

POST GRADUATE DEGREE PROGRAMMES

MICA Ahmedabad offers the two post graduate degree programmes – PGDM C and PGDM.

While the curriculum of both the programmes is designed to instil the qualities inherent to MICA's values including empathy, creativity and leadership skills, there are some significant differentiating factors between the two programmes.

COURSEWORK OVERVIEW

Courses offered in Year I for PGDM & PGDM-C students				
PGP-1 Curriculum (PGDM & PGDM - C) First Year (Batch 2025 – 2027) (Academic Year 2025 – 2026)				
	Total # of Courses: 25		Total # of Credits: 61	
Sr	Course Name	Credits	No. of Sessions with duration of 75 Minutes	Total Session Hours
Term I				
1	Economics (Micro and Macro)	2	16	20
2	Introduction to Business Strategy	3	24	30
3	Introduction to Marketing	2	16	20
4	Accounting & Finance	2	16	20
5	Multi Sectoral Business	3	24	30
6	Introduction to Data Analysis	3	24	30
7	How to Read Culture	2	16	20
8	Research Methodology	2	16	20
9	Critical Thinking	2	16	20
	Total # of Credits in Term I	21	168	210
Sr	Course Name	Credits	No. of Sessions with duration of 75 Minutes	Total Session Hours
Term II				
1	Operations and Supply Chain	2.5	20	25
2	Sales Management	2	16	20
3	Corporate Finance	3	24	30
4	Organisational Behaviour	1	8	10
5	Biz Tech	1.5	12	15
6	Strategic Communication & Storytelling with Data	2.5	20	25
7	Advanced Data Analysis	3	24	30
8	Leadership: Emotional Intelligence & HRM (Module)	2	16	20
9	Business, Society & Environment	1	8	10
10	Pricing	1.5	12	15
11	Product, Customer, and Brand (PCB)- Theory	10	80	100
12	Product, Customer, and Brand (PCB) Immersion (Student Portfolio Development)	2	16	20
13	Product, Customer, and Brand (PCB)- Lab	3	24	30
14	Insights Mining	2	16	20
15	AI Application in Product, Customer, and Brand (PCB)	2	16	20
16	Imagining India	1	8	10
	Total # of Credits in Term II	40	320	400

Courses Offered PGDM and PGDM (C)- (2024-26) Batch					
PGP-2 Curriculum (PGDM & PGDM - C) Second Year (Batch 2024 – 2026) (Academic Year 2025 – 2026)					
	Total # of Courses: 10			Total # of Credits: 41.5	
Term I					
	CORE	Credits	Remarks	No. of Sessions with duration of 75 Minutes	Total Session Hours
1	Strategic Management	2	Compulsory	16	20
2	Cultural Analysis and Application	3		24	30
3	Multi Sectoral Analysis in Indian Context	1.5		12	15
4	Data Analysis, insight mining (its applications in Marketing Research and Business Analytics)	3		24	30
	Core Total	9.5		76	95
	Specialisation	Credits	Remarks	No. of Sessions with duration of 75 Minutes	Total Session Hours
1	Product Management	10	Any TWO Specializations to accumulate 20 credit points. Business Analysis and Consulting is recommended for PGDM	80	100
2	Sales and CRM	10		80	100
3	Brand Management	10		80	100
4	Business Analysis and Consulting	10		80	100
5	Media, Entertainment & Sports	10		80	100
	Specialisation Total	20			80
	Sectoral Specialisation	Credits	Remarks	No. of Sessions with duration of 75 Minutes	Total Session Hours
1	BFSI & Fintech	7	ANYONE Specialisation to accumulate 7 credit points	56	70
2	Data Science and AI (Compulsory for PGDM)	7		56	70
	Minor Total	7			56
	Total Credits Term I	36.5			
Term 2					
Sr	Course Name	Credits	Remarks	No. of Sessions with duration of 75 Minutes	Total Session Hours
	CORE				
1	Lab/Tooling	1	Compulsory	8	10
2	Dissertation/Capstone (TBD)	2		16	20
3	Rural Immersion	2		16	20
	Total Credits Term 2	5			

Functional Specialisation

- Product Management
- Sales and CRM
- Brand Management
- Business Analysis and Consulting

Sectoral Specialisation

- Media, Entertainment & Sports
- BFSI & Fintech
- Data Science and AI (Compulsory for PGDM)

Post Graduate Diploma in Management – Communications (PGDM-C)

Post Graduate Diploma in Management (PGDM)

Eligibility Criteria

- 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).
- Bachelor's degree with at least 50% marks or equivalent CGPA in any discipline from a recognised university.
- Candidates appearing for the final year bachelor's degree/equivalent qualification examination and those who have completed the degree requirements and are awaiting results can also apply. It is mandatory for such candidates must do the following:
 - Produce a certificate from the principal/director/registrar/head of the department of the institution/university certifying that the candidate is currently in the final year/is awaiting final results, stating that they have completed all the requirements (the result may, however, be awaited) for obtaining the bachelor's degree/equivalent qualification on the date of issue of the certificate. This certificate should be submitted latest by **June 30, 2026**,
 - Such a candidate, if selected, and submits the above-mentioned certificate will be allowed to join the programme provisionally. The admission will be confirmed only when the candidate submits the final mark sheet and certificate of having passed the bachelor's degree/equivalent qualification.

