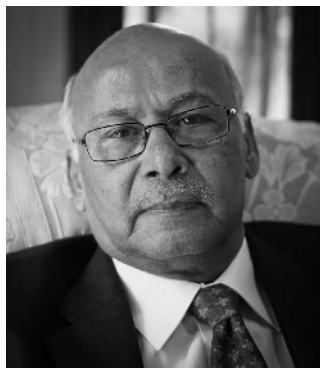


# An Idea for the 'Big Idea.'

MICA, SINCE 1991.







**A. G. KRISHNAMURTHY (AGK)**

1942-2016

He taught us that if you can dream it, you can do it. He was a mentor, guide and a friend - all rolled into one. A true legend. A legend, because he founded, nurtured, built and left behind not one, but two outstanding institutions - Mudra and MICA. One, a marketing communication services leader and the other, India's premier management school for Strategic Marketing & Communication. Both truly 'Made in India.'

A man who put belief above all else. Most of all, a man who put the human in the being.

**THANK YOU FOR EVERYTHING, AGK.**





MICA was set up in 1991 as a different school of thought and has remained so these past 31 years. If anything, this has only been further manifested in recent years as MICA has continued to introduce new learning initiatives, be it in its pedagogy, curriculum, or approach, thereby establishing itself as a stand-apart, niche school. However, while it has embraced change and transited to the next orbit, its heart is in the same place.

We are the only Management School in India focusing on Marketing and Creative Thinking as we train our students to creatively solve marketing problems by juxtaposing the right and left brains. MICA's focus, since its inception, has always been to encourage its students to think out of the box by focusing on experiential learning rather than purely classroom teaching.

We teach and research differently. We work and facilitate differently. In short, we educate differently. The difference is MICA.

Come, experience MICA.

**PROF. SHAILENDRA RAJ MEHTA**

President & Director, MICA





MICA remains committed to integrated and holistic learning that cuts across programmes, areas, subjects, and faculty for an interconnected mindset and learning ecosystem.

MICA is a unique institution that invests in learning excellence, self-discovery and collective transformation. It believes in the intersections of emotional and academic intelligence, creativity and analytical capabilities, digital and humane experiences.

The Magic of MICA is always the interconnections - across creativity and management, experiential and analytical learning, emotional and academic intelligence, local and global, and above all, male and female consciousness. These inter-connections (Digital and Physical) comprise of Community, Campus Culture, Creativity, Curriculum Agility and Collaborations. They connect and together become the MICA Magic - which prepares MICA students for campus learning, industry readiness and leading across the globe.

**PROF. PREETI SHROFF**

Dean, MICA



# OUR VISION

MICA SHALL BE THE PREMIER MANAGEMENT SCHOOL  
FOR MARKETING, COMMUNICATION, AND CREATIVITY  
IN A DESIGN-DRIVEN AND DIGITALLY ENABLED WORLD.



# OUR MISSION

TO DEVELOP EMPATHETIC LEADERS AND THINKERS  
WHO ARE CREATIVE AND ADAPTIVE PROBLEM-SOLVERS  
FOR A RAPIDLY CHANGING WORLD.



# C**RELATE**IVITY

A MICAN IS EQUALLY ADEPT WITH  
RIGHT AND LEFT-BRAIN CAPABILITIES.

WE ARE ANALYTICAL AND CREATIVE.

WE ARE TASK-ORIENTED AND RELATIONAL.

WE CRUNCH NUMBERS AND WE WRITE POETRY.


## ABOUT MICA

Established in 1991, MICA, is the only residential institute in the country, and perhaps in the Asia-Pacific region, dedicated to creating leadership in Strategic Marketing and Communication. MICA, an autonomous, non-profit institution, offers a wide-range of academic programmes including four residential programmes: Post Graduate Diploma in Management–Communications (PGDM-C), Post Graduate Diploma in Management (PGDM), Crafting Creative Communication (CCC) and Fellow Programme in Management (FPM).

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.





