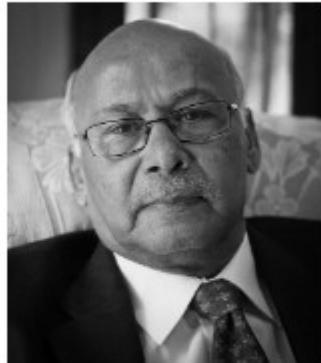




An Idea for the 'Big Idea.'

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.

CREATEIVITY

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

WE ARE ANALYTICAL AND CREATIVE.

WE ARE TASK-ORIENTED AND RELATIONAL.

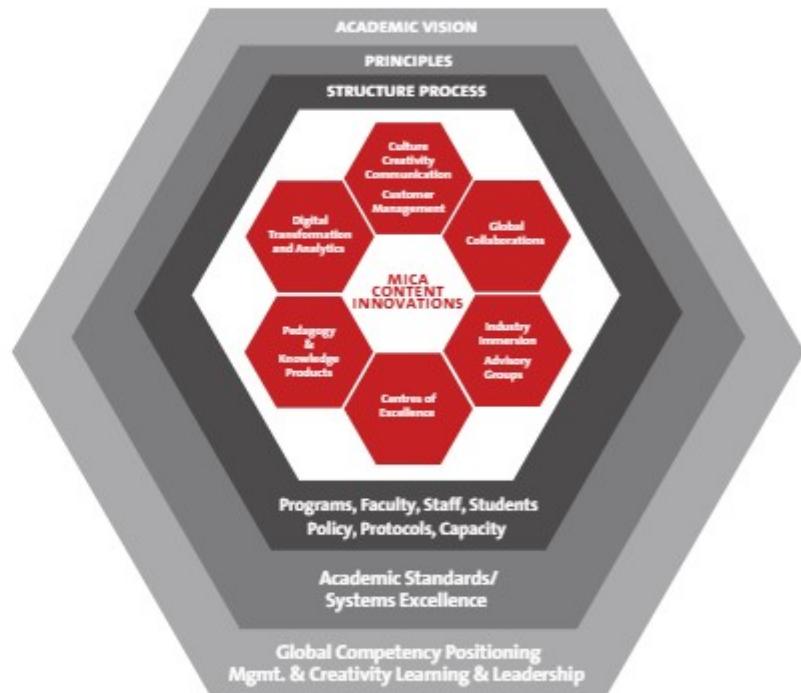
WE CRUNCH NUMBERS AND WE WRITE POETRY.

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 Copywriters, Art Directors, Strategists, Designers, Animators and Filmmakers.

<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

MARKETING

DIGITAL MARKETING

COMMUNICATION

MEDIA AND ENTERTAINMENT

<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

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

**GLOBAL
KIDS
ONLINE**

**SOCIO
STORY**

adani
Foundation

United Nations
Educational, Scientific and
Cultural Organization



uniTwin
UNITWIN Cooperation Programme
on Media and Information Literacy
and Intercultural Dialogue

CSR BOX

icmr
INDIAN COUNCIL OF
MEDICAL RESEARCH
Serving the nation since 1926

**Fem
Lab.
Co**



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.

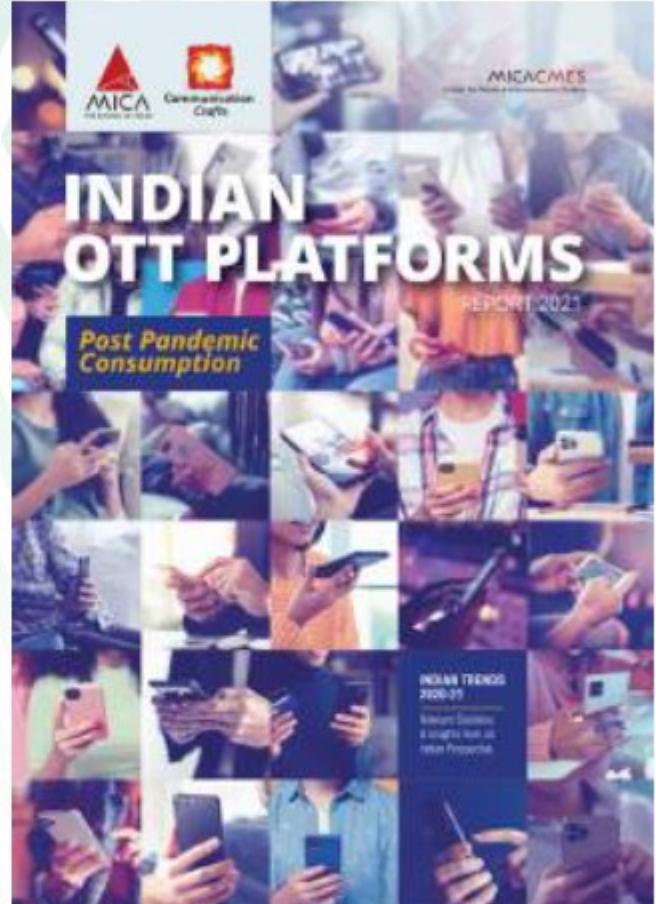
CENTRE FOR MEDIA & ENTERTAINMENT STUDIES (CMES)

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.

<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. Its 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.

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



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.

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 Moran

MICAMINDS



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



moneycontrol

EROSNOW



Walmart



Reliance
Industries Limited

LinkedIn



Godrej

Amul

LAVA

vedanta

Faasos



Leo Burnett



RECRUITERS



safari



raymond



Directi

LAVA



TATA MOTORS



make *my* trip



L'ORÉAL

DDB mudragroup

Leo Burnett

naukri.com

publicis



shaadi.com

TURNER



VIACOM 18

Amul



IBM

absolutdata

Tata Group

HT Media

KANTAR

Uber

Disney India

3M



amazon

Google

groupm

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



Queensland University of
Technology, Australia



School of Communications
Arts, Bangkok University,
Thailand



University of
Southern Denmark

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



Michigan State University
(MSU), USA

Northwestern

MEDILL SCHOOL OF JOURNALISM, MEDIA,
TELEVISION AND NEWSPRINT COMMUNICATIONS



Medill School,
Northwestern University,
USA



World Bank



Stanford
University

Stanford University,
USA



UNICEF



University of
Southern California

University of
Southern California, USA

Massachusetts Institute of
Technology (MIT), USA

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



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2022