FELLOW PROGRAMME IN MANAGEMENT (FPM)

FPM Curriculum & Coursework Structure (Updated 2025)

Sr. No.	Courses	Credits	Remarks
Term-1			
1	Philosophy of Science and Research Paradigms	3 (Core)	**Foundational Course**
2	Research Methodology	2 (Core)	**Foundational Course**
3	<u>Core courses</u> with PGP-1 based on student specialization / interest	Overall 6 to 9 credits of PGP-1 courses spread across terms 1, 2 and 3 (min 2 credits in a term and an upper cap of 3 credits in a term)	**Foundational courses** (available from PGP Term 1 courses)
4	Economics	2 (Core)	**Foundational Course - compulsory with PGP**
5	Introduction to Data Analysis	3 (Core)	**Foundational Course - compulsory with PGP**
	Total Credits (Term-1)	**12 to 13**	

Sr. No.	Subjects	Credits	Remarks
Term-2			
1	Marketing Theories	3 (Core)	**Domain Course**
2	Theories of Media and Communication Studies	3 (Core)	**Domain Course**
3	<u>Core courses</u> with PGP-1 based on student specialization / interest	Overall 6 to 9 credits of PGP-1 courses spread across terms 1, 2 and 3 (min 2 credits in a term and an upper cap of 3 credits in a term)	**Foundational courses** (available from PGP Term 2 courses)
4	Qualitative Research Method	3 (Core)	**FPM Enabler**
5	Writing Seminar	1.5 (Core)	**FPM Enabler**
	Total Credits (Term-2)	**12.5 to 13.5**	

	Term-3		
Sr. No.	**Subjects**	**Credits**	**Remarks**
1	Theory Building Approaches	1.5 (Core)	**FPM Enabler**
2	<u>Core courses</u> with PGP-1 based on student specialization / interest	Overall 6 to 9 credits of PGP-1 courses spread across terms 1, 2 and 3 (min 2 credits in a term and an upper cap of 3 credits in a term)	**Foundational courses** (available from PGP Term 2 courses)
3	Consumer Culture Theory	2 (Core)	**Domain Course**
4	Area Recommended Courses - FPM	3 (Elective)	**Domain Course** (Min 2 students should subscribe)
5	Advanced Quantitative Research Methods	3 (Core)	**FPM Enabler**
6	Course of Independent Study	3 (Core)	**FPM Enabler** The student has to present the idea and literature review and proposed methodology and build more on that to convert it into a conference paper or publication - should be accepted by the end of the second year, before the first APS.
	Total Credits (Term-3)	**14.5 to 15.5**	

	Comprehensive Qualifying (QE) Exam and TAC formation		
	Term-4		
Sr. No.	**Subjects**	**Credits**	**Remarks**
1	Method Elective (Qual and/or Quant)	3 (Elective)	**FPM Enabler** Faculty can propose and students can request
2	Area Course 1	3 (Elective)	**Domain Course** Student & faculty curate with no overlap with core courses
3	Case Teaching and Writing Seminar	3 (Core)	**FPM Enabler** (with 1 credit classroom sessions and 2 credits case writing)
	Total Credits (Term-4)	**9**	

Term-5			
Sr. No.	Subjects	Credits	Remarks
1	Area Course 2	3 (Elective)	**Domain Course** Student & faculty should curate, no overlap with core courses
2	Teaching Seminar	1.5 (Core)	**FPM Enabler**
3	Writing SLR (Systematic Literature Reviews)	1.5 (Core)	**FPM Enabler**
	Total Credits (Term-5)	**6**	

Term-6			
Sr. No.	Subjects	Credits	Remarks
1	Proposal Development		Along with TAC and Foreign Immersion Guide (Start building relationship with foreign immersion guide)

1st year credits	**39 to 42**
2nd year credits	**15**
Total Coursework credits	**54 to 57**
Foundational Courses credits	**16 to 19**
Domain Courses credits	**17**
FPM Enabler Courses credits	**21**
Total Coursework credits	**54 to 57**

Note: Credit variation of 3 credits depending on PGP courses taken across Terms 1 to 3

FPM

Eligibility Criteria

Admission to the FPM programme is based on the following eligibility criteria.

