



## INDIAN INSTITUTE OF TECHNOLOGY MADRAS

MBA@DoMS\_IITM has produced such outstanding, young management talent since 2003 (when the first MBA batch graduated) that it has attracted internationally and nationally reputed companies to offer challenging career placements to its graduates. The prizes, awards, honors, and career promotions earned by our students even within their first year of work in some of the most reputed companies bear ample testimony to their learning and living experiences in DoMS\_IITM. They have served as fine examples of our Department's operative principle, **Quiet Excellence Demonstrated (QED)**. The phenomenal growth of the programme has been reported widely in the press, and it is now rated to be among India's finest MBA programmes. What is the essence of this programme and its splendid evolution?

The Indian Institute of Technology Madras (IITM), now celebrating its Golden Jubilee, is recognized worldwide for its excellence in teaching, research, industrial consultancy and intellectual services rendered. It has enviable, state-of-the-art, fully accessible infrastructure (library, laboratories, workshops, computer center, hostels, hobby and recreation facilities) and a vibrant academic environment to nurture and inspire its young, brilliant student community. The alumni of the Institute have excelled professionally and have earned all-round worldwide acclaim for their outstanding achievements and leadership qualities.

Given India's socio-economic vision and the thrust to promote our products and services into the heart of global competition, there is an obvious need for top quality managerial talent. While we have fine institutions producing excellent managerial talent, there is a strong need for more fine institutions and excellent managers. The Institute has offered post-graduate education and research programmes in Management for nearly four decades. Its Department of Management Studies (DoMS\_IITM) now continues with the excellent legacy, and offers MBA, MS (by Research), MS (Entrepreneurship), and Ph D programmes, and is also one of the three national partners along with IIT Kanpur and IIM Calcutta for the unique and trailblazing "Visionary Leaders for Manufacturing" Post Graduate Programme for Executives (PGPEX).

### MBA@DoMS\_IITM

Competent managers with strong analytical capabilities, domain knowledge and dynamic, versatile personalities are critical for business to succeed in competition in our rapidly changing national and global business environment. DoMS\_IITM offers a two-year, eight-quarter, full-time MBA programme designed to produce such managers. It attracts the cream of the best young management talent from all parts of our country. The key features of the programme include:

- **an internationally renowned faculty** whose intellectual work is regularly published by the most reputed journals, and whose expertise is frequently sought by leading national and multinational organizations, professional bodies, and government;
- **a cutting edge curriculum, pedagogy, and coursework** characterized by academic intensity and variety balanced with flexibility;
- **strong industry and academic interactions** with lectures and even full courses offered by managers from the most admired companies, and by visiting professors from the world's best institutions;
- **an eclectic student mix** characterized by students from all parts of the country and a few from the developed countries, and having diverse socio-economic backgrounds and wide ranging experience in industry;
- **state-of-the-art academic and campus infrastructure** – learning and library resources, computing facilities, electronic classrooms, modern hostel rooms, facilities for sports, hobbies, and recreation;
- **a stimulating, charming campus** that has to be seen and experienced to have a lifelong positive influence and attachment;
- **a warm, friendly culture** that nourishes an uncanny, yet admirable, blend of intellectual diversity and social cordiality leading to healthy relationships within a warm and caring environment; and
- **a strong global Alumni network** of IITM, which is a testimony to all the above, and which inspires, induces and impels all round excellence and versatility among the students of the MBA programme.

The MBA programme is uniquely structured and rigorous. Following an internationally proven, optimal learning experience, students take only five/ six courses per quarter lasting eight weeks. This enables them to engage in a variety of constructive activities including taking courses on audit, going on field visits, participating in various management workshops and competitions, organizing special professional events, and working on live business projects. This leads to intensive learning, strong analytical orientation and, most importantly, professional sensitivity. Each batch consists of about 75 carefully selected students and has a balanced mix of age-groups, work experience, socio-cultural backgrounds, and gender to offer an invaluable peer-learning experience. Students are given personalized attention in a warm and caring environment of group-work.

