

*The difference between who you are  
and who you want to be...*

*is where you learn*



MEASI  
Institute of  
Management



Prospectus 2022

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*Blurring the line  
between  
Academia  
and Industry*

# MEASI PRIME

## *A forward-looking pedagogy*

There is a distinctive line that exists between academics and the industry. While colleges teach students the principles of management as theory, in a controlled classroom environment, the industry expects every graduate to be ready for the real world and skilled in problem-solving, communication and all the essential tools. Hence the biggest challenge facing college graduates today is the lack of prerequisite skills expected by companies.

MEASI Institute of Management has set out to blur this line with revolutionary teaching methods so that our students can transition seamlessly from academia to the industry.

Tall claims like revolutionizing education usually end up just being blackboards replaced by smart-boards but at MEASI the learning is experiential, immersive and truly unique.



# PRIME

## Participatory Learning & Practical Application

Students spend half the day in class and half in a work environment, giving them the experience and exposure in the various departments of an organization and developing abilities like decision-making, teamwork and leadership. This also allows them to understand theory in the context of their own work experience, instead of just accepting the examples given in a book.





## **PRIME** **Research** **& Intelligence**

With data overtaking oil as the most valuable commodity in the world, the capacity to assimilate and analyze information through research is naturally a crucial skill. Through activities like competitor research and other data enrichment projects, students learn the required scientific methodologies while also building on communication, time management and analytical thinking.

# PRIME

## Industry Connect & Collaboration

MEASI brings real-life work wisdom directly to the students, creating an interface that allows them to communicate and learn from the business world through internships, CXO talks, sit-downs with business leaders and active participation in actual consultancy projects. This solves deficiencies of the existing educational system by focusing on critical thinking and real-time industry knowledge, enabling easier job placements and invaluable networking opportunities.





# PRIME

## **Mentorship & Guidance**

Despite the new approach to education, it is important to take into account the challenges that each student will face based on their personal past and present realities. Mentors are crucial for the development of students because they allow them to see the hope inside themselves and instil confidence. The Mentorship and Guidance program gives individual focus to every student through assigned mentors and personalized attention. The Mentors assist specifically with career planning, personal development and readiness based on a well-designed mentoring concept.

# PRIME

## Expertise & Power Skills

To become a successful entrepreneur or a corporate professional, Expertise and Power Skills are essential.

Creativity, Adaptability and Resilience are the foundation that bonds every other skill acquired along the way. To build this foundation, the students are taken through a series of interventions including exercises, hands-on workshops and exclusive training by Corporate Experts.

We believe management education is more than just an MBA degree.

MEASI's educational experience is focused not just on the consumption of knowledge but the application of it as well.





*Take a career path  
~~less travelled~~  
you pave yourself*



# The Programme

MEASI Institute of Management offers an exclusive 2 Year Master's Programme in Business Administration, providing a formidable base of knowledge in fundamentals of management in an array of cores and electives.

## Eligibility for Full-time MBA

A Bachelor's Degree from the University of Madras or any other University or qualification equivalent to the norms prescribed by the University of Madras.

The MBA Programme is a full-time offering which consists of 4 semesters. The graduate student gets to select any two electives from the following specializations:

- **Finance**
- **Marketing**
- **Logistics Management**
- **Hospital Management**
- **Human Resources**
- **Systems**

The course provides the students with a strong foundation in the theory and principles of business management in general as well as their respective areas of specialization.

The following section of this prospectus deals with how theoretical insights thus acquired get further reinforced through the practical application of those principles in real-time research and consultancy projects, and other interventions.



## Admission Procedure

- MAT (Management Aptitude Test) scores
- Common Entrance Test by Consortium of Self Financing Professional Arts and Science Colleges approved by the Government of Tamil Nadu for MBA Programmes
- MEASI Aptitude Test

For application deadlines and important dates, please refer to our website:

[www.measimba.ac.in](http://www.measimba.ac.in)