- Applicants must have a UGC/AIU/AICTE approved Postgraduate/Master's Degree/equivalent qualification with at least 60% marks (First Class) 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 are also eligible to apply for the programme. Foreign nationals and NRIs with non-Indian degrees that are considered equivalent (by UGC/AIU/AICTE) to the qualifications listed with GRE are also eligible to apply for the programme.

Selection Process & Timelines

MICA FPM admission selection process, the following steps are given below

1. **Online Application for MICAT**
2. **MICAT :** MICAT is a Computer Based Test (CBT). It is conducted twice a year – December (2025) and February (2026). Candidates may choose to write both MICAT I & II. The better of the two MICAT Scores is considered. It has over 48 test centres across the country.
3. **Online screening interview:** Shortlisted candidates based on MICAT will undergo an online screening interview.
4. **Written Test (FWT), Individual Presentation (IP), and Personal Interview (PI):** Shortlisted candidates based on the screening interview will appear for the FPM Written Test (FWT), Individual Presentation (IP), and Personal Interview (PI).
5. **Final Selection to the Programme is based on:**
   - Performance in the FPM Written Test (FWT)
   - Individual Presentation (IP) and Personal Interview (PI)
   - Consistent academic performance from 10+2 onwards
   - Professional work/research experience in marketing, media and communication

Stage	Remark	
1	**FPM Online Registration**	MICAT – I - Regn. Opens : September 2025. Regn. Close: **MICAT-1 Admissions Are Now Closed.**

		MICAT – II - Regn. Opens : **November 25, 2025.**
		Regn. Close : January 29, 2026 at 11:50 pm

2	**MICAT**
	All candidates are assessed on MICAT, which consists of 3 sections
	• Section A: Psychometric Test
	• Section B: Descriptive Test
	• Section C: Aptitude Test (has 2 sub-sections) –
	   1. Verbal Ability
	   2. Quantitative Ability and Data Interpretation
	
	MICAT is a Computer Based Test (CBT) used for selection of FPM 2026- 2030 batch.
	
	It is conducted twice a year – December (2025) and February (2026). Candidates may choose to write both MICAT I & II. The better of the two MICAT Scores is considered. It has over 48 test centres across the country.
	
	MICAT will be held in Ahmedabad, Aizawl, Ajmer, Aligarh, Allahabad, Bareilly, Bangalore, Bhopal, Bhubaneswar, Chandigarh, Chennai, Dehradun, Delhi, Dhanbad, Faridabad, Gandhinagar (Gujarat), Ghaziabad, Gurgaon, Gwalior, Guwahati, Hyderabad, Indore, Jabalpur, Jaipur, Jamshedpur, Jammu, Kanpur, Kochi, Kolkata, Lucknow, Meerut, Navi Mumbai, Mumbai, Muzaffarnagar, Nagpur, Noida, Panjim, Patna, Pune, Raipur, Rajkot, Ranchi, Surat, Trivandrum, Udaipur, Vadodara, Varanasi and Visakhapatnam
		MICAT I : December 6, 2025 (Saturday)
		
		MICAT -I Score card live : December 24, 2025
		
		MICAT II : February 13, 2026 (Friday)
		
		MICAT -II Score card live : February 28, 2026

3	**Online screening interview for eligible candidates:** Shortlisted candidates based on MICAT will undergo an online screening interview.	March 5 and 6, 2026
4	**FPM Written Test (FWT) and Individual Presentation (IP) and Personal Interview (PI).** FPM Written Test will examine candidate's theoretical understanding, ability to investigate a phenomenon and ability to interpret data and draw conclusions. FWT will be descriptive in nature and is based on prescribed readings primarily from the marketing, media and communication domains. Candidates shortlisted after online interviews will be sent prescribed readings via email. They are required to read them critically. Candidates may bring copies of the readings to the FWT as this is an open-book exam. **Individual Presentation (IP)** The candidate will be presenting the topic based on the submitted research proposal. S/he will be given 15 minutes to present to a panel of experts. Candidates will be required to make PowerPoint slides.	March 24 and 25, 2026

