

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.

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	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 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)