**PROGRAMMES AT MICA ENABLE  
STUDENTS TO LEARN ACROSS  
SPECIALISATIONS IN STRATEGIC  
MARKETING AND COMMUNICATION  
AND THE CONNECTING AREAS,  
THROUGH CURRICULUM CREATED  
AND CURATED AS PER THE INDUSTRY  
NEED AND CONTEMPORARY TRENDS.**





# ACADEMIC PROGRAMMES



# PGDM-C

## POST GRADUATE DIPLOMA IN MANAGEMENT COMMUNICATIONS (PGDM-C)

The PGDM-C, a 2-year residential programme, grooms business leaders with a focus on creative thinking, consumer-centricity, communication and community outreach. The PGDM-C has been granted equivalence to an MBA degree by the Association of Indian Universities (AIU), and has over the years, evolved into one of the premier post-graduate management programmes in the country. The programme is approved by the All India Council for Technical Education (AICTE) and is endorsed by 100% campus placements with the best corporate houses in India and abroad.

### The PGDM-C offers four unique specialisations:

MEDIA & ENTERTAINMENT MANAGEMENT

DIGITAL COMMUNICATION MANAGEMENT

ADVERTISING & BRAND MANAGEMENT

MARKETING ANALYTICS

# PGDM

## **POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)**

The PGDM introduced in 2019 is an All India Council for Technical Education (AICTE) approved programme, which leverages MICA's core competence in Strategic Marketing and Communication while also delving deeper into the fields of Digital Marketing, Design, Data, Creativity and Innovation. The wide array of jobs offered across various sectors and the substantial increase in stipends and CTC is a strong indication of the faith and trust that the industry reposes in MICA and the quality of its students.









CCC

## **CRAFTING CREATIVE COMMUNICATION (CCC)**

The Crafting Creative Communication Programme is a eleven-month intensive creative boot camp that nurtures the ideator in each one of us by teaching techniques to channel and execute creativity. The students are exposed to a diverse set of modules and industry immersion and evolve to become high calibre ideators in their pursuit to become Copy-writers, Art Directors, Strategists, Designers, Animators and Filmmakers.

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<https://www.mica.ac.in/crafting-creative-communication/programme-summary>







FPM

## **FELLOW PROGRAMME IN MANAGEMENT (FPM)**

The 4-year Fellow Programme at MICA is the first Programme of its kind in the country. It is an AICTE approved doctoral level interdisciplinary programme. Through this programme, MICA aims to encourage both fundamental and applied research in the communication and marketing domain.

MANAGEMENT

COMMUNICATION

MARKETING

MEDIA AND ENTERTAINMENT

DIGITAL MARKETING

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<https://www.mica.ac.in/fellow-programme/programme-summary>

# ONLINE PROGRAMMES

## ONLINE CERTIFICATE PROGRAMMES

In an interconnected and digitally enabled world, MICA's intensive and focused online certificate programs provide the opportunity for a working executive or aspiring professional to explore and sharpen specific cutting-edge topics. MICA offers Online Certificate Programs in the following domains:

DIGITAL MARKETING & COMMUNICATION

BRAND COMMUNICATION MANAGEMENT

ADVERTISING MANAGEMENT AND PUBLIC RELATIONS

MARKET RESEARCH & DATA ANALYTICS

BUSINESS MANAGEMENT

MANAGING BRANDS AND MARKETING COMMUNICATION

MEDIA AND ENTERTAINMENT MANAGEMENT

ADVANCED DIGITAL TRANSFORMATION PROGRAMME

<https://www.mica.ac.in/academic-programmes/online>

# LMDP

## LEADERSHIP AND MANAGEMENT DEVELOPMENT PROGRAMMES (LMDPs)

MICA's LMDPs are designed by following an expert-driven structured assessment of the leadership and development needs of the client with targeted learning objectives and outcomes. MICA's LMDPs are one-of-a-kind learning propositions for the participants. They are designed to equip them with the evolving management concepts, practices, perspectives and approaches through a methodology that encompasses Case studies, Simulations, Coaching and Assessments and Experiential learning. In the past, MICA has worked with top-of-the-league multinationals, Indian corporate houses, public sector enterprises and government, by creating cutting-edge training modules that are in sync with the increasingly volatile, uncertain, complex and ambiguous business environment. MICA conducts customised In-house training programmes for companies and also offers open management development programs that attract participants globally.

### MDP COLLABORATIONS








# CENTRES OF EXCELLENCE





MICA is leveraging its position in one of the fastest growing regions of the world and addressing at some of the most interesting problems to be found anywhere globally. The Centres of Excellence at MICA address contemporary trends and problems with a cognitive approach by undertaking extensive research, conducting workshops and awareness seminars, and producing cutting-edge study material such that it facilitates the various sectors in the field of Strategic Marketing and Communication.