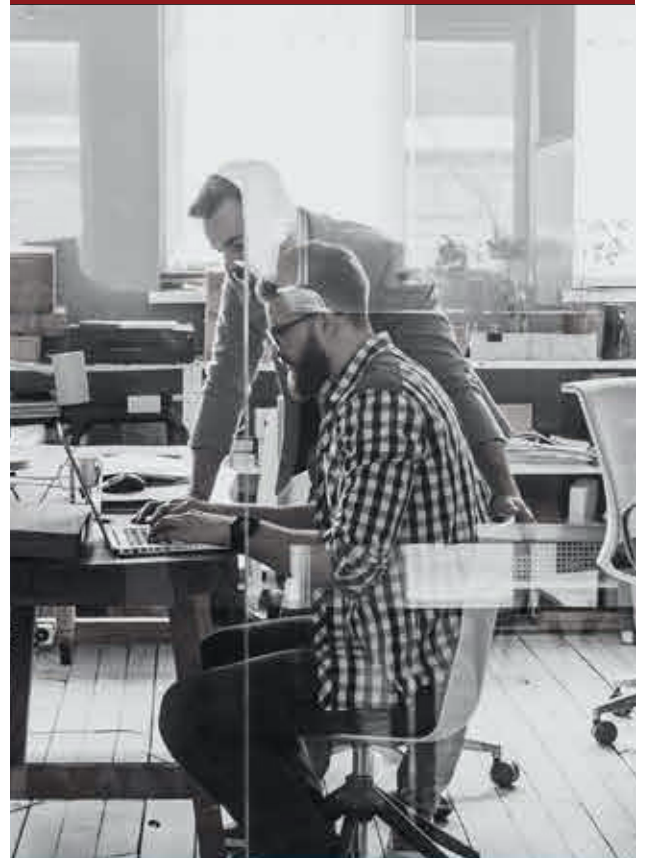
# MEASI

## Purple Cow

MEASI PRIME pedagogy is actualized in the campus through a programme named MEASI Purple Cow. It is a unique initiative for accelerating business learning through a series of structured interventions including real-life projects, student development programmes and focus group engagement with industry veterans and professionals.

### Research & Consultancy

An effort to bring students closer to the Industry by involving them in actual consultancy assignments. Whether a business is looking for a solution to a problem it faces or needs to improve a certain aspect of its business process or requires a certain service, MEASI Purple Cow takes it up and provides Consultancy services much like any business consultancy firm. Assignments could be related to providing marketing support, improving productivity, optimizing profits or any other aspect of the business. Guided by our faculty, students get an opportunity to work alongside researchers and industry practitioners in addressing these business needs.

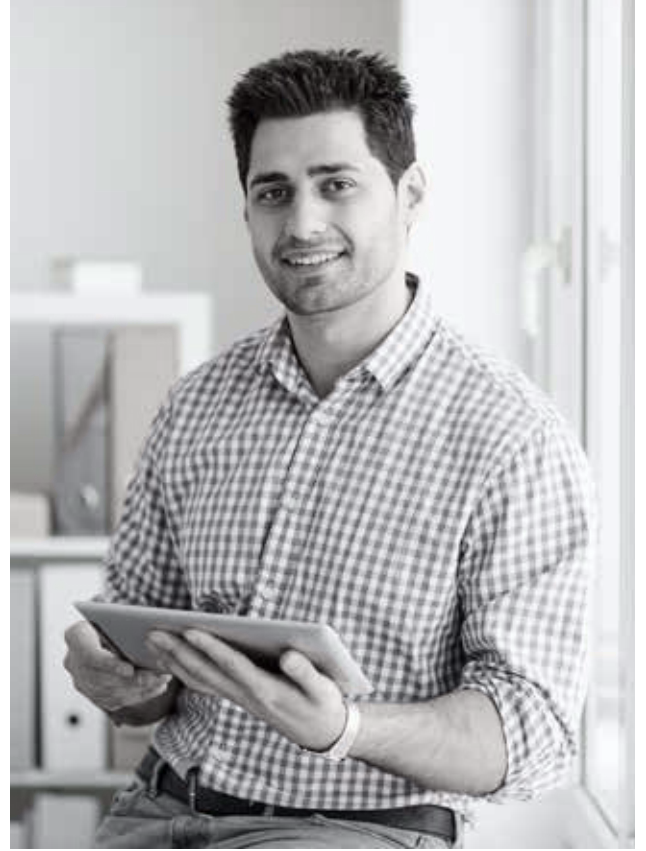


### Special Initiatives

A bouquet of initiatives such as CXO Talks, Focus Group Discussions and Student Development Programmes aimed at introducing the student to the latest trends of the industry and equip them with multiple capabilities through various approaches. A notable one is a personalized Career Mentoring programme, where every student is aligned with a young professional or successful entrepreneur from the industry who would mentor and guide them in their career aspirations.