	Personal Interview (PI) Personal Interview (PI) will follow the IP where a panel of experts will assess the candidate's suitability for the programme and passion for research.		
5	**Final Selection to the Programme is based on:** • Performance in the FPM Written Test (FWT) • Individual Presentation (IP) and Personal Interview (PI) • Consistent academic performance from 10+2 onwards • Professional work/research experience in marketing, media and communication		

Application Fee Structure:

MICA offers its Programmes through two distinct schools:

Schools	Programmes Offered
School of Management	PGDM-C, PGDM, FPM
School of Applied Creativity	CCC-Advanced, CCC-One Year, CCE

Application Guidelines:

Single Programme Application
- **If you're applying for only one programme, the total admission processing fee (including MICAT) is ₹2,500.**

Multiple Programme Application
- **You may apply for up to three programmes from <u>one school only</u>:**
  - o **Either from the School of Management (PGDM-C, PGDM, FPM)**
    <div align="center">***OR***</div>
  - o **From the School of Applied Creativity (CCC-Advanced, CCC-One Year, CCE)**

- **For each additional programme beyond the first, an extra ₹500 will be charged as an admission processing fee.**

Important Notes:
- **The MICAT paper is unique for each school. *<u>MICAT For School Of Management And School Of Applied Creativity Will Be Different.</u>***

In a single MICAT attempt, candidates can apply to programmes from either the School of Management or the School of Applied Creativity — not both.

Can I apply BOTH for programs in School of Management and School of Applied Creativity? Yes but through different MICAT exam. MICAT is conducted twice. Candidate may choose one school for one MICAT exam

Admission Guidelines for Candidates Applying to Both Schools at MICA
Important Instructions:
- **Candidates who have applied to both schools—either through different MICAT attempts or a single MICAT—are eligible for the programmes listed above.**
- **Admission will be based strictly on merit for each programme.**

- **If a candidate is merit-listed for more than one programme, they must accept the admission offer for only one programme of their choice by the deadline mentioned in the offer letter.**
- **Once a candidate accepts an offer, it is implied that they have voluntarily given up their position in the merit list of the other programme(s).**

Note: The programme choice, once confirmed, cannot be changed. Candidates are advised to make their decision carefully. Please consult our team for any clarifications or guidance. Contact: *admissions @micamail.in or* **marketing@micamail.in**

- *MICA reserves the right to modify the selection process as deemed necessary.*

Instructions for Registration:

1. This application form is an integral part of the admission process. Please provide the correct information. Admission granted on the basis of incorrect information will be ipso facto null and void.
2. In all matters regarding admission to the programme, the decision of the institute will be final and binding. No correspondence from the applicant with respect to his/her non-selection will be entertained.
3. The Institute reserves the right to re-schedule or change/cancel venue for the admission test.
4. Two letters of recommendation in the prescribed format are required to be uploaded at the link provided in the online application. **Click here** to download Blank forms for recommendation letters.
5. Please upload your Statement of Purpose (SOP) in a word document to the link provided in the online application. Address each of the following points, using the essay form in a maximum of two pages.
   - Why do you want to pursue the FPM?
   - What are your career and professional goals?
6. How do your research interests match with the sub-areas of MICA's FPM: Communication and Media, Management and Marketing, Please upload your proposed research of maximum of 1000 words and mention the names of 3 MICA faculty whose work is aligned to this area, to the link provided in the online application.
7. Please submit documents in support of the application according to the instructions given under Supporting Documents.
8. The completed application form with attachment and documents will be considered for further selection process.
9. Offer letters will be sent to candidates who feature in the final merit. If you do not accept the offer by the date mentioned in the offer letter, your name will automatically be removed from the merit list of the program.

*The institute reserves the right to make necessary changes in the selection process.

MICAT: SAMPLE QUESTIONS

Fellow Programme in Management (FPM)

DISCLAIMER

Please note that these are simply questions for your reference and not indicative of the actual paper. These questions are to give you an idea of what can be expected.

Good luck!