**HERE, WE ARE LEVERAGING THE DEEP POOL OF EXPERTISE THAT RESIDES AMONGST MICA FACULTY, INDUSTRY PARTNERS AND ITS ALUMNI NETWORK.**



CDMC

## **CENTRE FOR DEVELOPMENT MANAGEMENT AND COMMUNICATION (CDMC)**

Centre for Development Management and Communication (CDMC) leverages MICA's strategic communication and information and communication management expertise to strengthen social impact programs across sectors. CDMC contributes to shaping leaders who strive to balance the triple bottom line: People, planet, and profit through its engagement with governments, international agencies, non-profits, and corporates. CDMC shares MICA's expertise in diverse areas such as creative and strategic communication, leadership, analytics, entrepreneurship, storytelling, branding, digital transformation, sustainability and social change with the larger society through research, advocacy, communication strategy and design, curriculum and course development, and capacity building.

**CDMC'S FORTE IS MULTI-SECTORAL PARTNERSHIP FOR PLANNING, DESIGNING, EXECUTING AND MEASURING SOCIAL IMPACT. THE VARIOUS COLLABORATIONS AND ASSOCIATIONS OVER THE YEARS ARE A TESTIMONIAL TO THE POWER OF A COMMUNITY THAT EMERGES THROUGH PURPOSEFUL COMMUNICATION AROUND A SHARED VISION OF SOCIAL GOOD.**

CDMC engages in research and field projects with social sector institutions, government agencies, local global corporates and development sector institutions such as:



Global Health Strategies



NordMedia Network



adani  
Foundation



United Nations  
Educational, Scientific and  
Cultural Organization



UNITWIN Cooperation Programme  
on Media and Information Literacy  
and Intercultural Dialogue



icmr  
INDIAN COUNCIL OF  
MEDICAL RESEARCH  
Serving the nation since 1911

Fem  
Lab.  
Co





# KEIC

## KNOWLEDGE EXCHANGE & INFORMATION CENTRE (KEIC)

The Knowledge Exchange and Information Centre (KEIC) is a unique place for accessing knowledge and research in Strategic Marketing and Communication. It is an exclusive centre dedicated to the collection, collation, and dissemination of knowledge and information on media, branding, advertising, marketing, and communication. Its salient features include:

'KEIC online'- 24/7 Portal.

Rich in-house collection of books, newspapers, dissertations, television commercials, non-book materials, case studies, print ads and periodicals.

Specialized online collections of 34,645 television commercials, 183,478 newspaper clippings on areas ranging from advertising to mass media marketing, over 19500 print ads and 2589 student dissertations and summer reports.

Use of anti-plagiarism software such as Turnitin to ensure originality of content produced.

Subscriptions to all major databases, including ABI/Inform, ABC, ARF, Communication Arts, Crisil, EBSCO, Emerald Marketing Journals, EPWRF, EMIS, Euromonitor International, HBSP Cases, Indiastat.com, iBankLive, J-Gate, JSTOR, Statista, Communication & Media Studies, and Management & Organization Studies - Sage, Business and Management - Springer, Business Management & Economics - Taylor & Francis, Business Management - Wiley, Business Management - Elsevier, and WARC.

<https://www.mica.ac.in/academic-centres/knowledge-exchange-and-information-centre-keic>