The deadline for submission of the final mark sheet and passing certificate is December 31, 2026. Non-fulfillment of this condition will automatically result in the cancellation of the provisional admission.

MICA Programmes Overview

- MICA's PGP offering has two programmes: PGDM-C and PGDM, as per the AICTE, for the Academic Year 2026-2028.
- Candidates have the choice to opt for the PGDM-C and /or PGDM programme.

Selection Process (Batch 2026-2028)

- Candidates who demonstrate an 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.
- 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. Better of the two MICAT Scores is considered. It has over 48 test centres across the country.

MICA PGDM-C / PGDM admission process given below*:

MICAT Registration

MICAT – I and II Registration date

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

CAT/ XAT/ GMAT

Each candidate must have taken **at least one** of the three exams (**MANDATORY**): CAT/ XAT/GMAT (CAT 2025 / XAT 2026 / GMAT (2024 onwards)).

Update your score options in the online application form which you would like to submit (i.e. CAT 2025, XAT 2026 & GMAT 2024 onwards). After receiving your CAT score, XAT Registration No. and GMAT score, please update the details on our website on or before January 29, 2026. (Please mention your XAT Registration number only and we will collect the score from XLRI).

For the CAT / XAT / GMAT time line visit respective website

MICA Admission Test (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 4 sub-sections) –
 - Divergent and Convergent Thinking;
 - Verbal Ability,
 - Quantitative Ability and Data Interpretation and
 - General awareness

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

Merit List Preparation

Admission to MICA happens through a 3-stage filtering process comprising of – CAT/XAT/GMAT performance, Performance in MICAT written exam and performance in Group Exercise (GE) and Personal Interview (PI)

GE & PI is conducted in the month of March

Detailed below are the steps for preparation of the Final Merit List:

Step 1: Section A (Psychometric test) is first checked. This section is a qualifier.

Step2: Those who qualify through section A, their relative performance on CAT/XAT/GMAT is considered. A minimum cut-off in CAT /XAT total percentile/GMAT score shall be considered (*Best of the three scores is considered.*)

Step 3: Those who qualify based on the CAT/XAT/GMAT performance, their Section C (aptitude test) of MICAT will be assessed.

- Section C scores are normalized. The evaluation uses percentile and raw scores for each sub-section and requires a minimum cut-off.
- Those who qualify through section C, their performance in Section B is evaluated.

NOTE: Both Sections C & B have a sectional cut-off (*percentile and raw scores*).

- Those who qualify through Steps 1, 2 and 3 will be considered for GE & PI short listing. Short listed candidates will be called for GE and PI at Ahmedabad, Bengaluru, Delhi, Kolkata or Mumbai.

The final merit list will be declared at the end of the Second week of April.

Step 4: Candidates who appear in GE & PI **MUST be RECOMMENDED** by majority number of the interview panellists, to be considered for the final merit list

NOTE: All those who meet the criteria described above, their final composite score shall be created based on the following weightage:

- CAT/XAT/GMAT: 35%
- MICAT: 25%
- GE: 10%
- PI: 20%
- 10th,12th, Graduation: 5% (10th-1.75%; 12th-1.75%; Graduation-1.5%) (Kindly go through Grade calculation method for more information*)
- Extra-Curricular, sports, academic diversity, gender diversity etc: 5% (This Information will be filled separately at the time of GE & PI)

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.

For Candidates who have opted for both PGDM-C and PGDM.

PGDM program has a greater emphasis on analytics and therefore Quantitative Abilities and Data Interpretation (QADI) cut-offs may be higher for PDGM candidates.

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.

Important Notes / Points :

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 one school only:**
 - **Either from the School of Management (PGDM-C, PGDM, FPM)**
 - OR***
 - **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. MICAT For School Of Management And School Of Applied Creativity Will Be Different.**

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

- **MICAT Demo**

MICAT Sample Questions 1

- **Percentage Calculation Method for Educational Qualification**

Note : ALL LETTER OR NUMBER GRADES WILL BE CONVERTED AND EXPRESSED AS PERCENTAGE ONLY. If the institute provides grades/CGPA instead of marks, a conversion of the same to equivalent percentage is mandatory. If no conversion factor is available / provided, then obtained CGPA needs to be multiplied by conversion factor of 10 to get the percentage. The conversion certificate needs to be furnished during the verification process and if no conversion factor exists, then a certificate from the institution/university certifying the practice needs to be provided during the verification process.

