POST GRADUATE DEGREE PROGRAMMES

PGDM C and PGDM curriculum 2025-2026

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.

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PGDM-C

The Post Graduate Diploma in Management - Communications (PGDM-C) at MICA is a unique programme aimed at developing professionals equipped with the competencies needed to excel in the fields of strategic marketing, communication, and media & entertainment. The programme is designed to blend creativity with business acumen, ensuring students can navigate and succeed in dynamic industries characterized by rapid technological advancements and changing consumer behaviours.

Competencies

Empathy indicated by the ability to understand, connect, and resonate with others' emotions and experiences. It includes socio-cultural sensitivity as well as being sensitive to all the stakeholders.

- Creativity defined by the tendency to generate and/or recognize original and novel ideas, alternatives, or possibilities that may be useful in solving problems and communicating with others.

- Leadership skills the ability to inspire, collaborate, and empower to achieve a shared objective and vision.

- Analytical thinking the ability to adopt evidence, data, critical reasoning, and a systematic approach to problem-solving.

PGDM

The PGDM programme at MICA is designed to develop business leaders with strong analytical, creative, and leadership skills. Focused on marketing, business analytics, and creative industry management, the programme equips students with the competencies needed to thrive in dynamic business environments, enabling them to make informed, strategic decisions in the professional world.

Competencies

- Empathy Socio-Cultural and stakeholder sensitivity: the ability to understand, connect, and resonate with others' emotions and experiences.

- Creativity the tendency to generate or recognize original and novel ideas, alternatives, or possibilities that may be useful in solving problems and communicating with others.

- Leadership skills the ability to inspire, collaborate, and empower to achieve a shared objective and vision.

- Entrepreneurial Decision-making ability is reflected by resource optimisation, risktaking, and resilience

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)

COURSEWORK OVERVIEW

Courses offered in Year 1 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 a 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	16	20
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 1	**21**	**160**	**200**

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**	**100**
	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**	**70**
	Total Credits Term 1	**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**			