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## PGDM-C Programme Vision

The programme will stand out as a first choice programme for students desiring to pursue management careers with a special emphasis on marketing and communications, and shall be highly respected in the industry for its content, pedagogy and the outcomes in terms of the quality of students qualifying in the programme.

## PGDM-C Programme Mission

The programme will develop ethical, well rounded, responsible and talented professionals, who would manage and lead organizations using analytical, innovative, creative and out-of-the-box approaches.

## Selection Process (Batch 2019-21)

Candidates who demonstrate 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.

MICA selection is a 3-step process as detailed below:

### **Step-I: CAT/ XAT/GMAT.**

Each candidate must have taken at least one of the three exams: CAT/ XAT/GMAT (CAT 2018 / XAT 2019 / GMAT (2017 onwards)).

### **Step-II: MICA Admission Test (MICAT).**

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

- Section A: Psychometric Test
- Section B: (has 4 sub-sections) - Verbal ability, Quantitative ability and Data Interpretation, General awareness; Divergent and Convergent Thinking

- Section C: Descriptive Test.

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

**Step-III: GE & PI:** All the candidates shortlisted on the basis of their performance in CAT/XAT/GMAT & MICAT shall appear for both Group Exercise (GE) & Personal Interview (PI).

### Preparation of Shortlist of the candidates for GE & PI

- a. **Section A of MICAT** (Psychometric test) is a qualifier.
- b. Those who qualify on the Psychometric, their relative performance on CAT/XAT/GMAT will be considered. Candidates clearing a minimum cut-off in CAT /XAT total percentile/GMAT score shall be considered.
- c. Those who qualify based on the CAT/XAT/GMAT performance, their **Section B of MICAT** will be assessed.
- d. Those who qualify on the basis of relative performance subject to a minimum cut-off in \*Normalized Scores of Section B of MICAT shall have their **Section C of MICAT** Assessed. Each section will have its own cut-off.
- e. Those who qualify on the basis of a, b, c and d (on the basis of relative performance subject to a minimum cut-off in Normalized Scores of Section C of MICAT) shall be considered for short listing for GE and PI. Short listed candidates will be called for GE and PI at Ahmedabad, Bengaluru, Delhi, Kolkata & Mumbai. (GE & PI candidate list is prepared on the Composite Score formula of 50% CAT/XAT/GMAT and 50% MICAT scores)

### Final Merit List Preparation

All those candidates who appear in GE & PI are considered for the final merit list **MUST be RECOMMENDED** by **majority** of the panelists of PI.

- a. All those who meet the criteria described above, their final composite score shall be created based on the following weightage:
  - CAT/XAT/GMAT: 20%
  - MICAT: 30%
  - GE: 20%
  - PI: 30%

### End Notes:

- MICAT is a Computer Based Test (CBT) used for selection of PGDM-C 2019-2021 batch. It is conducted twice a year in over 48 cities across the country. Better of the two MICAT Scores is considered. A student may choose to write both MICAT I & II. Section A, B, and C of MICAT may not appear in the same order.

- If a candidate has appeared for more than one exam (CAT, XAT and GMAT) the better of the two/ best of the three exams performance will be considered.

**\*Calculation of Normalized Scores:**

- i. 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.
  - a. Scores shall be normalized using appropriate statistical methods by considering scores of all qualifying candidates up to the stage applicable to the candidate. Normalized scores will be calculated for each sub section separately.
- ii. Total MICAT-I/MICAT-II score will also be Normalized using appropriate statistical methods.

**Note:**

- The exact cut-offs mentioned above are based on previous years' MICAT data and this may vary year to year. In view of this fact the Admissions Committee of MICA reserves the right of changing the same if deemed desirable in the light of the data.
- Approximately 1/10th of the total number of candidates who appear in the two MICATs will be shortlisted for GE & PI based on CAT/XAT/ GMAT and the total MICAT Score.

**MICAT – I Application Fee is Rs. 1985.**

**MICAT Sample Questions**

**Timeline (2019-2021)**

<b>EVENTS</b>	<b>DAYS AND DATES</b>
MICAT – I Registration opens	Thursday, August 23, 2018
MICAT – I Registration closes	Tuesday, November 20, 2018 at 11:50 pm
Issue of MICAT- I Call Letters/Admit Card	Monday, November 26, 2018
MICAT – I	Sunday, December 02, 2018
MICAT -I Score	Tuesday, December 18, 2018
MICAT – II Registration opens	Thursday, January 3, 2019
MICAT – II Registration closes	Wednesday, January 30, 2019. at 11:50pm
Issue of MICAT- II Call Letters/Admit Card	Monday, February 04, 2019
MICAT – II	Saturday, February 09, 2019
MICAT – II Score	Tuesday, February 19, 2019
GE & PI Shortlist	Tuesday, February 19, 2019
GE & PI at Delhi and Kolkata	Thursday-Saturday, March 7, 8 & 9, 2019
GE & PI at MICA, Ahmedabad	Tuesday & Wednesday, March 12 & 13, 2019
GE & PI at Bangalore & Mumbai	Saturday-Monday, March 16, 17 & 18, 2019
Final results	Monday, March 25, 2019

MICA reserves the right to change, withdraw or introduce MICAT, GE & PI centers or any event dates mentioned above. Final center allocation is subject to availability.

In the event of any unforeseen circumstances that may occur during MICAT Examination, 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.

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