Descriptive

1a) 'Environment is more important than development.' Present five arguments in support of this statement.
(Provide about 250 words space to write)

1b)'Environment is more important than development.' Present five arguments against this statement.
(Provide about 250 words space to write)

1c) Having given your arguments on both sides of the statement, 'Environment is more important than development.', present your own views in about 200 words in response to a request from a leading newspaper editor. Please note that you have to take one viewpoint for your response, i.e., either for or against. No marks will be given for expressing your views on both sides of the argument.
(Provide about 250 words space to write)

2a)'Public opinion is vital for policy making.'Present 3 arguments FOR the statement.
(Provide about 250 words space to write)

2b) 'Public opinion is vital for policy making'. Present 3 arguments AGAINST the statement.
(Provide about 250 words space to write)

2c) Having given your arguments for both sides of the statement, 'Public opinion is vital for policy making', present your own views in about 200 words in response to a request from a leading newspaper editor.

Please note that you have to take one viewpoint for your response, i.e., either FOR or AGAINST. No marks will be given for expressing your views on both sides of the argument.

(Provide about 250 words space to write)

3) Arrange the following pictures in a sequence to write a story accordingly. Write the picture sequence and a story of approximately 300 words in the allocated space. Ensure that all the pictures have been utilized in the story. Please mention the sequence of images as part of your answer. (Provide about 350 words space to write)
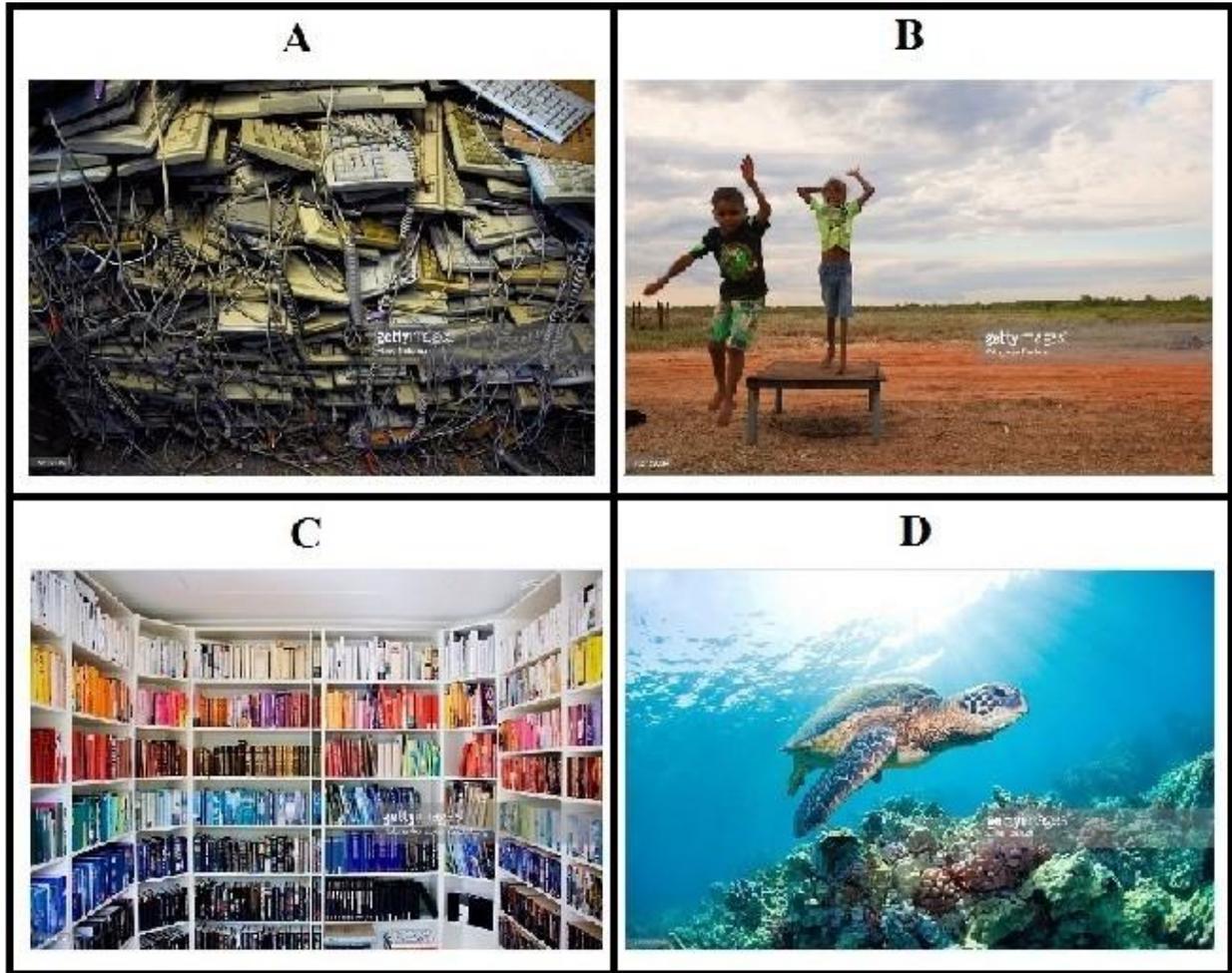
Present four pictures as in the following manner and Label the pictures as A, B, C and D)

