



To look
beyond the wall
is the purpose
of life

PGDM-C

POST GRADUATE DIPLOMA IN MANAGEMENT-
COMMUNICATIONS



WHO ARE WE?

MICA is the only premier business management school in the country and perhaps in the Asia-Pacific region, dedicated to creating Leadership in Strategic Marketing and Communication.

Communication is at the heart of our academic programmes. We provide innovative leaders to the industry with the theory and practice to creatively blend innovative ideas with strategic planning and action in a digitally enabled world. In other words, we lead creative disruptions that bring business, social and public sector innovations & sustainability.

Programmes offered by MICA are:

- One-year Post Graduate Certificate Programme in Crafting Creative Communication
- Two-year Post Graduate Diploma in Management–Communications
- Three-year Fellow Programme in Management–Communications

POST GRADUATE DIPLOMA IN MANAGEMENT– COMMUNICATIONS (PGDM–C)

MICA's flagship Post Graduate Diploma in Management – Communications (PGDM–C) grooms business leaders with a focus on strategic marketing, communications, creative and innovative thinking, and community outreach.

Promoted and supported by stalwarts from the marketing and advertising sectors, MICA has the dual advantage of a global connect and industry relevance. It is a full-time, two-year residential programme, deemed equivalent to an MBA by the Association of Indian Universities.

It offers five unique specializations.

**MEDIA &
ENTERTAINMENT
MANAGEMENT**



**ADVERTISING &
BRAND MANAGEMENT**



**DIGITAL
COMMUNICATION
MANAGEMENT**



**MARKETING
ANALYTICS**



**DEVELOPMENT
MANAGEMENT &
SOCIAL ENTERPRISE**





communiquiations

(New-age Leaders bridging business with Customer
Connect, Creative Thinking and Community Outreach.)

PGDM–C ADVANTAGE

The programme looks to equip future leaders with theoretical and practical expertise, thus approaching the triple bottom line of people, planet and profit from a holistic social perspective that ties together the four Cs of creative thinking, consumer connect, communication and community outreach.

- Pedagogy that combines the best of left- and right-brain education
- Rural immersion for an in-depth understanding of grass-roots realities
- Summer internships
- Guest lectures from key players in the industry
- Strong connect with MICA alumni
- Annual marketing management festival MICANVAS
- Faculty drawn from a pool of academics and industry leaders
- Final projects evaluated by venture-capitalists and entrepreneurs
- 100 percent placement record

STUDENT ACTIVITIES



MICANVAS

Micanvas is the flagship Annual Marketing Management Festival of MICA, a B-school competition with an eclectic mix of formal and informal events.



TEDxMICA

TEDxMICA strives to bring together spirited people, intriguing concepts and mind-blowing innovations to one platform unleashing new ideas and inspiring the community to help shape the future.



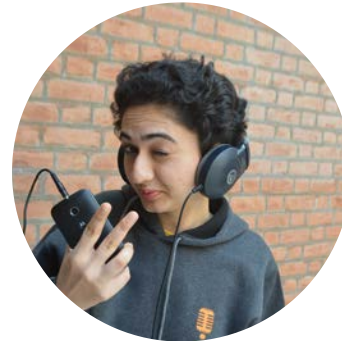
MICAMINDS

MICAMINDS is the student run consultancy cell of MICA with a strong research focus and hands-on learning experience on industry projects.



MICA LEADERSHIP SERIES (MLS)

MLS bridges the academic pursuit and thought-provoking perspective from the industry to enable learning as well as decision making.



MICAVAANI 90.4 F.M.

Micavaani is MICA's own community radio station that operates on the frequency 90.4 FM. It provides edutainment to villages in the surrounding areas (extending up to 7 km radial distance).

STUDENT ACTIVITIES



SANKALP

Sankalp is MICA's Theatre Society which organizes the flagship event of Sankalp, The Annual Production where one grand play is staged for a loyal Amdavadi audience.



LITCOMM

The Literary Committee at MICA is responsible for ensuring two publications "Blackcoffee", the literary magazine and the annual "Yearbook."



STUDIO7

The Music Committee at MICA gives a platform to students to share and perform their musical knowledge and talents respectively.



MICA INTERNATIONAL RELATIONS CLUB (MIRC)

MIRC is the hub for all student-based international relations activity at MICA.



MICA COUNCIL FOR STUDENT AFFAIRS (MCSA)

MCSA is the officially recognized student body of MICA. All other committees come under the purview of MCSA and it liaisons between the students and the administration.

SELECTION PROCESS

The selection process of PGDM–C involves three steps (Batch 2018–2020):

1 **CAT/XAT/GMAT* Scores**

Each candidate has to take at least one of the three exams: CAT/XAT/GMAT*.

2 **MICA Admission Test (MICAT) twice in an academic year**

MICAT is a Computer Based Test (CBT). Each candidate who applies to MICA with CAT/XAT/GMAT* will be called for MICAT, subject to their application form being complete and accepted by MICA.

3 **Group Exercise (GE) and Personal Interview (PI)**

Based on their performance in the CAT/XAT/GMAT* and MICA Admission Test (MICAT), candidates are shortlisted for Group Exercise (GE) and Personal Interview (PI). Shortlisted candidates will be called for Group Exercise and Personal Interview at Ahmedabad, Bangalore, Delhi, Kolkata & Mumbai.