## Entrepreneurship Development

Aspiring to be an entrepreneur is a great thought and being an entrepreneur is a great task. Nurturing every budding entrepreneur by providing the right ecosystem is one of our key objectives. While a greater effort is deployed for equipping our student-preneurs by instilling the right attitude and the right skill-sets, equal importance is given to help them launch their dream venture by providing the necessary support system as well.



## Alumni Engagement

Our alumni are spread across the globe, engaged in various sectors in high profile jobs and multiple business activities. The efforts are to keep them continually engage with their Alma Mater and make them create an impact in every student's development and career journey. Equal amount of effort is also being deployed to provide support in the career journey of every alumnus as well, even years after their graduation.



## Social Responsibility

The existence of today's facility and the knowledge infrastructure is the result of our founding fathers' benevolence.

While we look up to them with gratitude, we nurture our students to become socially conscious and socially responsible citizens and encourage them to give back to society.

The activities in MEASI Purple Cow is designed in a manner that ensures that every student equips himself adequately with all the required expertise for a successful career in corporate or in entrepreneurship.

## Clubs and Cells

### Clubs

- Toastmasters Club
- Youth Red Cross (YRC)
- Rotaract Club (RC)
- Citizen Consumer Club (CCC)
- Red Ribbon Club (RRC)

### Cells

- Career Development Cell
- Entrepreneurship Development & Incubation Cell
- Industry Institute Interaction Cell





## Curriculum

## Practical Application

Lectures  
Case Studies  
Group Discussions  
Hands-on Sessions

Consultancy Projects  
Development Programmes  
Career Mentoring  
Entrepreneurship Development

### SEMESTER 1

Management Principles  
Organisational Behaviour  
Quantitative Techniques  
Managerial Economics

Project Management  
Research Techniques  
Data Analytics  
Business Communication

### SEMESTER 2

Legal Aspects in Business  
Operations Management  
International Business  
Applied Operations Research

Strategic Planning  
Database Management  
Total Quality Management  
Entrepreneurial Management

### SEMESTER 3

Marketing  
Finance  
Human Resources  
Summer Internship

Digital Marketing  
Talent Acquisition  
Financial Modeling  
Logistics Optimization

### SEMESTER 4

Logistics  
Systems  
Hospital Management  
Final Project

Assessment  
Certification

# PhD in Management

Our commitment to building knowledge infrastructure is evident in the milieu we provide, in which those with a research bent of mind feel empowered and encouraged. The PhD programme and research facilities at MEASI Institute of Management are designed to provide researchers and research scholars the flexibility to explore their research interests independently in a wide variety of areas and equip them to perform well in a collaborative environment. The PhD programme is offered in disciplines such as marketing, finance, systems, human resource management and other areas related to management.

## Eligibility for Full-time & Part-time PhD

Candidates with Post-Graduate Degree in Management or related subjects are eligible for enrollment in the PhD programme, subject to the other norms prescribed by the University of Madras.

## Admission Procedure

The admission shall be made purely on a merit basis, and evaluated on the following criteria:

- Certified results of qualifying examination (PG)
- Written Entrance Exam and
- Performance in the personal interview

Admissions are subject to approval by the University of Madras.

For application deadlines and important dates, please refer to the University of Madras website:

**[www.unom.ac.in](http://www.unom.ac.in)**



# Blended Learning

At MEASI, we strongly believe that the human element in classroom learning cannot be completely replaced, but at the same time, today, there is a need like never before to engage and learn through online mode. Keeping this in mind, we have developed a right blend of classroom learning with technology-based learning.

Our online teaching methods are designed to keep alive the classroom discussions and give the desired e-learning experience by interacting with professors to complete projects and assignments.

This pedagogy of blended learning using virtual platforms in addition to the existing mode of classroom teaching comprises an optimal blend of both virtual and conventional learning.

Learning objectives are achieved by combining online and face to face interactions by bringing a host of educational resources and experiences. We believe in retaining the student-teacher connect and at the same time keeping the campus magic intact.





## **Campus Life**

### **Infrastructure**

MEASI Institute of Management is located in the heart of the city in a sprawling campus of 12 acres along with other MEASI institutions. The campus has a mosque, sports ground, a bank, a cafeteria, as well as student accommodation. The entire campus is Wi-Fi enabled with high speed connectivity.