# CMES

## **CENTRE FOR MEDIA & ENTERTAINMENT STUDIES (CMES)**

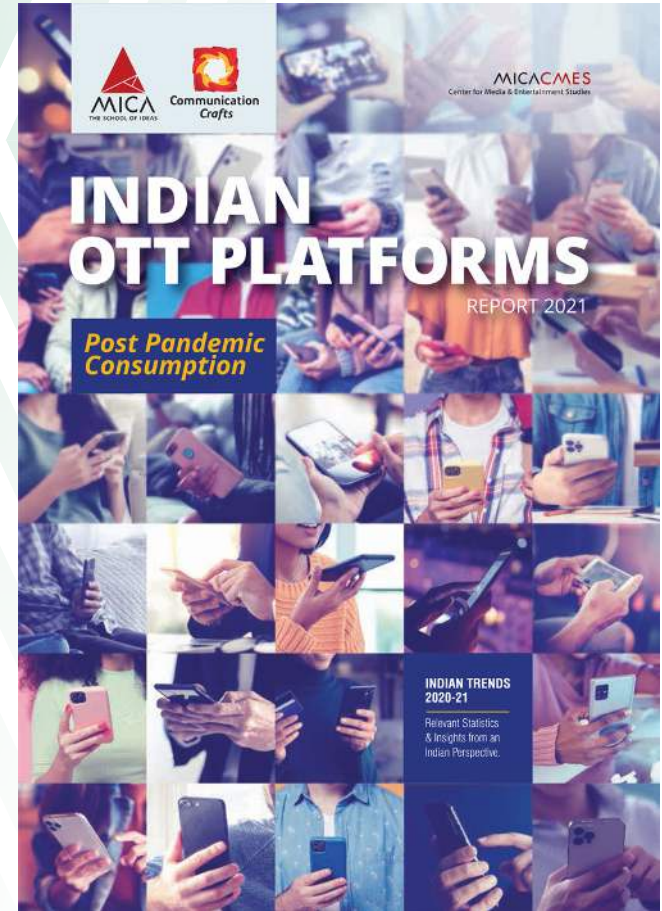
CMES is an initiative of MICA to bring together academia and the media & entertainment industry to facilitate research-based solutions for enduring issues and problems. While focusing on academic research related to media and entertainment, grooming talents with industry orientation is also core to the Centre. The Centre primarily creates a collaborative platform for academia, industry, researchers, and policy makers to find high-end research-based solutions for everyday challenges of the sector. It offers a training platform for students, practitioners, and professionals to become the future media and entertainment industry leaders of India.

The Centre is an attempt to break the silos and bring both 'academia' and 'industry' together and provide a platform where knowledge will be generated to sustain practices.

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<https://www.mica.ac.in/academic-centres/centre-for-media-entertainment-studies>

CMES launched the 4th edition of the Indian OTT Platforms Report-2021 'Post Pandemic Consumption' with a focus on the year 2020-21: focusing on OTT Trends with relevant statistics, in-depth analysis, exclusive research, Industry trends, and opinions of various thought leaders of the industry.



# MI-CASE

The Case Centre was established in June 2017 with an objective to develop company-field case studies, in association with professors at MICA, that would serve as a teaching tool for classrooms making it an experiential learning. The cases have been published by Harvard Business School Publishing, Oxford University Press, Ivey Publishing, Emerald Publishing Ltd., ECCH (European Case Clearing House), Sage Business Cases, IIM Ahmedabad, ET Cases. Cases Published in the recent past are:

- Tiffany: The global way
- Bandana Jain at the sylvn studio: The journey of a woman from a contemporary artist to an entrepreneur who promotes sustainability
- Aava: Breaking into the B2C market
- Bharti Airtel: Marketing Communication through content
- Jaipur rugs: Phenomenal journey from the rustic Indian villages to the US market
- Wealth Out of Waste (WOW): A Business Paradox
- National pharmaceuticals: The art of employee retention
- Wittyfeed 2.0: Virality without Social Media
- Nutralite and Mudra to examine client and agency relationship in view of a campaign
- Sony pictures networks India: Strategizing humour television content



# MI-PRESS

MI-PRESS is an initiative that takes MICA into the world of academic publishing. It is hoped that one day, it would become a major publishing hub not only for MICA's faculty but also for researchers, academic writers and thought leaders across the world. It's first production is **'Brand Magic - The Art and Science of creating successful brands'** by **Prof. Alan D'Souza and Prof. Prashant Pareek** - an extensively researched and curated book that delves into ten notable brands that emerged from Gujarat and became prestigious national brands over the past decades.





# STRATEGIC INITIATIVES

## NEW COURSES

**MICA is developing various new courses jointly with faculty, students and external experts from academia and industry. Some of the new courses introduced are:**

- Global Governance, Change, and Transformation
- Cultural Analysis and Application
- Deep Learning
- M&E Content and Business Transformation
- Information Systems for Digital Transformation
- Strategising with Financial Tactics
- Consumer Insight Mining using Natural Language Processing
- Technology, Data & Consumer Experience
- Digital Entrepreneurship
- OTT-driven content
- Sales strategy and customer experience design







# ICMC

## INTERNATIONAL COMMUNICATION MANAGEMENT CONFERENCE (ICMC)

MICA has pioneered an annual conference series on themes and issues pertaining to Communication Management. The first ICMC was launched in 2014 with the theme 'Managing Health Communication: People, Programmes and Products'. The series provided a platform for bringing together scholars and practitioners to discuss frontier developments in communication theories and practices. Since then, every year, ICMC has been organizing a series that takes into cognizance the significance of interdisciplinary and critical scholarship in communication management. For each conference, scholarly contributions matching the conference theme as well as papers conceptualizing both continuing and emerging issues in communication management are invited.