The programme consists of **core courses** dealing with business management concepts, analytical and quantitative methodologies, tools and techniques, functional specializations, industrial and business domains, professional development, and industrial/ business projects. The curriculum is continuously reviewed and updated periodically. It includes unique, professionally useful core and elective courses such as Systems Thinking and Applications, Supply Chain Management, Total Quality Management, Project Management, Business Models, Industrial and Business Domains, Strategic Networking, Business Process Management, and IT Consulting. Professional Development Workshops (on business communications and presentations, negotiations, teamwork, conflict resolution, ethics and values, leadership, emotional intelligence, information and work organization, time management, personal finance, health, etiquette and yoga) are organized to develop soft-skills.

The programme also offers **specializations**, through **elective courses**, in the areas of Business Consulting, Finance, Human Resources, Marketing, Operations, Information Systems and Technology. A unique feature of some specializations is that there are courses designed and offered by leading business organizations through their senior executives.

Students blend their academic learning with practical problems and situations by working for 8 to 10 weeks on **Summer Projects** in a variety of industrial and business organizations. A uniquely designed **Comprehensive Viva Voce** is aimed at widening and consolidating students' integrated grasp of business knowledge. During the second year, they will work on **Industry Projects** to demonstrate their ability to apply the knowledge and skills gained during the programme.

## PROGRAMME CURRICULUM STRUCTURE

<b>Quarter I (July, August, September)</b> Macro Economics Organizational Behaviour Financial Accounting Marketing Management I Data Analysis for Management Systems Thinking and Applications	<b>Quarter II (October, November, December)</b> Micro Economics Organizational Structure and Design Cost Accounting Marketing Management II Operations Research Business Communication Lab
<b>Quarter III (January, February, March)</b> Financial Management Marketing Management III Operations Management Management Information Systems Legal Aspects of Business Professional Development Workshop	<b>Quarter IV (March, April, May)</b> Human Resources Management Systems Analysis and Design Supply Chain Management Total Quality Management Business Research Methodology
<b>Summer Project (8 to 10 weeks, mid-May to mid/ end-July)</b> COMPREHENSIVE VIVA VOCE	
<b>Quarter V (July, August, September)</b> Strategic Management Elective 1 Elective 2 Elective 3 Elective 4	<b>Quarter VI (October, November, December)</b> Project Management Elective 5 Elective 6 Elective 7 Elective 8
<b>Quarter VII (January, February, March)</b> Business Models Industrial and Business Domains Elective 9 Elective 10 Elective 11	<b>Quarter VIII (March, April, May)</b> Strategic Networking Contemporary Issues in Management Elective 12 Elective 13 Elective 14
<b>Second Year Industry Project (including Three Reviews)</b>	

## CAREER and SUMMER PLACEMENTS

Beginning with the Class of 2003 until the Class of 2009 now, our MBA students have been offered careers, through campus and external placements, by internationally and nationally reputed organizations from a wide variety of business domains including Accenture, Angel Broking, Aranca, Asian Paints, Atherstone, Avalon Consulting, Avago, Bajaj Allianz, Bajaj Auto, Bank of America, Barclays Bank, Bloomberg, Boston Capital, Brakes India, Calsoft, Canon, Caterpillar, CavinKare, CGN, Citibank, Cognizant, Covansys, Deep Blue Consulting, Drivestream, DLF, e-Serve, Ernst and Young, Fidelity, Frost and Sullivan, GE Global Research, GEA