10th and 12th Grade

- **An aggregate of all subjects scores (marks) mentioned on the mark sheet will be considered for arriving at the final percentage.**

Graduation (Bachelor degree)

- **The bachelor's degree or equivalent qualification obtained by the applicant must entail a minimum of three years of education after completing higher secondary schooling (10+2) or equivalent. The degree awarded by an institute/university should be recognized by the Association of Indian Universities (AIU).**

- Percentages of marks of an applicant who is yet to complete the bachelor's degree will be computed based on their available marks of the previous semesters/years.
 - If the applicants have undergone/completed an integrated master's degree or dual degree directly after their 12th, the percentage of marks obtained as per their institute/university norms, which is considered as equivalent to bachelor's degree will be considered.
 - Bachelor's degree of an Indian applicant who has studied/studies overseas awarded by a college/institute/university, should be recognized by the Association of Indian Universities (AIU)/other appropriate authorities.
 - Calculation of Normalized Scores:
 - Scores shall be normalized using appropriate statistical methods by considering scores of all qualifying candidates up to the stage applicable to the candidate.
 - The score obtained individually by a candidate in a particular sub-section of MICAT-I/MICAT-II, e.g. Verbal Ability will be converted into a Normalized Score.
-

- MICA reserves the right to change, withdraw or introduce MICAT, GE & PI centres or any event dates mentioned above. Final centre allocation is subject to availability. MICA reserves the right to change admission process Online / offline.
- In the event of any unforeseen circumstances that may occur during MICAT Examination, the decision of MICA's Admissions Committee to conduct re-examination on the same day or otherwise shall be final and binding on the candidates.
- Candidates are further advised to keep themselves available for re-examination, etc. till 6:00 pm on the scheduled date of MICAT in the event of any such requirement.
- MICA uses CAT/XAT/GMAT in the selection process for its PGDM/PGDM-C. IIMs, XLRI and GMAC have no role in the selection process.
- 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

Note: The Admission Process may undergo change as per the Government of India's directives and/or any challenge in the testing conditions.



MICAT SAMPLE QUESTIONS

PGP (PGDM-C & PGDM)

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)

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)

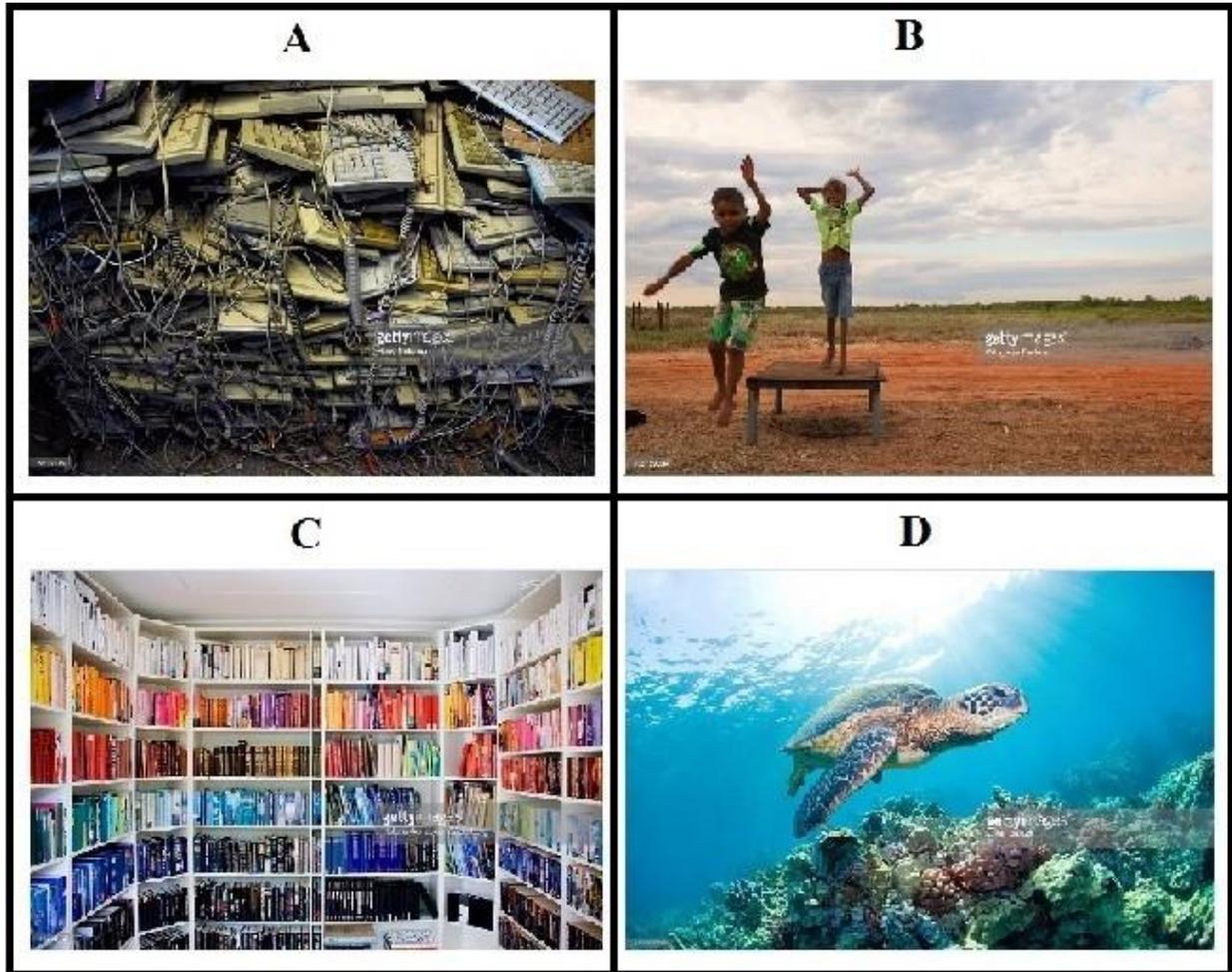
Present four pictures as in the following manner and Label the pictures as A, B, C and D)