### ICMC 2022

MICA hosted its 8th International Communication Management Conference (ICMC 2022) virtually, on the theme The Future of Business in a Digital Era: Data, Analytics, and Narratives in academic partnership with the University of Southampton, UK. The Conference attracted over 300 research scholars and had industry-led talks, business leader's panels, and teach-in sessions with experts from the world of academia and industry.

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<https://www.mica.ac.in/icmc/icmc-2022>

# INTERNATIONAL IMMERSION

Addressing the need to expose its students to gain experience of international markets, cultures, social milieu, and work environments, MICA organises International immersion visits during the year.

The international immersion program allows students to learn from the globally renowned faculty in an academically stimulating environment, which helps them prepare better for global opportunities. The learnings go beyond the classroom to industry and culture through hands-on exercises, live projects and industry visits. The student groups are accompanied by MICA faculty who guide and mentor them.

# FACULTY INTERNATIONAL IMMERSION

As part of Faculty International Immersion, the faculty members of MICA, in recent years visited world renowned universities:



**EMORY**  
UNIVERSITY

Emory University



Texas A&M  
University



Pittsburgh  
University



**HARVARD**  
UNIVERSITY

Harvard University



Michigan State  
University



**Northwestern**  
University

Northwestern  
University



Virginia Tech



State University  
of New York



The New School



Massachusetts  
Institute of  
Technology



**Georgia State**  
University

Georgia State  
University



Northeastern  
University



Columbia  
University

# MICAVAANI

**MICAVAANI**  
*Tamara Bol, Tamari Vaani!*

**90.4 FM**

Started in 2005, MICAVaani is the MICA's student run Community Radio Station which is quite literally the voice of MICA. The radio's purview not only encompasses the institute but also the villages surrounding MICA up to 7 kms. MICAVaani's major endeavour has been in making a distinct impact in the lives of the villages close to the college through edutainment, effective communication, and interactive events.

# MICAST

**MIC▶ST**

MICAST is MICA's student-run podcast that reflects the vibrant happenings at MICA through conversations across various topics with faculty, alumni, guests, and distinguished speakers. MICAST is currently streaming on Apple Podcast, Google Podcast, Spotify, JioSaavn, and Instagram.





# DIGITAL STUDIO

MICA has set up a Digital Studio equipped with state-of-the-art equipment to facilitate online teaching and interactive exchange of insights and ideas. This would help faculty to design and deliver cutting edge recorded and live course sessions.

The Digital Studio which also has a Production Control Room comes with three core facilities:

- 1) Discussion Area
- 2) Faculty Teaching Area
- 3) Chrome set-up for shoots





# MIMI



MIMI (MICA Indian Marketing Intelligence) is a powerful in-house market research tool developed by reputed researchers and analytics experts of MICA. In addition to a robust data fusion algorithm, it incorporates the latest socio-economic data from the 2011 census. Currently in MIMI, Market Potential Index (MPI) is available for 630 districts across 35 states and union territories of India and encompasses data drawn from sources such as the Ministry of MSME, Ministry of Corporate Affairs, Ministry of Agriculture and Farmers Welfare, Census of India, RBI etc.

## SOCIO-ECONOMIC REPORT

The Socio-Economic Report is another compendium that MICA releases annually which comprises of carefully selected and curated 62 variables for each of India's 600+ districts. The Report comprises of over 40,000 pieces of individual data that are presented in an easily comprehensible manner. It serves as a critical tool to enable various stakeholders such as businesses, policymakers, government officials, researchers, academia besides the common man to contribute towards sustainable development effectively.



# JOURNAL OF CREATIVE COMMUNICATIONS

The Journal of Creative Communications is a double blind peer reviewed journal and it promotes inquiry into contemporary communication issues within wider social, economic, cultural and technological contexts, and provides a forum for the discussion of theoretical and practical insights emerging from such inquiry.