### **Digital Infrastructure**

Information Technology forms an integral part of MEASI. The state-of-the-art laboratory with the latest hardware and software enables the students to stay updated and connected.

### **Library**

The library subscribes to several national journals and international journals and contains close to 20,000 books. It also has an extensive collection of project reports. The Library Information System (LIS) maintains a record of all books and EBSCO and J-Gate Plus online journals.

### **Auditorium**

The institute has its own acoustically designed auditorium equipped with a high-quality audio-visual system.



*Leap*  
~~Step~~ into the  
corporate world

# Placements

The placement cell facilitates students to explore career options and guides them in identifying potential employers that match their interests, strengths and skill set. Case studies, real-life projects, group discussions, interactions with industry experts and alumni, all form part of this programme and go a long way in preparing students for placements.

The placement team takes the initiative to explore career avenues through visits to companies in a wide range of sectors. The selection process starts with a pre-placement talk by the recruiting organization, where the students are given insights on the company, job profile and career progression. This is then followed by the selection procedure adopted by the respective recruiter. Some of the leading corporates where our students have been placed:



# Recruiters' Testimonials

Ms. Afsheen Arifa Khadija, joined Ernst & Young LLP on 13th January 2020 as Intern. Afsheen has been pro-active, and was able to execute the given tasks with minimal supervision, and has been much helpful in understanding and ensuring the smooth running of the tasks assigned to her in a short span of time.

**Anusha N S**  
**Senior Associate - Ernst & Young LLP**

We have been conducting campus drive in MEASI Institute of Management. The quality of the students from MEASI is extremely good and the ones who we placed from the campus recruitment are truly an asset to our organization.

**Sankar**  
**HR Manager - Fynsea**

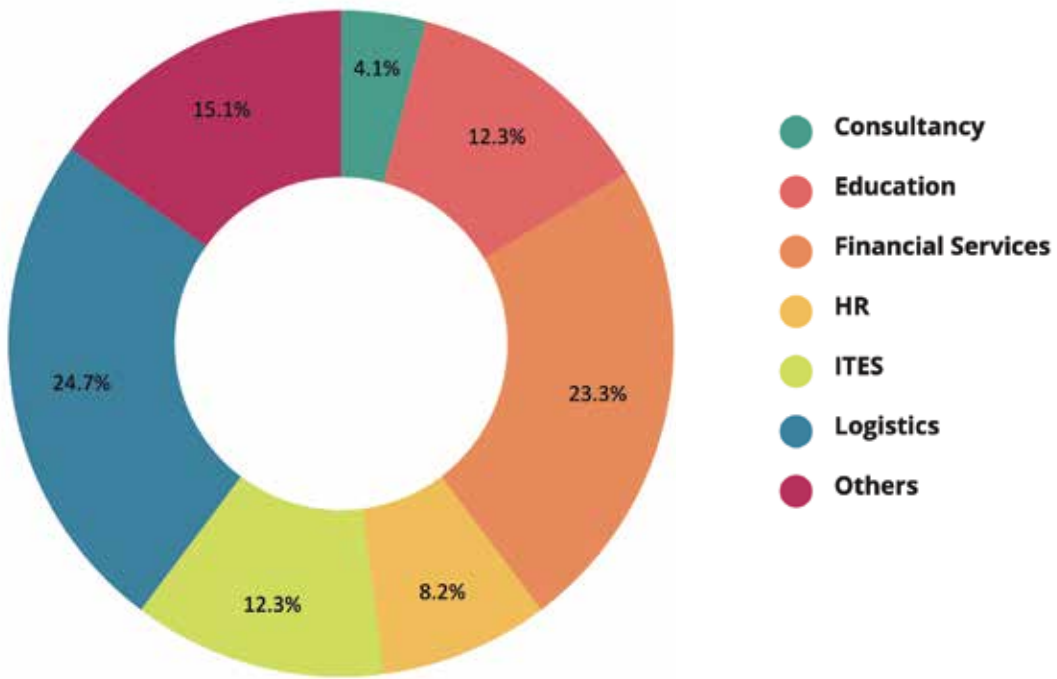
I am happy that we were able to offer job opportunities to seven MBA students from the MEASI Institute of Management. I came across some amazing talent during my visit and I would recommend the employers to invest in these young minds to help you build your business.

