



Mudra Institute of Communications, (MICA) Ahmedabad - Admissions, Eligibility

Founded in 1991, MICA, formerly known as Mudra Institute of Communications Ahmedabad, is located in administrative headquarters of colourful state Gujarat. MICA is renowned for creating leaders in Strategic Marketing and Communication.

MICA's curriculum focuses on human and experimental implications of knowledge and moulds its student with great power in creativity and logic. It is the first ever institute in India to have introduced a specialization course in Digital Communication Management.

Courses offered by MICA:

- **Post Graduate Diploma in Management - Communications (PGDM-C)**
- **Post Graduate Diploma in Management (PGDM)**
- **Fellow Programme in Management - Communications (FPM-C)**
- **Crafting Creative Communications (CCC)**

Getting into MICA Ahmedabad (MICA)

MICA Results Accepted

PGDM / PGDM-C - CAT, XAT or GMAT+ MICAT 1 / MICAT 2

FPM - C - Application based+ MICA's FPM Admission Test.

CCC - Written Test + Group Discussion + Personal Interview

MICA Ahmedabad Eligibility

Eligibility For PGDM / PGDM-C

- Admission to the Post-graduate Programmes (PGP) both, PGDM (C) and PGDM require a Bachelor's degree (10 + 2 + 3 system) or an equivalent qualification in any discipline recognized by the Association of Indian Universities (AIU).
- Candidates appearing for final examinations towards a Bachelor's degree (or equivalent) are also eligible to apply.
- Candidates who demonstrate aptitude for expressing, assessing, and /or conceiving ideas that move people to action and achieve business results tend to stand a better chance of being shortlisted.

Eligibility for FPM

- Applicants must have a UGC/AIU/AICTE approved Post Graduate/Master's Degree/equivalent qualification with at least 55% marks or equivalent grade in the field of management/communications/humanities/ or social science. Exposure and understanding of Marketing, Media, Public Relations, Advertising and/or Journalism shall be an added advantage.
- The candidate should have also completed a UGC/AIU/AICTE approved three-year Bachelor's degree/equivalent qualification after completing higher secondary (10+2) or equivalent. The Bachelor's degree can be from any discipline (Engineering/ Science/ Social Studies/ Arts/ Commerce/ Communication/ Management/ or Media).
- Foreign nationals and NRIs with non-Indian degrees that are considered equivalent (by UGC/AIU/AICTE) to the qualifications listed with GRE above are also eligible to apply for the programme.

Eligibility For CCC

- Admission to the CCC programme requires a Bachelor's degree (10 + 2 + 3 system) or an equivalent qualification in any discipline recognized by the Association of Indian Universities (AIU).
- Candidates appearing for final examinations towards a Bachelor's degree (or equivalent) are also eligible to apply.

MICA Ahmedabad Admission Procedure

- **PGDM / PGDM-C**

All the candidates have to appear for at least one exam out of CAT, XAT or GMAT. Then, eligible candidates have to give MICAT (MICA Admission Test). On clearing the required cut-offs and the composite score, a candidate is called for the third round- GE (Group Exercise) and PI (Personal Interview).

- **FPM**

-The process begins with telephonic interviews for eligible candidates.

-Shortlisted candidates are required to appear for FPM Admission test.

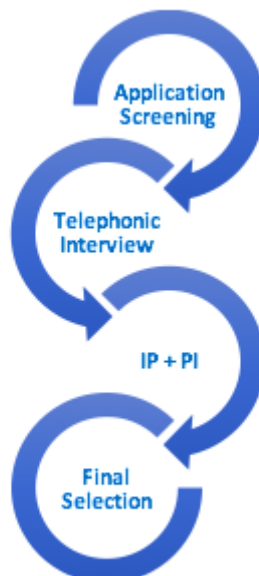
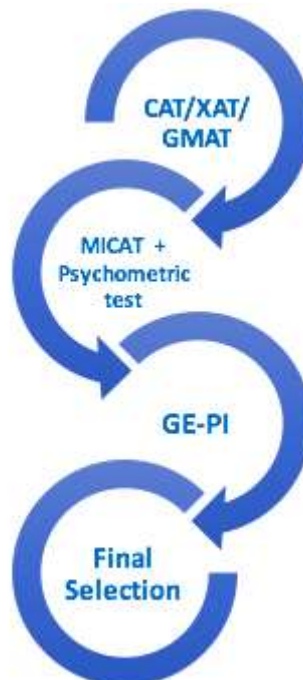
-Candidates are then required to appear for an Individual Presentation (IP) and a Personal Interview (PI).

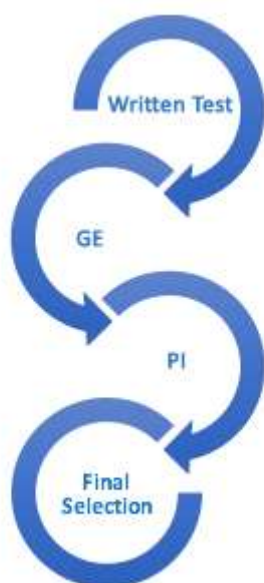
- **CCC**

The written test is conducted through email with a stipulated time of 48 hours to complete the same.

Successful candidates are shortlisted for Group Exercise (GE) & Personal Interview (PI).

The final selection of the candidates will be based on their overall performance.





