media in dynamic times and practical challenges of logistics and supply chain in Indian context, among others. Students were

exposed to consulting, shift in technology in consulting area and work-culture in the consulting sector by one of the guest lecturers. Subject matter experts from foreign embassies provided a picture of trade relations and vitality of student exchange programs.

Consulting giants like Mckinsey & Cognizant conducted guest lectures on "Demystifying consulting" and Industry overview at IIM Tiruchirappalli. The guest lecture series provided by financial organizations includes "Multifactor roles of finance in growing organization" by Murugappa & "SME business and challenges faced by entrepreneur" by Yes Bank. In addition to the above, lectures on topics like "Industry expectations from the PGDM graduate" by Tata Sons and "Future relevance through technology" by Aircel provide great industry exposure to the batch.

Arcturus



ARCTURUS, the Business Festival of IIM Tiruchirappalli provides an excellent networking platform for students of b-schools from across different states of India.

The inception of this festival was based on an endeavour to challenge the conventional thinking approach towards management. Rejuvenating the entrepreneurial spirit through all various winning business concepts, ARCTURUS-2013 witnessed over 5000 registrations and 250+ footfalls from India's top notch Business Schools participating across 12 major events and a set of On-the-spot events. Our main sponsors, State Bank of India, Cognizant and The India Cements, among others have extended their support and encouragement to make this event a grand success.

Several online case studies and on-campus events were conducted with the help of various academic clubs of IIM Tiruchirappalli. Each event proposed a business scenario which that enabled students to showcase their innovation skills, knowledge and real time problem solving ability. There were many inspiring speeches delivered by commendable entrepreneurs invited by student clubs.



Institute Activities



Foundation Day Celebrations

The foundation stone of the institute was laid on January 4th, 2011. Every year; this day is celebrated as the Foundation Day marked by panel discussions and CSR activities like eye donation pledge, blood donation, plantation of saplings etc.

Inauguration of New Batches

The institute welcomes a new batch of students of PGPM and FPM at Tiruchirappalli and PGPBM at Chennai to be a part of the family every year on the inauguration day with stalwarts from the industry gracing the ceremony with their address to the new batch.

Independence Day and Republic Day Celebrations

The institute celebrates Independence Day and Republic Day with the Director hoisting the flag and addressing the students on the occasion. The students take part in the celebrations through their cultural performances with great enthusiasm.

Activities of Social Responsibility

A holistic management program encompasses passion for social responsibility and IIM Tiruchirappalli assigns extreme importance to playing its part in upholding the society's interests. The institute organises activities like Eye Donation Pledge Camps, Blood Donation Camps and Tree Plantation Drives etc. Students, faculty members and staff actively take part in these activities to experience the joy of giving back to the society.

Annual Convocation

The permanent campus of IIM Tiruchirappalli played host to the very first annual convocation of the institute in the esteemed presence of Mr. Kumar Mangalam Birla, Chairman, Aditya Birla Group on 16th April, 2013.



Campus Recruitments

We live in a scenario where growth is chosen over stagnated quality as a measure of success. IIM Tiruchirappalli is one of those few institutes in India consistently achieving remarkable growth in all facets of B-school life. Campus recruitment by companies is one such area where IIM Tiruchirappalli has proved its standard and this stands as testimony to the quality of students and the strength of the corporate

relations it has built. The academic offerings of the institute are designed to adapt to the ever changing requirements of the corporate world which are duly supported by world-class faculty members. In addition, the students are groomed through workshops and training programmes, which are carefully designed to meet their specific needs.



Summer Placements

Students intern with organizations for a period of about 8-10 weeks after the completing one year in the programme. Summer internships provide opportunities for the students to contribute to the organization through their knowledge and expertises acquired through academic learning and at the same time learn more from the organization where they intern.

Lateral Placements

The aim of the Lateral Placement process is to provide recruiters a separate channel to recruit students with prior relevant work experience from the graduating batch for non-entry level niche roles, where the prior work experience of a student enables faster and seamless transition to work life and integration into the organisation.

