

MICA
THE SCHOOL OF IDEAS

Placement Brochure 2026-2027

UNLEASHING NEW TALENT FOR THE IMAGINATION AGE

//mica.ac.in

Vision, Mission, Objectives & Values

Our Vision

We nurture creative thinkers in the age of imagination

Our Mission

- Shape change-agents who deliver purposeful impact amid ambiguity
- Fuel imagination through interdisciplinary learning
- Ignite bold dialogues where diverse voices lead
- Drive ethical innovation through emerging technologies
- Build transformative partnerships for world-class research and social progress

Our Values

- **Dialogic**: have bold dialogues, step into the unknown, take leaps of faith, lead from the front
- **Empathetic**: leave no one behind, be kind, demonstrate the ability to understand
- **Curious**: constant learners, openness to new ideas and thoughts, intellectual curiosity
- **Fortitude**: can bounce back, high emotional quotient
- **Inclusive**: team players, believe in the power of the many, be good listeners

Our Objectives

- **Continue** to be an eminent Higher Education Institute (HEI) recognised for its excellence, innovation and impact. Be in the NIRF Top ranked institutions in the Management Category and top 500 QS Rankings for areas that MICA focuses on.
- **Consolidate** its position as a leading academic trendspotter by actively engaging with global and technological shifts in line with national priorities
- **Affirm** its leadership in inter, multi, and trans-disciplinary learning, reflected in MICA Deemed to be University – Distinct Category's centres of excellence, studios, faculty mix, curriculum, and pedagogy, with a clear ambition to become a MERU of repute
- **Champion** its identity as the preferred destination that provides the ecosystem and freedom for those seeking to create cutting-edge knowledge
- **Position** itself as the University of choice for aspirants seeking to make the world a better place through ethical innovations and creative entrepreneurship
- **Sustain** its best-in-class 1:12 faculty-student ratio, enriched by strong industry collaboration and a high presence of eminent visiting faculty and practitioners to foster holistic learning
- **Foster** the best learner experience through a vibrant, inclusive and eco-friendly campus with digital and AI-enabled infrastructure
- **Lead** by example in providing a safe and respectful space for all voices to be heard, contributing to purposeful social transformation
- **Broaden** access to opportunities by opening its doors to every deserving candidate, whether they be students, faculty or staff
- **Combine** forces with national and global educational institutes of repute to realise the vision envisaged in the NEP 2020

Leadership



Ms. Jaya Deshmukh
Director & CEO

As a MICAn, industry professional, and now Director at MICA, I carry forward a legacy of imagination, inquiry, and impact. We believe the future of education lies in blending human values with emerging technologies.

Each student has been rigorously trained and industry-tested, ready to carry the MICAn legacy forward.



Dr. Githa Heggde
Dean & Principal

Academics at MICA are structured to reflect today's dynamic business landscape and evolving learner needs. With technology reshaping industries, our updated curriculum integrates AI while championing human creativity.

Focused on Product, Customer, Brand, Communications, Entertainment, Content and Creativity, it prepares students for the future through shared stories and collective growth.



Dr. Indranil Banerji
Head - External Relations & Growth

What stands out this year is not just the diversity of sectors, but the nature of roles, from strategy and consulting analysts to brand storytellers, product marketers, and growth leaders. This reinforces that organizations are now looking for professionals who can navigate ambiguity, drive narratives, and create business impact beyond conventional functions.

Additionally, a significant number of Pre-Placement Offers (PPOs) underline the strong performance of our students during their internships and the confidence recruiters place in MICAns.

At MICA, we believe we are not just preparing students for roles, but to shape industries in the age of imagination.

MICA – The School of Ideas

MICA was established by AGK Krishnamurthy in 1991, in Ahmedabad, to fulfil the growing demand of communication professionals in advertising and market research and this has since then been the core MICA ethos.