A   B

4) Arrange the following pictures in a sequence to write a story. Indicate the picture sequence, and create a story of approximately 300 words in the allocated space. Ensure that all the pictures have been utilized.

Psychometric

AS PER THE STANDARD PRACTICE MICA DOES NOT SHARE PSYCHOMETRIC SECTION. HOWEVER, PLEASE NOTE THE FOLLOWING WHILE YOU APPEAR IN MICAT:

a. THERE IS NO RIGHT OR WRONG ANSWER IN THIS SECTION. THERE IS NO NEGATIVE MARKING.

b. YOU MUST ANSWER ALL THE QUESTIONS IN THE PSYCHOMETRIC SECTION TO ENSURE THAT YOUR TEST PAPER IS EVALUATED

Verbal Ability

Q NO 1) In the following sentence, parts of the sentence have been left blank. Beneath each sentence, four different ways of completing the sentence are indicated. From among the given choices choose the best alternative.

Kerala's writers, poets and thinkers did not inhabit solitary _____ , cut off from the outside world, or _____ themselves from the onus of being in conversation with the public.

Silos, insulating

Shells, insulting

Homes, excusing

Islands, expressing

Q NO 2) Each question has four sentences. Arrange the four sentences in a logical sequence. Choose the most appropriate sequence from the options given:a) millions of years separate seahorses from other mammals, reptiles, and even live-bearing fish:b) a pregnant seahorse father still undergoes similar bodily changes as a pregnant womanc) despite independent evolutiond) while giving birth has evolved again and again more than 150 times in vertebrates,

c-a-b-d

b-a-d-c

a-d-c-b

d-b-c-a

Q NO 3) Which of the phrases below each sentence should replace the word/phrase printed in bold in the sentence to make it grammatically correct?If the sentence is correct as it is given and no correction is required, then select No Correction Required.
I cannot make it to the award ceremony.

Make it up

Make up

Make up to

No correction required

Q NO 4) Which of the phrases below each sentence should replace the word/phrase printed in bold in the sentence to make it grammatically correct? If the sentence is correct as it is given and no correction is required, then select No Correction Required. The consultant declined to take any more new projects because he had a handful already

His hands were filled up

He had full hands

He filled his hands

No correction required

Quantitative ability and Data Interpretation

Q NO 1) The age of the mother is 30 years more than her daughter's age. Ten years hence, the mother's age will become three times the daughter's age at that time. What is the daughter's present age in years?

    Eight

    Seven

    Five

    None of these

Q NO 2) In a class of 80 students, 40% of the students play cricket, 50% play football and 30% play table tennis. If 5 students play both football and table tennis but not cricket, what is the maximum possible number of students that play both cricket and table tennis?

    11

    19

    21

    24

Q NO 3) The average marks obtained by 130 candidates were 48, while the average marks of those who passed were 56 and those who failed were 32. How many students passed the examination?

    60

    80

    70

    None of these

Q NO 4) I called customer service for my broadband connection. I had two options (English or Hindi) to choose from. Having chosen the language, there were 4 options for selecting the service. Each of these four options had three options to choose for final service. If I call customer service, how many options are available to choose the required service?

    18

    24

    12

    None of these

FPM MICAT Mock Link

https://cdn4.digialm.com//OnlineAssessment/index.html?1468@@M4