Final Placements

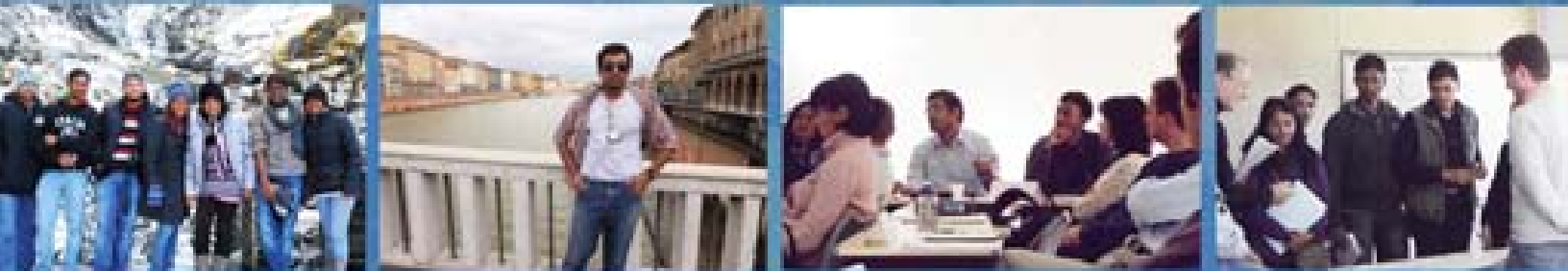
Final Placement process is open for students with and without prior work experience, and recruiters accordingly recruit for both entry and non-entry level roles based

on the level and relevance of work experience. This process also provides an opportunity for students with prior work experience to take up a role in an entirely different area based on academic specialization and career goals.

The institute believes in helping students realize their dreams and in serving their interests even in niche sectors. Hence, we engage with corporate houses in a plethora of industries spanning across the globe. The list just increases every year. Retail majors, private equity firms, banks, start-ups, healthcare firms and consultancy firms, to name a few, come to our industrial town and attract the best of the talents in our institute.



International Collaborations



Collaborations with academic institutions and universities abroad throws open a new window of opportunity to observe international business practices in action and provide multiple avenues of engagement through student exchange, faculty exchange and joint research.

IIM Tiruchirappalli actively encourages student exchange program, where students spend one term of their two-year PGPM in a reputed university abroad. While overseas, students gain firsthand knowledge of another country and enhance their understanding of international business and culture differences.

IIM Tiruchirappalli has stepped into the second year of successful association with IAE Aix en Provence at France for the student exchange program. It is the only public Graduate School of France to be ranked by Financial Times. Augmenting this inclination for international experience, ESSCA - a group of schools having its

presence at Budapest, Shanghai, Paris and Angers has offered a couple of students the opportunity for international exposure in Budapest through student exchange program.

The international collaboration platform also provides avenues for faculty exchange and joint research between IIM Tiruchirappalli and universities abroad. The joint proposal of research submitted by a faculty member at IIM Tiruchirappalli and a faculty member at ESSCA Paris has been accepted for funding by the Institute of Monetary, Technology and Financial Inclusion, an Institute of the University of California, Irvine.

IIM Tiruchirappalli looks forward to engage with many more universities and institutes abroad through student exchange, faculty exchange and joint research.



About Tiruchirappalli



Tiruchirappalli (shortly, *Trichy*), located in central Tamil Nadu, is the fourth largest municipal corporation in the state. Situated on the banks of river Cauvery, the city is known as the perfect amalgamation of ancient and modern Tamil Nadu. Tiruchirappalli, today, is well-poised as an educational, industrial and pilgrimage hub of South India.

The Past...

Uraiyur, part of Trichy, was the capital center when the region was under the rule of Cholas in 10th century A.D. Over a period of years, the region was under the rule of Pallavas, Pandyas, Cholas, Vijayanagar empire, Nayakkars, Nawabs, the French and finally, the British. Karikaalan, one of the Chola Kings, built the famous Kallanai Dam (the Grand Anaicut) which is considered one of the world's oldest water-diversion structures. Most of the rulers patronized architecture by building temples which stand testimony to a unique Indian heritage; all of such temples are at least seven centuries old.



The Present...

Located in the center of the state, Trichy enjoys one of the best road connectivity with 5 national highways and numerous state highways passing through it. One can find a way to travel to any part of the state at any given point of time. Almost all of the south bound trains travel via or originate from Trichy. Booming educational, industrial, pilgrimage and tourism activity has brought in air connectivity to Singapore, Kualalumpur, Colombo and Dubai, apart from Chennai and Bangalore. BHEL (a Maharatna company), Ordinance Factory, Dalmia Cements, Cethar Vessels, Kothari Sugars, Golden Rock Railway Workshop (setup in 1928), MRF Tyres are some of the firms that have their industrial/manufacturing units around Trichy. In addition, Trichy is also a hub for many small and medium scale industries. Trichy's location advantage has made it a hub for education. Trichy is now the home for IIM Tiruchirappalli, NIT Tiruchirappalli, IIIT and National Law School. In addition, there are various state-run and private colleges and universities at Trichy.



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The highest education is that which does not merely give us information but makes our life in harmony with all existence.

Rabindranath Tagore



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