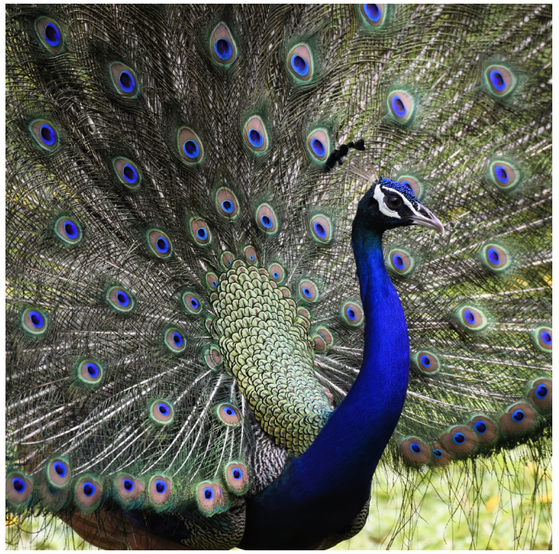
A constant sync with the industry to map its needs, develop and deliver academic programs that serve the industry's purpose. After 35 years, with an alumni strength of 4500+ MICA has delivered its promise. Across FMCG, media, consulting, e-commerce, technology, and financial services, wherever the intersection of strategy, creativity, and communication matters, there is a MICAn in the room. Often at the head of the table.

MICAns are the CEO of Tata Starbucks, the Chief Digital & AI Officer of TVS Motor Company, the Head of Amazon India Ads Marketing, the Global Chief Marketing Officer of Bel Group, and the iCloud International Business Leader at Apple. They run agencies, build startups, lead brands, and shape the conversations that move markets.



A.G. Krishnamurthy's vision has become our reality. This is the Age of Imagination. And MICA has been preparing for it since 1991.





The current MICA magic is matured and crystallised into MICA lens, a trademarked MICA property that informs every activity at the institute. The MICA lens manifests in the curriculum throw interdisciplinary courses that prepares students with knowledge and skills across different industries and roles making them deployable at the earliest. The interdisciplinary learning approach infuses in every MICAn, open-minded and an ease to deal with ambiguity and operate with a blend of analytical and creative attributes that far exceeds their peers from other leading management institutes in India.

A unique MICAn persona is by design that manifests itself in:

- Admission process (selection through MICAT – an in-house customised selection tool, along with CAT/XAT/GMAT scores).
- Highly competitive conversion (1:40) for the PGP programs.
- The learning environment at MICA is a lab in action.
- Creative and management students co-inhabit the same campus.

All this work towards our vision of nurturing 'creative thinkers in the age of imagination'.

The MICAN Magic Manifestations

Being a MICAn is a transformative journey both personally and professionally because it is shaped by an immersive and holistic ecosystem.



Fully Residential Program

All MICA programs are fully residential, housed within a lush 19-acre green campus designed to foster learning, collaboration, and well-being. Students benefit from a 24x7 library (KEIC), smart classrooms, auditoriums, amphitheatres, open plazas, sports facilities, and gymnasiums—creating a space where minds and bodies stay active and sharp.



Diverse Batch Profile

A typical MICA cohort brings together students from diverse academic backgrounds—arts, humanities, pure and social sciences, engineering, commerce, law, medicine, design, journalism, and management. With representation from 16–18 Indian states, the batch also reflects wide-ranging professional, geographic, gender, and economic diversity. This diversity sparks rich peer-to-peer learning in group assignments, case discussions, and real-world problem-solving.



Optimal Batch Size

MICA maintains an ideal cohort size that promotes deep engagement, effective collaboration, and strong peer networks.



Active and Early Industry-Embedded Learning

Exposure to business realities through industry-led competitions and challenges. Have won accolades over the past year in events hosted by Accenture, AB InBev, Grant Thornton Bharat, Samsung, Reliance, and the Tata Group—solving problems in domains such as marketing strategy, consulting, product innovation, and sustainability. These structured engagements help students apply classroom learning to real-world outcomes.



Inter-College Competitions

MICAns consistently perform at national-level competitions organized by institutions such as the IIMs, NMIMS, SPJIMR, and SCMHRD. Whether it's quizzes, pitch contests, or live projects, students collaborate across disciplines, work through multi-stage formats, and benchmark their ideas against the best minds from other top B-schools.



Student Committees and Campus Engagement

Experiential learning is embedded in MICA's culture. Committees like MCSA (MICA Council for Student Affairs), MICANVAS, TEDxMICA, and MICAMINDS organize workshops, speaker series, and flagship campus events. Students take initiative, lead teams, plan events, engage sponsors, and manage stakeholders—developing leadership and execution skills alongside academic rigor.

Together, these elements shape the MICAn identity: curious, collaborative, industry-savvy, and unafraid to tackle real-world challenges with creativity and conviction.

Academic offerings at MICA

At MICA we run Post Graduate Programs (PGP) - PG Diploma in Management – Communications (PGDMC) and PG Diploma in Management (PGDM), a Certificate Course in Creativity – Crafting Creative Communication (CCC) and a Fellowship Program in Management (FPM). These residential programs are designed to prepare trained and ready to be employed professionals to serve different industries.