The journal encourages a new language of analysis for contemporary communications research and publishes articles dealing with innovative and alternate ways of doing research that push the frontiers of conceptual dialogue in communication theory and practice. The journal engages with a wide range of issues and themes in the areas of cultural studies, digital media, film studies, technoculture, organizational communication, communication management, mass and new media, and development communication, among others.

<https://www.mica.ac.in/faculty/journal-of-creative-communications>





# INDUSTRY INTERFACE

# MICA ALUMNI ASSOCIATION (MAA)



**MICA Alumni Association (MAA) is a registered body. The mission of MAA is to provide a vibrant, global network and forum that connects and engages all MICA Alumni with MICA in mutually beneficial and actionable ways. The objectives of the Association are:**

Facilitate the association of alumni with their Alma Mater by promoting interaction and networking among alumni of the institute;

Contribute to the institute's vision of creating leadership in Strategic Marketing and Communication;

Collaborate with MICA for facilitating and supporting selected alumni participation in ongoing academic activities including teaching, research, workshops, conference events, placements and MDPs;

Champion all relevant fundraising activities, including the development of an Alumni Fund and mentorship scheme for MICA student and alumni ventures and innovations that benefits all parties;

Help alumni achieve their professional and societal goals and help them in their hour of need;

Promote best practices in different areas of marketing and communication for the benefit of the society, especially the weaker sections;

Create public awareness about the institute and its alumni.

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<https://www.mica.ac.in/alumni/mica-alumni-association>

# MICA LEADERSHIP SERIES (MLS)



MICA  
LEADERSHIP  
SERIES

## **MICA LEADERSHIP SERIES (MLS)**

MLS bridges the academic pursuit and thought-provoking perspective from the industry to enable learning as well as decision making. As a part of MLS, leaders from the industry, academia and civil society share their thoughts with the MICA community.



The MICA Leadership Series (MLS) is about bringing perspectives of thought leaders to the MICA community. The student-driven MLS committee proactively works towards building industry connections by having leaders across diverse fields deliver guest lectures to the larger student body at MICA. MLS also organizes an annual HR Conclave, MICONCLAVE, where revered HR leaders from a spectrum of industries will hold insightful talks into pertinent topics of the status quo. MLS hosted the following dignitaries in recent years:



*Evolution of Marketing and Advertising*  
**Ms. Anurita Chopra**  
Chief Marketing Officer, India Subcontinent,  
GSK Consumer Healthcare India



*Employee and Employer Branding*  
**Mr. Vikas Dua**  
Director, HR & Talent, IPG DXTRA



*See Equal in Advertising*  
**Mr. Sharat Verma**  
Chief Marketing Officer and Vice President,  
Fabric Care, P&G India



*Organizational Culture in Startups & MNCs*  
**Mr. Sujitesh Das**  
Chief Operating Officer, TEG Analytics



*See Equal in Advertising*  
**Mr. Josy Paul**  
Chairman and Chief Creative Officer, BBDO India



*Evolving Workplaces – Remote Working  
and Engagement*  
**Mr. Badari Narayana**  
Director – OD and Strategic Projects, Deloitte



*Building Content Territories for Brands*  
**Ms. Shirley D'Costa**  
Chief Business Officer, Supari Studios



*Agency Specializations for the Future*  
**Mr. Pratik Gupta**  
Co-Founder, Zoo Media and Foxy Moron

# MICAMINDS

**MICAMINDS**  
*Creating Solutions that Work!*

## MICAMINDS

MICAMINDS, the research and consultancy cell at MICA aims to facilitate engagement between the industry, students and the faculty. MICAMINDS undertakes live projects which are an extension of the classroom learning for students, and helps them equip with hands-on experience. The interaction between industry, students and the faculty also offers the client with some effective marketing solutions and fresh perspective.

### **Services offered include:**

- Market Research
- Competitive Landscaping
- Go-To Market Strategy
- Brand Strategy
- Design Strategy
- SEO
- Employer Branding
- Content Ideation
- Social Media Marketing
- Website Revamp
- Digital Marketing Strategy