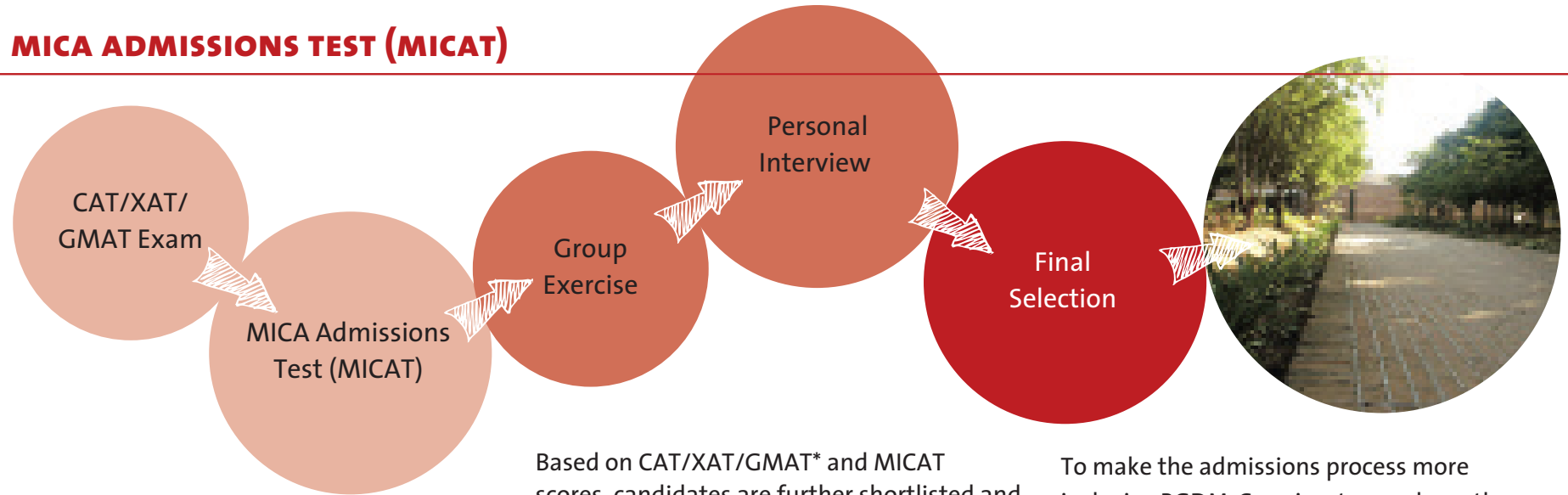
Note: For more detailed selection process, kindly visit MICA website (mica.ac.in)

*CAT (2017), XAT (2018) and GMAT (2016 onwards)

ADMISSIONS CALENDAR

MICAT–I Registration opens	September 26, 2017
MICAT–I Registration closes	November 30, 2017
Issue of MICAT–I Call Letters	December 11, 2017
MICAT–I	December 17, 2017
MICAT–I Score	January 3, 2018
MICAT–II Registration opens	January 3, 2018
MICAT–II Registration closes	February 5, 2018
Issue of MICAT–II Call Letters	February 9, 2018
MICAT–II	February 17, 2018
MICAT–II Score	February 26, 2018
GE–PI Shortlist	March 1, 2018
GE–PI (Delhi and Kolkata)	March 8, 9 & 10, 2018
GE–PI (MICA, Ahmedabad)	March 13 & 14, 2018
GE–PI (Bangalore and Mumbai)	March 16, 17 & 18, 2018
Final Results	March 31, 2018

MICA ADMISSIONS TEST (MICAT)



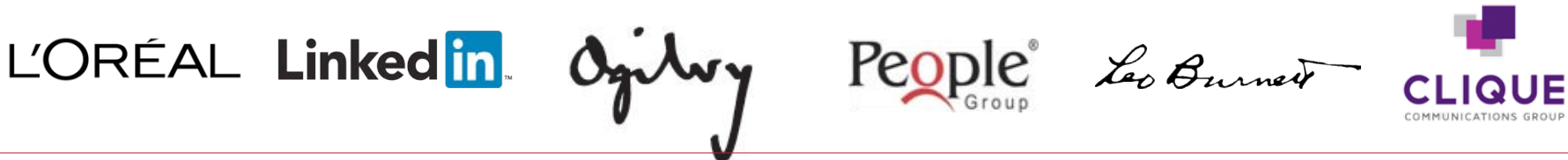
MICA Admissions Test (MICAT) is MICA's mandatory entrance exam, which applicants are expected to take in addition to having appeared in one of these examinations: CAT/XAT/GMAT

MICAT uses Psychometric profiling to assess the fit between the candidate and a career in the Strategic Marketing and Communication management domains. It is a qualifier for further sections to be evaluated in the test.

Based on CAT/XAT/GMAT* and MICAT scores, candidates are further shortlisted and invited for the final round of selection: Group Exercise (GE) and Personal Interviews (PI). The GE offers a platform to assess a candidate's personality, clarity in thought and ability to work in a team. The PI helps understand a candidate's knowledge, determination, maturity, and fit in the culture of MICA and the industries to which it caters. MICA invites industry experts, HR and business heads to the PI panel, to ensure that the skills of the shortlisted candidates are in line with the requirements of the industry.

To make the admissions process more inclusive PGDM-C aspirants now have the chance to take two independent MICAT. For a candidate who decides to take the test again, for the same academic year, the better of the two performances is considered.

PROMINENT RECRUITERS



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**100%
PLACEMENTS
SINCE
INCEPTION**



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