- The PGP programs focus on excellence in customer-centricity through brand management, sales and customer relationship management, product management, media and platform management and business analysis.
- CCC is dedicated to training and preparing art directors and copy writers.
- The FPM program hyper focuses upon building scholarly and research capabilities.

Post-Graduate Programs (PGDMC and PGDM) Strategic Overview:
Future-Ready Curriculum at MICA School of Ideas

MICA's re-envisioned curriculum is strategically designed to prepare students for leadership in the evolving world of Product, Consumer, and Brand (PCB) business. Built on deep theoretical foundations and industry integration, the curriculum aligns with future job roles through a future-backwards strategy rooted in skill-set mapping across the MICA 150—a curated list of companies defining the next decade of business.

This forward-looking curriculum offers Eight functional specialisations:

- Advanced Product Management & Product Marketing (Building & Marketing Products)
- Advanced Sales and CRM Leadership
- Advanced Brand Management
- Campaign Design & Performance Management
- Marketing Technology & AI
- Data Science & Analytics with AI
- Customer Experience Strategy & Digital Transformation
- Business Analytics & Consulting

In parallel, eight sectoral specialisations provides domain depth:

- FMCG & FMCD
- Consumer Tech - Quick Commerce, E-commerce & Travel Tech
- Retail Business
- Media, Entertainment & Sports
- BFSI & FinTech
- Consulting & Tech Consulting
- Business Analytics & AI
- Health-Tech and Health Care Management

- Each course is mandated to integrate AI and emerging technologies, ensuring students gain hands-on proficiency with tools that power modern business.
- The pedagogical model blends theory, context, application, and labs, allowing students to solve real-world problems while mastering conceptual rigour.
- Industry-focussed courses taught by visiting faculty and core courses by full-time faculty members, the combination creates healthy mix of theory and practice.
- Blending culture, creativity, communication, and analytics, MICA produces versatile professionals who can decode consumer behaviour, design business solutions, and lead with innovation.

This curriculum ensures MICA graduates are not only job-ready but future-ready, equipped with the critical thinking, digital fluency, and strategic foresight essential for tomorrow's PCB business landscape.

MICA invites future-facing recruiters to engage with talent that is prepared to lead transformative change in dynamic business ecosystems.

Each MICAN is identifiable as they are all unified and stamped by the unique MICA experience which prepares learners to seamlessly navigate the Data-driven-AI enabled world while holding the edge of distinct human values.

Every learner of the PGP acquires:



Critical Thinking Skills



Leadership Vision



Analytical Mindset



Global Citizen View



Managerial Capability



Growth Mindset

2024-26 PGP Batch Profile

In a business landscape shaped by rapid shifts in consumer behavior, AI-led disruption, and immersive brand experiences, this cohort at MICA reflects a purposeful synthesis of domain diversity, experiential range, and future-facing orientation/is an intentionally diverse talent composition—equipped to learn, operate and excel at the intersection of technology, creativity, and strategic insight.

- This student cohort has a **balanced gender composition—44% female, 56% male**—mirroring MICAs institutional commitment to inclusive leadership pipelines.
- Over **64% of students bringing prior professional experience,** and **more than a quarter having over two years in the industry**, the cohort strikes an optimal balance between fresh perspectives and applied rigour.
- Academic diversity is another defining strength: **31% hail from engineering, 19% from commerce, 20% from arts & design**, and **17% from management** backgrounds, reinforcing the school's positioning as an interdisciplinary talent hub well-suited to roles demanding cross-functional thinking—particularly in **brand management, product strategy, digital transformation, AI-led marketing, and media innovation.**