## CLIENTS

Uber



EROSNOW



Walmart\*



LinkedIn



Godrej

Amul

LAVA



Faasos



Leo Burnett



# RECRUITERS





# INTERNATIONAL COLLABORATIONS



School of Communication,  
Nanyang Technological University  
(NTU), Singapore



ESCEM School of Business  
& Management, France



Hochschule  
Bonn-Rhein-Sieg  
University of Applied Sciences

Bonn-Rhein-Sieg University of  
Applied Sciences, Sankt Augustine,  
Germany



Institute Of Applied Media  
Studies, Zurich



Department of  
Communication &  
Journalism, University of  
New Mexico



University of Tampere,  
Finland



School of Communications  
Arts, Bangkok University,  
Thailand



University of  
Southern Denmark



Queensland University of  
Technology, Australia



Michigan State University  
(MSU), USA



Stanford University,  
USA



University of Southern  
California, USA

Northwestern  
MEDILL SCHOOL OF JOURNALISM, MEDIA,  
INTEGRATED MARKETING COMMUNICATIONS

Medill School,  
Northwestern University,  
USA



UNICEF



Massachusetts Institute of  
Technology (MIT), USA



Emory University,  
USA



World Bank

MICA continually explores new collaborations with reputed universities and organisations outside India. As a part of International Collaborations, MICA has partnered with:

Domestic Collaborations:



# FREQUENTLY ASKED QUESTIONS (FAQS)

## **Does MICA produce management professionals or communication professionals?**

MICA produces management professionals, who are trained to use the power of communication to drive positive outcomes.

## **Tell us about your tagline, "The School of Ideas."**

"The School of Ideas" is a philosophy, an approach, a perspective that guides all our work at MICA - it is a place to generate, design and implement ideas.

## **Who should join MICA?**

Students who want to be ethical, empathetic and creative leaders in industries that value Strategic Marketing and Communication as core to their goals should join MICA.

## **What is new at MICA?**

The world is going digital and MICA is keeping step with how our lives are transforming. We have had a full-fledged specialisation in Digital Communication Management since 2014. We believe that MICA has once again taken a lead, by developing an industry-driven pedagogy. We collaborate closely with key global digital service providers in this regard.

## **What is the MICA campus like?**

MICA is a lush green campus spread across 20 acres on the outskirts of Ahmedabad. Top of the line facilities on campus include air-conditioned classrooms, Wi-fi connectivity all over the campus, a fully-equipped gym and entertainment centre, sports grounds, tennis courts, a world class library, access to research tools and comfortable residential hostels. The campus is also rich in birdlife and flora.

## **How is MICA's faculty profile?**

The MICA faculty believes in facilitating learning rather than merely teaching and encourages experimentation, ideation and exploration. MICA's faculty is a perfect blend of rigorous academics and rich industry experience. Apart from teaching, they undertake extensive research, conduct workshops, seminars and constantly contribute to their respective domains by producing new knowledge.

Their individual focus areas span across Marketing, Brand Management & Advertising, Research & Analytics, Media Management, Intercultural Communication, Social Change, Gender Studies, Consumer Behaviour, Entrepreneurship, New Media, Political Economy and Digital domains. The in-house faculty are drawn from practicing professionals and academicians from across the world, who are complemented by eminent visiting faculty from industry and academia.

# MICA GOVERNING COUNCIL

## **TRIDIP SUHRUD**

Ph.D (Chairperson)  
Professor and Provost, CEPT University  
Director, LD Institute of Indology  
Ahmedabad

## **ABHIJIT BHADURI**

Founder & CEO of Abhijit Bhaduri &  
Associates, Bengaluru

## **ANANTHA S. BABBILI**

Ph.D  
Carnegie Foundation/ CASE Professor  
Texas A&M University, USA

## **APARNA MAHESH**

Chief Marketing Officer,  
Great Learning,  
Bengaluru

## **BHASKAR DAS**

Ph.D  
Director - Content  
Yunometa, Singapore

## **GANGA GANAPATHI**

VP and Head, Marketing  
APAC, MEA, EU – Epsilon  
Bengaluru

## **KUNAL JESWANI**

Group Chief Executive,  
Ogilvy Singapore & Malaysia  
Singapore

## **SANDEEP MENON**

Managing Director  
Workato Software  
Bengaluru

## **SANTOSH DESAI**

Managing Director & CEO  
Futurebrands India Ltd  
New Delhi

## **SHAILENDRA RAJ MEHTA**

Ph.D  
President & Director  
MICA, Ahmedabad




## CONTACT US

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Gujarat, India

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 [mica.schoolofideas](https://www.facebook.com/mica.schoolofideas)

 [MICA\\_ahmedabad](https://twitter.com/MICA_ahmedabad)



[www.mica.ac.in](http://www.mica.ac.in)