A

B



3) 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**

Divergent and Convergent Thinking

Q NO 1) This problem consists of four clues and against that set of four clues, five alternatives are given.

These alternatives are associated with either one or more than one clues in some manner. Amongst all these five alternatives, there is only one alternative that is associated with all of the four clues in some manner.

This alternative is the right answer.

Your task is to mark the right answer from among the alternatives given.

For example, in the sample question below, alternative E “apple” is related to all the four clues as follows:

- (i) an apple cart
- (ii) cider is made from apple
- (iii) apple of my eye
- (iv) orange and apple are fruits.

In that case, you have to select and save the alternative 5.

Sample Question

Question Clues:

- (i) Cart A Round
- (ii) Cider B Juice
- (iii) Eye C Orchard
- (iv) Orange D Village

E Apple

Question Clues:

- (i) Stand
- (ii) Support
- (iii) Origin
- (iv) Bottom

Base
Heart
Election
Crowd
Wisdom

Q NO 2) Each statement is followed by two assumptions which may or may not contain data that is presupposed by the statement. Choose the most appropriate option:

Statement: Archeological excavations have to be done only by trained professionals since we cannot afford to lose any opportunity of knowing our ancestors better.

Assumption I: In order to know our ancestors better we must identify sites where they lived and dig those sites.

Assumption II: The objects our ancestors used, like pots and earthenware are our only means of knowing our ancestors.

The statement presupposes either assumption I or assumption II

The statement presupposes neither assumption I nor assumption II

The statement presupposes only assumption I

The statement presupposes only assumption II

The statement presupposes both assumption I and assumption II

Q NO 3) The Question comprises two statements followed by two conclusions I and II. Considering the two given statements to be true, identify the conclusion(s) that follow logically beyond any reasonable doubt from the information given in the statements and choose the most appropriate option.

Statements: 1. If I go to the market or to the mall then I will not go swimming.
 2. The mall was so crowded that I did not dare to step in.

Conclusions: I. I have either done my shopping at the market or gone swimming.
 II. If the market is also crowded then I will have gone swimming.

Only conclusion I follows

Only conclusion II follows

Either conclusion I or II Follows

Neither conclusion I nor II follows

Both conclusions I and II follow

Q NO 4) The Question comprises two statements followed by two conclusions I and II. Considering the two given statements to be true, identify the conclusion(s) that follow logically beyond any reasonable doubt from the information given in the statements and choose the most appropriate option.

Statements:

1. None of the big brands have an online presence yet.
2. Those brands having an online presence offer huge discounts.

Conclusions:

- I. Big brands only have physical stores in which they do not offer huge discounts.
- II. If a brand is offering a huge discount it must be having an online presence.

Only conclusion I follows

Only conclusion II follows

Either conclusion I or II follows

Neither conclusion I nor II follows

Both conclusions I and II follow

General Awareness

Q NO 1) *Asal Uttar'* is related to

Uttar Pradesh
1965 Indo-Pak War
1971 Indo-Pak War
Actions against Naxals

Q NO 2) Find the odd one out:

The Economic Times
The Financial Express
Business Standard
Business Line

Q NO 3) Project Vishwas was launched by _____ in India to restore the reputation of its flagship brand.

Cadbury's
Pepsi
Maggi
Coke

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

PGDM-C & PGDM MICAT Mock Link

<https://cdn4.digialm.com/OnlineAssessment/index.html?1468@@M3>