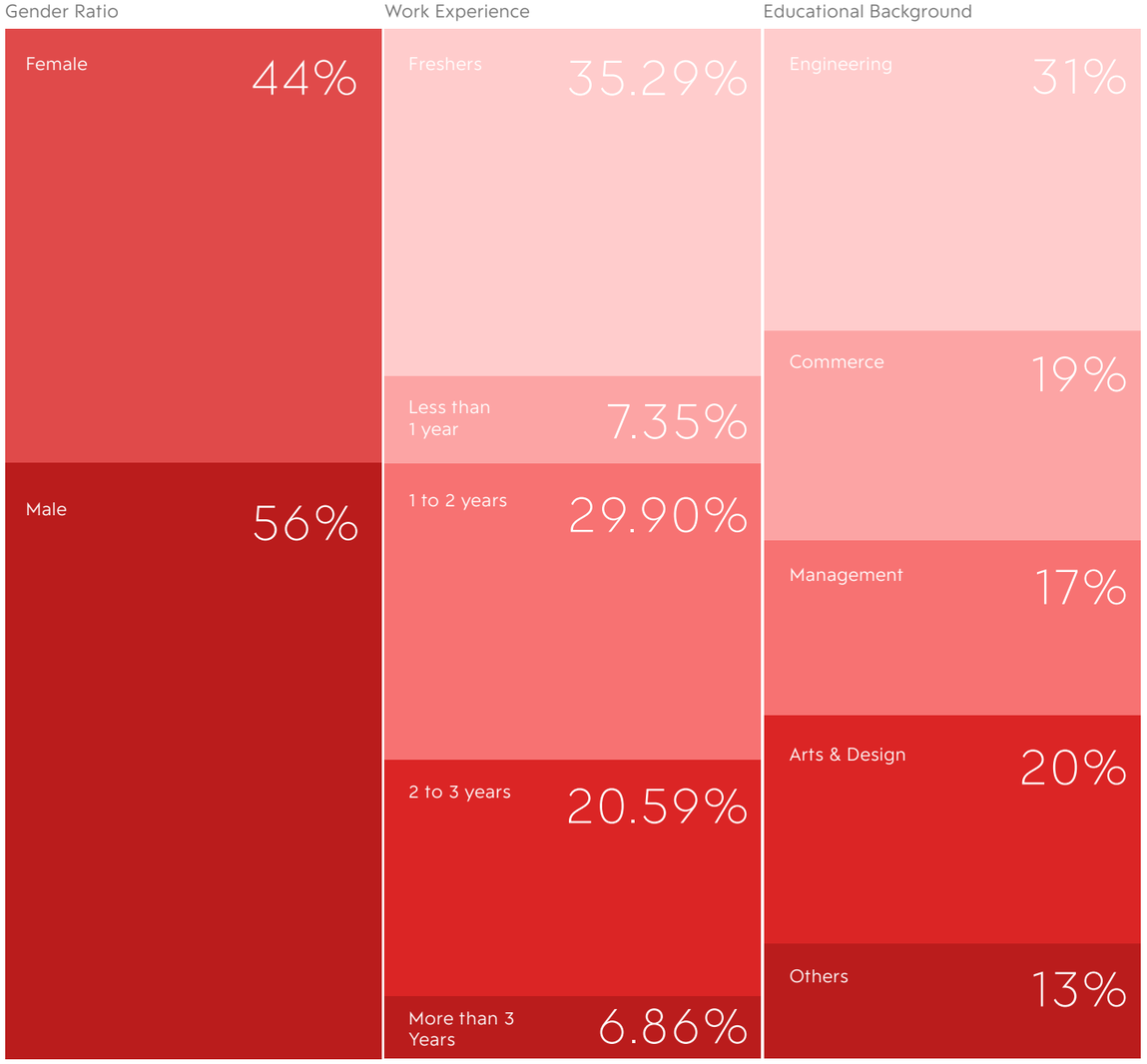
At Google, I saw MICA's lessons come alive — from mapping user journeys to adding creative personal touches. A teammate even said, 'You must be from MICA — so creative!' That moment proved how recognizable our MICA DNA truly is.

Maheshwari Rawat,
Customer Experience Intern at Google India



Securing a PPO from HSBC has been a defining milestone in my professional journey, and I owe much of this success to the rigorous ecosystem at MICA. The college's focus on strategic marketing and consumer insights provided me with the unique toolkit needed to excel during my internship.

Aditya Singh,
Management Trainee, International Wealth and Premier Banking - HSBC



Final Placements - Batch 2024–26

The Batch of 2024-26 witnessed a consistent 100% placement season, demonstrating sustained industry interest in MICA talent. The season saw a diverse mix of roles across marketing, analytics, consulting, strategy, and communication - reflecting the growing demand for multidisciplinary professionals who can navigate the intersection of culture and commerce.

This batch proved that the MICAn edge isn't just a differentiator - it's a multiplier. A notable number of students also converted their Summer Internship Programs into Pre-Placement Offers, reinforcing industry confidence in the cohort's on-ground performance.