Systems, Genpact (formerly GECIS), Goldman Sachs, Goodlass Nerolac, HCL Tech, Henkel, HP Analytics, HSBC, IBM, ICICI Infotech, ICICI Lombard, ICICI OneSource, iMaCS, IMS, Infiniti Research, Infosys, Ingersoll Rand, irevna, Kotak Mahindra, KPMG, KSA Technopak, Lehman Brothers, Lucas TVS, Ma Foi, McKinsey, MindTree, Murugappa Group, Navia Markets, Nomura, Oracle, Perot Systems, Photon Infotech, Proctor and Gamble, Ramco Systems, Reckitt Benckiser, Redington, Schlumberger, Sify, State Bank of India, Sun TV, Sundaram Finance, Synergy Login, TCS, US Technologies, Verizon, Wipro, Xansa. Students have worked on their summer projects for a much larger set of companies or brands including 3M, AIG, Ajuba, AMP Sanmar, Ashok Leyland, Belden, Bharat Overseas Bank, BPCL, Coca Cola, Dabur, Daimler Chrysler, Eicher, EID Parry, Gillette, Glaxo Smithkline, Godrej, HAL, HDFC, Hindustan Thompson, Honeywell, Hyundai, Indigo Futures, ITC, JP Morgan Chase, Latent View, Leo Burnett, LIC, MRF, Nestle, Ogilvy & Mather, Orchid, Pantaloon, Philips Medical Systems, Power Finance Corp., PWC, Provogue, Prudential ICICI, Punjab National Bank, RBI, Saint Gobain, Sara Lee, Satyam, Siemens, Standard Chartered, Sterlite, TAFE, TAKE Solutions, Tata Motors, TVS Electronics, and Vertibrand.

The count of our MBA alumni who have earned company-wide prizes, awards, honours and even promotions within their first year of work in some of the above organizations is increasing by leaps and bounds!

## FACULTY

The internationally renowned full-time, visiting, adjunct and guest faculty provide a strong and balanced mix of rich academic expertise and industry experience, in India and abroad, in a variety of areas in management including accounting, business models and systems, data and decision analysis, finance, human resources, information systems and technology, knowledge management, marketing, operations research, organizational behaviour, operations, projects, public systems, strategy, supply chains, systems analysis, and total quality. The faculty members, many of whom have won international and national awards, prizes and honours for their academic and intellectual contributions, collectively bring a fine blend of methodological mastery, intellectual rigour, business perspectives and practical experience into the educational process.

Arshinder Kaur, Ph.D. (IIT Delhi)	Supply Chain Management, Operations Management, Services Management
Arun Kumar G., Ph.D. (IISc, Bangalore)	Management of Financial Services, Strategic Cost Management, Management Accounting
Ganesh L. S., Ph.D. (IIT Madras)	Systems Analysis and Modeling, Data and Decision Analysis, Forecasting, Project Management, Technology Management, Knowledge Management
Ganesh M. P., Ph.D. (IIT Bombay)	Human Resources Management, Organizational Behaviour, Managing Work Teams, General Management
Jayachandran S., Ph.D. (IIT Madras)	Marketing Management
Kamalanabhan T. J., Ph.D. (Univ. of Madras)	Human Resources Management, Organizational Behaviour
Madhumathi R., Ph.D. (Univ. of Madras)	Accounting, Finance
Narendran T. T., Ph.D. (IIT Madras)	Operations Management, Operations Research, Supply Chain Management, Computer Simulation
Prakash Sai L., Ph.D. (IIT Madras)	Strategic Management, Business/IT Consulting, Technology Management
Rahul R. Marathe, Ph.D. (Iowa State Univ.)	Operations Research, Supply Chain Management
Rajendran C., Ph.D. (IIT Madras)	Production Management, Scheduling, Computer Simulation, Total Quality Management, Supply Chain Management
Sanghamitra B., Fellow (IIM, Calcutta)	Organizational Behaviour, Human Resources Management
Srinivasan G., Ph.D. (IIT Madras)	Supply Chain Management, Manufacturing Systems Management, Operations Research
Thenmozhi M., Ph.D. (Univ. of Madras)	Finance, International Business, Strategic Management
Thillairajan A., Fellow (IIM, Bangalore)	Infrastructure and Project Finance, Venture Capital, Corporate Finance, Global Business Strategies
Vijayaraghavan P., Fellow (IIM, Bangalore), TTK Chair Professor	Strategic Marketing, Brand Management, Advertising and Sales Promotion, Industrial and Services Marketing

Additionally, colleagues in sister Departments, Alumni and the Visiting/ Adjunct/ Guest faculty regularly offer unique, value-laden lectures, workshops and courses.

