

Post Graduate Program in Content and Creative Economy (CCE)

Eligibility Criteria

- Admission to the **Post Graduate Program in Content and Creative Economy (CCE)** 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.

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.

Who should apply?

- We will be applying for the AICTE approval.

Applicants are not required to take the CAT (Common Admission Test) for this programme. However, they must appear for the **MICAT**, which is a **Computer-Based Test (CBT)** conducted twice a year—in **December 2025** and **February 2026**. Candidates may choose to take **both MICAT I and MICAT II**, and the **better of the two scores** will be considered for evaluation. The test is held at **over 48 centres across India**.

Additionally, a **Bachelor's degree or an equivalent qualification** in any discipline, recognized by the **Association of Indian Universities**, is a mandatory requirement.

We are looking for aspirants who are essentially creative, intellectually curious, vividly imaginative with a diverse set of interests. A flair for writing and the ability to visualize will be seen as an added advantage. The aspirant should be reasonably knowledgeable about the world of advertising, communication, art, visual design, digital media and entertainment while possessing lateral thinking capabilities with an inherent passion for learning.

Selection Process & Timelines

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

1. **Online Application for CCE**
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.

All candidates are assessed on MICAT, which consists of 3 sections

- Section A: Psychometric Test
- Section B: Descriptive Test
- Section C: **Creative Aptitude and Potential (CAP)**

3. **Personal Interview and portfolio presentation:** Shortlisted candidates based on the **MICAT** call for Personal Interview and portfolio presentation.
4. **Final Selection to the Programme is based on:**
 - *MICAT: 25%*
 - *Portfolio: 25%*
 - *PI: 50% , includes 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%

Stage	Remark	
1	CCE Online Registration	MICAT – I - Regn. Opens : September 2025. Regn. Close: November 20, 2025 at 11:50 pm MICAT – II - Regn. Opens : November 25, 2025. Regn. Close : January 29, 2026 at 11:50 pm
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. All candidates are assessed on MICAT, which consists of 3 sections <ul style="list-style-type: none">• Section A: Psychometric Test• Section B: Descriptive Test• Section C: Creative Aptitude and Potential (CAP)	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	Personal Interview and portfolio presentation: Shortlisted candidates based on the MICAT call for Personal Interview and portfolio presentation. call for Personal Interview (PI).	March 2026

	at Ahmedabad, Bengaluru, Delhi, Kolkata or Mumbai.	
5	Final Selection to the Programme is based on: <ul style="list-style-type: none"> • <i>MICAT: 25%</i> • <i>Portfolio: 25%</i> • <i>PI: 50% , includes 10th,12th, Graduation: 5% (10th-1.75%; 12th-1.75%; Graduation-1.5%) (Kindly go through Grade calculation method for more information*)</i> <i>Extra-Curricular, sports, academic diversity, gender diversity etc: 5%</i>	April 25, 2026

Timeline (2026-2027)

EVENTS	DAYS AND DATES
MICAT I	
MICAT I Registration opens	September 2025
MICAT I Registration closes	November 20, 2025 at 11:50 pm
MICAT I Issue of Call Letters/Admit Card	December 03, 2025
MICAT I	December 6, 2025
MICAT I Score	December 24, 2025
MICAT II	
MICAT II Registration opens	November 25, 2025
MICAT II Registration closes	January 29, 2026. at 11:50pm
MICAT II Issue of Call Letters/Admit Card	February 10, 2026
MICAT II	February 13, 2026
MICAT II Score	February 28, 2026
PI Shortlist	February 28, 2026
PI at MICA, Ahmedabad	March 9 & 10, 2026
PI at Delhi	March 14, 15 & 16, 2026

EVENTS	DAYS AND DATES
PI at Bangalore	March 21 & 22, 2026
PI at Kolkata	March 21 & 22, 2026
PI at Mumbai	March 27 & 28, 2026
Final Results	On or before April 15, 2026

MICA reserves the right to change, withdraw or introduce PI centres or any event dates mentioned above. Final centre allocation is subject to availability. MICA reserves the right to change the admission process Online / offline.

How to Apply

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 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.

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.