Placement Highlights - 197 students placed | 91 recruiters

Highest CTC (₹)
45.67 LPA

Average CTC (₹)
20.12 LPA

Median CTC (₹)
19.57 LPA

Top 25 Average (₹)
34.00 LPA

Top 50 Average (₹)
29.26 LPA

Top 100 Average (₹)
24.79 LPA



Sector Overview – PGP 31 Placements

FMCG/FMCD/E Commerce
53 Offers | ₹ 20.56L Average | ₹ 36.22L Highest

Consulting & Tech
26 Offers | ₹ 22.65L Average | ₹ 29.04L Highest

Media & Entertainment
34 Offers | ₹ 17.21L Average | ₹ 22.80L Highest

Consumer Tech
23 Offers | ₹25.09L Average | ₹ 45.67L Highest

BFSI & Fintech
34 Offers | ₹ 19.84L Average | ₹ 38.60L Highest

Others
27 Offers | ₹ 16.22L Average | ₹ 23.16L Highest

Roles Offered

The batch received offers across a wide spectrum of **Marketing & Branding, Product Management, Business Development & Sales, Analytics, Consulting, Technology, and Strategy roles** - reflecting the cohort's functional depth and cross-industry adaptability.

- Assistant Manager - Brand Marketing
- Brand Manager / Brand Strategy
- Brand Storytelling Specialist
- Business Development & Sales
- Business Growth
- Business Operations Manager
- Business Strategy Associate
- Channel & Trade Marketing
- Client Solutions Executive
- Communication Strategy Manager
- Content Strategy
- Data Scientist
- Digital Content & Platform Strategy
- Digital Marketing - Campaign Manager
- Employer Branding
- Growth Marketing
- Lead – Strategy & Growth
- Leadership Trainee - Analytics
- Management Trainee
- Management Trainee - Consulting
- Management Trainee - Sales
- Marketing Manager
- Media Planning & Buying
- Partnerships & Brand Collaborations
- Performance Marketing
- Product Management Analyst
- Product Marketing
- Relationship Manager Senior Consultant / Business Consultant
- Senior Manager - Marketing
- Strategy & Consulting Analyst

Final Placement Recruiters 2024–26

FMCG / FMCD / E-Commerce

Aditya Birla Fashion & Retail · ABInBev · Amul The Taste of India · bloon toys · BRND ME · Caratlane · The Coca-Cola Company · Hindustan Coca-Cola Beverages · accenture · Dalmia cement · de construct · Godrej · ITC Enduring Value · Kapiva · KIMIRICA HUNTER · L'ORÉAL · myTRIDENT · Myntra · NIVEA · oppo · PHL · RSPL · Sanfe · Tailblaze · TATA CONSUMER PRODUCTS · TAE · TITAN COMPANY · truemeds · USHA

BFSI & Fintech

airpay · fibe · HSBC · ICICI PRUDENTIAL · IDFC FIRST Bank · Jio Financial Services · navi · KFINTECH · YES BANK

Consumer Tech / Internet / Platforms

affinity · CIRCLES · Google · indiamart · infoedge · redBus · shaadi.com

Consulting & Tech

Associated Advertising · accenture · genpact · IBM · JMS · mindtickle · position2

Media, Advertising, Entertainment & OTT

Bennett & Coleman The Times of India · CogCulture · Craving Digital · EndemolShine India · eleve · ENIL · Huella Services · kuku. · Leo Burnett · media.net · Rusk Media · saregama · Sony Pictures · TRIBES · WPP

Others

Amrit Energy · BPL Medical Technologies · CenturyPly · Chiripal · Delhivery · Everest · Happiest Health · Ivy homes · J&J · Larsen & Toubro · Maruti Suzuki · Narayana Health · organo · RBZ Jewellers Ltd · Schneider Electric · Sun Pharma · Tata Steel #WeAlsoMakeTomorrow · Tracxn · vedanta · WattPower · ZILO