## ELIGIBILITY

Please see page 4 for the relevant information. Sponsored candidates should forward their application through proper channel. **They must have a minimum work experience of two years in the sponsoring**

**organization and a valid, good score in a national level entrance test such as JMET/CAT/XAT/MAT or equivalent.** They will be selected on the basis of their performance in the group task and interview. **Defence personnel are exempted from the national level entrance test and are encouraged to apply through proper channel.**

**NRIs/ PIOs/ Foreign Nationals** must apply through proper channel and are exempted from the JMET, the group task, and the interview. Their selection will depend on their citizenship status (NRIs should obtain the status declaration from the respective Indian Embassy), GMAT score, their academic record, letters of reference, and work experience, if any. Programme fees are separately specified for them.

### **PROGRAMME FEES (for Hostellers – to be paid at the time of admission)**

The academic fees (including tuition) to be paid at the time of joining for the first semester for General & OBC students is Rs.65,800/=, for SC/ ST students is Rs.10,800/=, for sponsored students is Rs.75,800/=, and for NRIs/ PIOs/ Foreign nationals is US\$2100 (or equivalent in Indian Rs.) + Rs.2000/=, payable by Demand Draft in favour of "The Registrar, IIT Madras" at Chennai. Additionally, at the time of joining the programme, students will have to pay hostel admission fees, refundable deposits, advance dining charges, medical insurance premium, etc., amounting to Rs. 13,270/= through Demand Draft in favour of "Chairman, Council of Wardens" at Chennai. For Day Scholars, the fees are specified separately.

Full details about the Programme, Faculty, Institute, Students, Life on Campus, Activities, Fees, etc., can be found in [www.doms.iitm.ac.in](http://www.doms.iitm.ac.in) or [www.iitm.ac.in](http://www.iitm.ac.in).

### **HOW TO APPLY**

After qualifying in the JMET 2010, candidates seeking admission to the IIT Madras MBA Programme should complete the following procedure.

#### **STEP 1**

Download the application form from the web site <http://www.doms.iitm.ac.in> and complete the same as per the instructions provided.

#### **STEP 2**

Obtain a Demand Draft (DD) for Rs.500/- (for general candidates) or Rs.250/- (for SC/ST/PD candidates), in favour of "**Registrar, IIT Madras**" payable at **Chennai**. Fill in the details of the DD as specified in the Application form.

#### **STEP 3**

Send the fully completed/ filled in and signed application form along with the DD to:

<b>The Admissions Coordinator (MBA Programme) Department of Management Studies Indian Institute of Technology Madras Chennai 600 036</b>	<b>Ph: (044) 22574550 E-mail: <a href="mailto:doms@iitm.ac.in">doms@iitm.ac.in</a> Website: <a href="http://www.doms.iitm.ac.in">www.doms.iitm.ac.in</a></b>
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#### **STEP 4**

If you have any other questions please ask the Admissions Coordinator.

**Please note: Do not send the completed application to the GATE Office**

**LAST DATE FOR THE RECEIPT OF COMPLETED APPLICATION FORM: Friday, 29th JANUARY, 2010.**

### **SELECTION PROCEDURE**

The **results** of the JMET 2010 are expected to be announced on **Monday, 04th January, 2010**. Only those candidates who have successfully qualified in JMET 2010/ CAT 2009 will be eligible to apply. The application form, duly completed/ filled in and signed, must be received latest by **Friday, 29th January, 2010**. After receipt of applications, a short list will be prepared and due communications will be sent.

Please note that the **selection process** consisting of **Group Tasks** and **Personal Interviews** will be held during **March and April, 2010**. Candidates short-listed for these will be intimated by registered post/ courier during **February, 2010**. Individual regret letters **will not be sent** to applicants who are not short-listed.