Selection procedure in MICA

- **Selection for PGDM / PGDM-C**

Step 1: Candidates give either of three exams

Step 2: MICA Admission Test

- All candidates are assessed on MICAT, which consists of 6 sections: Psychometric (P), Verbal ability (VA), Quantitative ability and Data Interpretation (QADI), General awareness (GA), Divergent and Convergent Thinking (DCT), and Descriptive Test (DT).

Step 3: Preparation of shortlist for GE-PI

- Psychometric test is a qualifier
- Those who qualify on the Psychometric Test, their CAT/XAT/GMAT relative performance will be considered (subject to a minimum cut-off)
- Those who qualify based on CAT/XAT cut-off or GMAT score shall be assessed for the following MICAT sections: Verbal Ability (VA), Quantitative Ability and DATA Interpretation (QADI), General Awareness (GA), and Divergent and Convergent Thinking (DCT).
- Those who qualify on the basis of relative performance subject to a minimum cut-off in scaled scores for each of these sections (namely: VA, QADI, GA, and DCT) and CAT/XAT cut-off or GMAT score shall have their descriptive tests evaluated.
- Those who qualify on the basis of a,b,c, and d above and on the basis of relative performance subject to a minimum cut-off in scaled score in DT shall be considered for shortlisting for GE-PI. Shortlist will be prepared on the basis of MICAT-I and/or MICAT-II.

This will be prepared based on the composite score formula of 50% CAT/XAT/GMAT and 50% MICAT

Step 4: Preparation of Merit List

- All those candidates who appear in GE & PI, and fulfill the following conditions will be considered for the merit list:
- Majority recommendation by all panel members of PI
- At least 3.5 or more on a 5-point scale in GE
- At least 4 or more on a 5-point scale in PI
- A final composite score will be created based on the following weightage:

CAT/XAT/GMAT-20%

MICAT-30%

GE-20%
PI- 30%

Selection for FPM

- **Stage 1:** Telephone interviews for eligible candidates.
- **Stage 2:** Shortlisted candidates appear for MICA's FPM Admission Test. FPM Admission Test is a three-day process organised at MICA campus comprising of Written Test (WT), Individual Presentation (IP) and Personal Interview (PI). Candidates appearing for admission test will be provided lodging and boarding on MICA campus.

Selection for CCC

- A transformative journey that provides a framework to discover or rediscover oneself. Empowering our learners to design communication which impacts the rapidly changing world.
- The selection process is simple yet institutionalized. Every applicant is given the opportunity to take the written test. The written test is conducted through email with a stipulated time of 48 hours to complete the same.
- Successful candidates are shortlisted for Group Exercise (GE) & Personal Interview (PI) which will be held at Ahmedabad (MICA Campus), Bangalore, Delhi, Kolkata and Mumbai. The final selection of the candidates will be based on their overall performance.

Fees

PGDM - C	PGDM	FPM - C	CCC
Rs. 20,00,000/- (Approx.)	Rs. 20,00,000/- (Approx.)	Rs. 25,00,000/- (Approx.)	Rs. 8,36,620/-

MICA Ahmedabad placements

MICA witnessed another successful placement season in year 2019. The details of the final and the summer placements are given below.

Final Placements at MICA Ahmedabad

Placements Highlights	
Highest package offered	Rs. 58,20,000
Average package offered	Rs. 12,80,000

Summer Placements at MICA Ahmedabad:

Summer Placements (Batch of 2018-2020)
100% Placements achieved

Batch Strength	180
No. of Participating Companies	55
Average Stipend	INR 81,090
Median Stipend	INR 70,000
Highest Stipend	INR 3,20,000

Final Recruitment Partners at MICA Ahmedabad



Key Highlights (USPs)

MICA's spirit lies in its grasping of contemporary trends and sensibilities, addressing the needs of an ever-changing environment. The MICA brand assures effective delivery of Strategic Marketing and Communication solutions to the industry, government, and community.

Today, it is the alma mater of professionals serving in leadership positions in some of the best known companies in India and the world in marketing, brand management, research & analytics, advertising, media, digital and other related businesses.

Scholarships Details

The MICA Scholarships are awarded based on the students overall academic performance and family income. The scholarships are being awarded to students currently pursuing studies at MICA. The process of evaluating and awarding the Scholarships is detailed and rigorous. Each scholarship amounts upto 25% of the annual fees per student in the programme.

Important Dates

Important Dates for CCC, FPM, PGDM-C and PGDM		
Event	Programme	Dates
Online Application Open	CCC, FPM, MICAT 1 (PGDM-C/PGDM)	October 9, 2019
Online Application Close	MICAT 1 (PGDM-C/PGDM)	November 25, 2019
Online Application Open	MICAT 2 (PGDM-C/PGDM)	November 26, 2019
MICAT 1	PGDM-C/ PGDM	December 07, 2019
Online Application Close	CCC, MICAT 2(PGDM-C/PGDM)	January 16, 2020
Online email examination	CCC	January 20, 2020
MICAT 2	PGDM-C/ PGDM	January 25, 2020
GE & PI at MICA, Ahmedabad	CCC / PGDM-C/ PGDM	March 2 & 3, 2020
GE & PI at Bengaluru & Mumbai	CCC / PGDM-C/ PGDM	March 5,6 & 7, 2020
GE & PI at Delhi and Kolkata	CCC / PGDM-C/ PGDM	March 13,14 & 15, 2020
Online Application Close	FPM	March 15, 2020
Telephonic interviews	FPM	March 23 & 24, 2020
Admission Test on campus	FPM	April 6,7 & 8, 2020

For more info , please visit : www.mica.ac.in