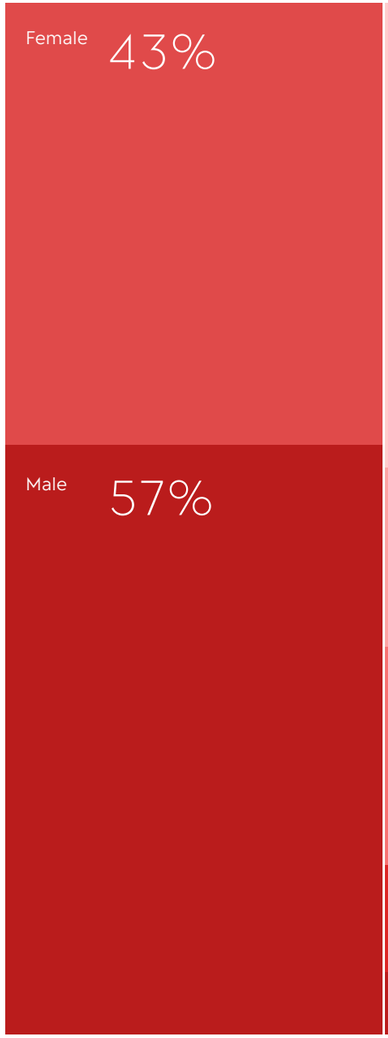
Batch Profile 2025-27

In a business landscape shaped by rapid shifts in consumer behaviour, AI-led disruption, and immersive brand experiences, the Class of 2025–27 reflects a purposeful synthesis of domain diversity, experiential range, and future-facing orientation. An intentionally diverse talent composition - equipped to learn, operate, and excel at the intersection of technology, creativity, and strategic insight.

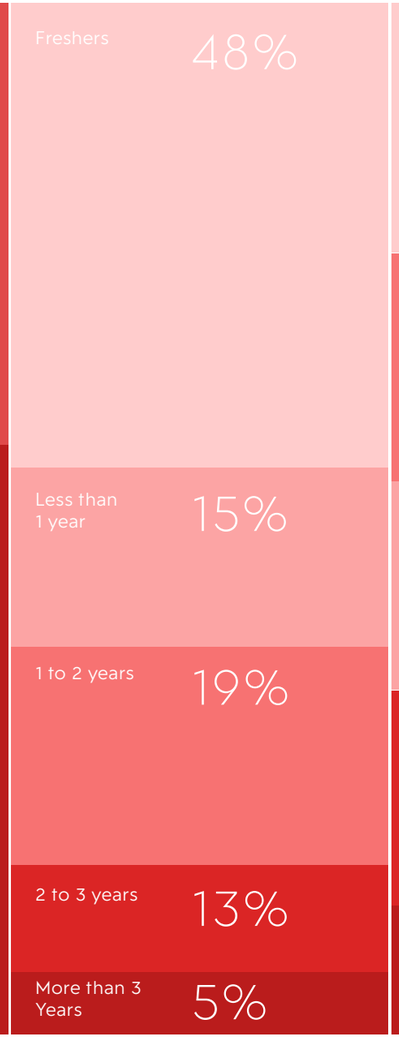
Youthful Energy. Industry-Tested Talent. The average age of the batch is 23 years - a perfect blend of fresh perspectives and early-career curiosity. Over half the batch (54%) brings prior work experience across digital marketing, media, consulting, analytics, FMCG, and tech. This hands-on exposure ensures recruiters engage with candidates who combine academic rigour with real-world agility, strategic thinking, and immediate contribution to business goals.



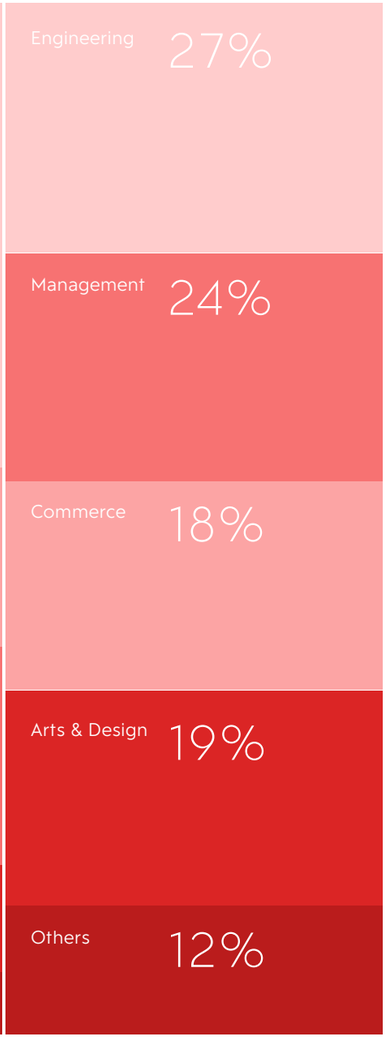
Gender Ratio



Work Experience



Educational Background



Summer Placements 2026

In the current digitally accelerated economy, industries are recalibrating their talent strategies - making internships a critical proving ground for final placements. MICA's Summer Placement season for the Batch of 2025–27 reflects both the institution's ability to prepare students for high-impact roles and the industry's enduring confidence in the MICAn edge.