**Naveen Prakash**  
**Cofounder - Global Logistics**

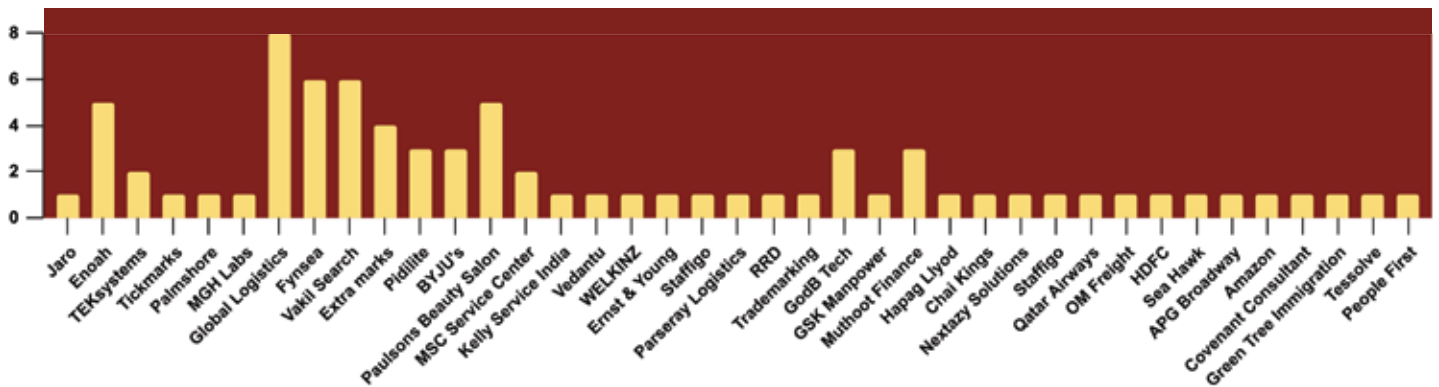
## Placement Report of Batch 2018 - 2020

Particulars	Count
Total No. of Students	117
No. of Students Registered for Placement	70
No. of Students Placed	58
Placement Percentage	83
No. of Students turned Entrepreneur/ Family Business and Higher Studies	47

# Industry-wise details



# Company-wise details



# Students' Testimonials

MEASI is more than an educational institution for me, it is home and always made me feel safe and comfortable. This institution has always given me enough opportunities to explore the creative side of myself. And I will always be proud to call myself as a MEASIAN.

**K Mohammed Shafeeq**  
**Data Associate - Amazon.com**

MEASI is a place where you can find an amalgamation of learning, fun, culture, literature and many such life preaching activities. The best thing about the college was being part of a supportive faculty environment, where everyone is focused on uplifting and encouraging succeeding as individuals.

**Afsheen Arifa Khadija**  
**Experience Management Associate - Ernst & Young Global**

My journey in MEASI has been incredible and amazing. I am thankful to the placement cell of MEASI for providing an opportunity to work in a MNC in the beginning of my career.

**Noohu Rifath M R**  
**Executive Sales - Global Logistics**



# About us

MEASI Institute of Management is a forward-looking business school that constantly strives to meet the needs of students, recruiters, and industry partners in the ever so rapidly changing business environment. We believe management education is much more than a degree. Hence, in addition to the curriculum, our innovative pedagogy focuses on participatory learning through practical application of management principles, providing students with hands-on industry experience. The problem-solving capabilities and the leadership skills that are instilled in our students transform them into confident professionals and business leaders of the future.

Established in 1987, MEASI Institute of Management was the first Institute affiliated to University of Madras to offer a Master of Business Administration (MBA) course. It is also one of the only three recognized Research Institutes affiliated to the University of Madras which is approved to conduct Research and offer PhD programme in Management.

## **Chairman**

Nawab Mohammed  
Abdul Ali Azimjah  
*His Highness, The Prince of Arcot*

## **Executive Director**

Mr. Elias Sait

## **Finance Director**

Mr. Najimudeen Majeed

## **Director - Academics**

Dr.D. Nisar Ahmed

**Best Education Award 2019**

**Goal Achiever Award 2018**

**Global Education Excellence  
Award 2017**

**Educational Excellence  
Award 2016**

**15+ Gold Medalists**



**MEASI**  
*Institute of Management*

*Approved by All India Council of Technical Education  
Affiliated to the University of Madras  
ISO 9001:2015 Certified Institute*

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