Highest stipend (₹) *
5,76,000

Average stipend (₹) *
1,77,262

Top 25 Average stipend (₹) *
4,61,200

Top 50 Average Stipend (₹) *
3,91,340

Top 100 Average Stipend (₹) *
3,03,070

Students Placed
100%

* For 2 months



Sector Overview — Summer Placements 2026

Offers & stipends (for 2 Months) by sector

FMCG/E-Comm

Offers	Average	Highest
84	₹ 1.83L	₹ 5.00L

Media & OTT

Offers	Average	Highest
34	₹ 1.52L	₹ 3.00L

BFSI & Fintech

Offers	Average	Highest
19	₹ 1.72L	₹ 4.35L

Consulting & Tech

Offers	Average	Highest
19	₹ 3.13L	₹ 3.50L

Consumer Tech

Offers	Average	Highest
11	₹ 3.86L	₹ 5.76L

Others

Offers	Average	Highest
62	₹ 1.04L	₹ 3.50L

Roles Offered

- Account Planning
- Associate Consultant
- Brand Management
- Brand Marketing
- Brand Solutions
- Business & Strategy Analyst
- Business Development
- Business Planning
- Business Strategy
- Client Servicing & Strategy
- Communications
- Content Development & Analytics
- Corporate Communications
- Creative/Data Strategy
- Data & Insights
- Digital Media Planning
- E-commerce
- Growth Marketing
- GTM and Product Marketing
- Influencer Marketing
- Management Trainee
- Market Research
- Marketing & Branding
- Marketing & Communications
- Marketing Strategy
- Performance Marketing
- Product Analytics
- Programming Strategy & Insights
- Sales and Marketing
- Social Media Strategist
- S&C Intern
- Creative Design & Advertising

Summer Internship Recruiters 2026

FMCG / FMCD / E-Commerce



BFSI & Fintech



Consumer Tech / Internet / Platforms



Consulting & Tech



Media, Advertising, Entertainment & OTT



Others



Make a Mark

- MICA's alumni footprint demonstrates the tangible impact across industries by stepping into roles that shape strategy, drive innovation and influence consumer engagement at scale.
- A MICAn today is championing roles across consulting (shaping business transformation); product leadership (driving innovation from insight to execution); brand stewardship (building meaningful customer engagement).
- MICA alumni are shouldering leadership responsibilities in global corporations, high-growth start-ups, and digital-first enterprises.
- The foundational training of every MICAn prepares them to be open-minded, deal with ambiguity, be solution-oriented and lean-in with the team which translates into their ability to render complex analytics into actionable strategies, redefining customer experience through data-based storytelling and digital design.
- Every MICAn is trained to think laterally, act strategically and deliver measurable value







Corporate Engagement Calendar 2026-27

MICA's engagement with industry is year-round, structured, and purpose-driven designed to ensure that learning happens at the intersection of the classroom and the boardroom.

When	What
28-Jun-26	PGP 1 + SOAC + FPM Inauguration
11-Jul-26	Alumni Meet | Mumbai + Delhi + Bangalore
07-Aug-26	CHRO + CMO Summit | Bangalore
21-Aug-26	CHRO + CMO Summit | Mumbai
04-Sep-26	Singapore Alumni Meet
11-Sep-26	CHRO + CMO Summit | Delhi
December 19 to 21, 2026	MICA for MICAns | on campus | 1000 alumni and 5 tracks
January 22 to 24, 2027	ICMC + CHRO + CMO + Job Fair
February 12 to 14, 2027	MICANVAS
March 25 to April 03, 2027	SOAC & SOMA Exhibition
April 04 to 15, 2027	SOAC Summer Internship
June 19 to 25, 2027	SOAC Placements begin (Online & Offline)
26-Jun-27	SOAC 2027 Convocation

Prominent MICAns

Over 5,000 alumni have shaped markets across three decades — leading where creativity meets commerce, where culture shapes markets, and where communication drives transformation. Over 50% of MICA's first ten batches hold Director-level positions or above. Leaders like:

Aditya Kanthy
CEO & MD, Omnicom Advertising Group

Ajit Gurnani
Chief Business Dev Officer, Publicis Groupe

Akanksha Jain
MD, Accenture Song India

Alok Sanwal
Chief Executive Officer, Dainik Jagran INEXT

Anuj Kumar
Co-founder, Chief Revenue & Operating Officer, Affle

Aparna Mahesh
Chief Marketing Officer, Great Learning

Arjoon Bose
Vice President Marketing (Europe Middle East Africa & India), Coach

Arvind K
Cloud+ International Business Leadership, Apple Inc.

Atreyi Ray
Managing VP - Product Management (Markets and Industries), Gartner

Avinava Banerjee
Head eCommerce Strategy & Tranformation GCC, PepsiCo

Basant Rathore
Senior VP - Strategy, Brand & Business Development, Jagran Prakashan Ltd.

Dheeraj Sinha
Group CEO - India and South Asia, FCB India

G Srinivasa Raghavan
Global President & CEO, TVS Mobility Private Limited

Ganga Ganapathi
International Country Marketing Leader, Publicis Sapient

Himanshu Vashishtha
Founder & CEO, SixthFactor Consulting

Isha Sapra
Co-Founder & CEO, Ausper

Kavita Chaturvedi
Chief Executive, Biscuits & Confections (Biscuits & Cakes, Confectionery, Chocolates & Coffee), ITC Limited

Kedar Lele
President - South Asia, Haleon

Kishore Ajwani
Managing Editor, News18 India

Kunal Jeswani
Chief Executive Officer, Ogilvy, ASEAN

Madhumita Chakraborty
Global Brand Lead, HP

Monika Chandra
Senior Director, UX Research, Google Search,- Google

Navaneeth L V
CEO, THG Publishing Private Limited, The Hindu

Navin Khemka
President, WPP Media

Nishant Kaushal
Founder & CEO, ADNA Research

Pallavi Chopra
Chief Marketing Officer, redBus

Priyanka Khaneja
Head of Amazon India Ads Marketing, Amazon

Radhika Bahri
Director, Global Media, Meta

Rajat Tuli
Co-Founder, USTRAA- Grooming For Men

Rishi Saxena
Global Product Lead, WFA 'Halo' Cross Media Measurement Initiative, WFA

Rohit Meht
Director, Amazon Devices, Amazon

Ruchika Singh
Director , Head of Data Science & Insights, Spotify

Sagnik Mukherjee
Head of Branded Integrations in Content, Sony Pictures Networks India

Sanjay Sharma
Founder, Asymmetry

Sushant Dash
Chief Executive Officer, Tata Global Beverages

Tara Prabhakar
Senior Director, Strategic Growth Initiatives,

Tithi Ghosh
President, Ogilvy South, Ogilvy & Mather

Vaibhav Mehta
Founder | Director, The Content Lab

Varun Dua
Chief Executive Officer, Acko

Vishnu Athreya
Senior VP - Content Strategy & Current Series Production, Warner Bros. Animation

Where MICAns Work

MICAns lead at some of the world's most respected organisations across FMCG, technology, consulting, media, and financial services.

MICA: Plan Ahead

MICA is actively shaping its Vision 2030, expanding its expertise in creativity and human-centered thinking for a data-driven and AI-embedded world.

To realize this vision, MICA is enhancing its programs to establish two specialized schools under MICA's broader umbrella:



The School of Ideas

Focused on excellence in customer-centricity through brand management, sales and customer relationship management, product management, media & platform management, and business analysis, leading to postgraduate and doctoral degrees in management.



The School for Creativity

Dedicated to the artistic, ethical, and commercial creation and management of content, talent, and entertainment, leading to postgraduate and doctoral degrees in content, entertainment, and creative sciences.

The common thread that binds both schools is the art and science of storytelling—widely recognized as the ultimate skill needed to navigate and thrive in a digital and AI-driven world.

MICA is committed to strengthening and expanding its presence in the Global South as a leading hub of expertise. As AI continues to evolve, its ability to process information independently and influence decision-making is redefining how we engage with technology.

Our goals for the next 5 years

- Successfully set up two distinct schools with interdisciplinary programmes: Management School with a Difference; School for Applied Creativity & School for Communications under the MICA umbrella.
- Be a leader and effectively and profitably participate in the reskilling opportunity presented by AI, eCommerce & Digital Marketing and Influencer Marketing.
- Be recognized as a School for creating astute professionals who can transform & lead business & society with empathy and creativity

I Partner with MICA

Industry needs professionals who navigate ambiguity, synthesise complexity, and communicate direction when the map is being redrawn. MICA graduates don't just fill roles - they define what roles need to exist.

Our research doesn't just respond to industry trends - it interprets them before they crystallise. Our LMDPs don't offer generic training - they solve specific organisational challenges.

MICA
THE SCHOOL OF IDEAS

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