



SOP for Admissions

1. Description

The MBA admissions process for MEASI Institute of Management is a crucial and highly competitive phase for aspiring students seeking to enhance their careers and gain advanced business knowledge. This document aims to provide a comprehensive understanding of the standard operating procedures involved in MBA admissions at MEASI Institute of Management. From essential requirements and application processes to the selection criteria and evaluation methods, this will navigate aspiring candidates through the intricacies of the MBA admissions journey.

2. Purpose

The purpose of this Standard Operating Procedure (SOP) is to outline the step-by-step admission process for prospective students applying to MEASI Institute of Management for the MBA degree program.

3. Objectives

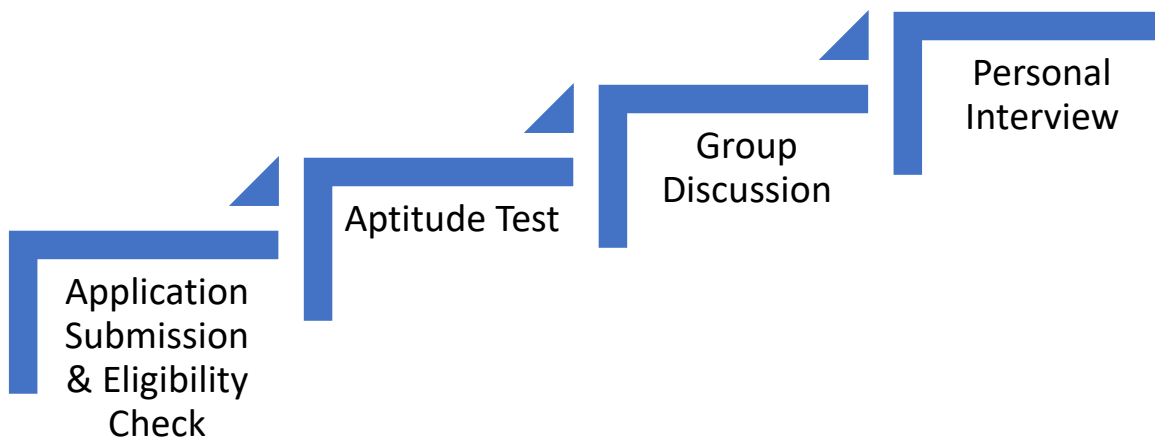
- To establish standardized criteria to assess academic aptitude, professional experience, and program alignment consistently across all applicants.
- To implement comprehensive evaluation methods to measure candidates' verbal, written, and interpersonal communication abilities essential for MBA.
- To create processes to identify candidates with leadership potential, growth capacity, and alignment with institutional values and program culture.



- To ensure uniform application of admission standards while maintaining fairness, transparency, and adherence to academic excellence requirements.
- To streamline admission procedures for timely decision-making while maintaining thorough evaluation and positive applicant experience.

4. Procedure:

MEASI Institute of Management follows a structured admission process to assess and select qualified candidates. The admission process consists of four stages:



In addition to this, MEASI Institute of Management also admits students from TANCET Open Window Counselling held by Anna University, Chennai.



The information given below explains the step-by-step admission process of MEASI Institute of Management:

Stage 1: Application Submission and Eligibility Check

Eligibility

- Applicants must possess an undergraduate degree with a minimum aggregate score of 50%.

Application Process

Admissions for the academic year are announced exclusively through the official website, www.measiim.edu.in

- **Steps to apply**
- Register online www.measiim.edu.in/admission/
- A mail will be sent to your registered email from admin desk. This mail contains the user id, password and the link to fill in the application form.
- Login to the portal. Click the payment option to pay the application fee of Rs. 1000/- and on paying the application fee, you are automatically redirected to the portal.
- The application form activates once the payment is confirmed. Fill in the applicant details and submit the form.
- Your application is accepted and download the same for your reference.
- Upload documents that are available and these documents can be in any format like doc, docx, JPEG, PDF etc. The size of the documents must not exceed 100kb.
- All candidates interested in applying must submit their applications online through the institute's website.



- Once an applicant submits their application and holds 50% or more in the Under Graduate program, they are considered eligible to proceed with the subsequent stages of the admission process.

Stage 2: Aptitude Test (Weightage: 30 Marks)

- Applicants are invited in batches (min of 20 applicants) to appear for an Aptitude Test, which comprises of questions related to basic mathematics and vocabulary.
- In addition to the test, a Statement of Purpose (SOP) is required. The SOP assesses the applicant's English proficiency and their motivation for pursuing an MBA degree at MEASI Institute of Management.
- The SOP carries a weightage of 5 marks and is evaluated for clarity, coherence, and the applicant's motivation for choosing our institution.
- The results of the Aptitude Test and SOP are compiled, and applicants then move on to the next stage of the admission process.

Stage 3: Group Discussion (Weightage: 30 Marks)

- Candidates are invited to participate in a Group Discussion (GD) session.
- The GD panel comprises of Alumni, Corporate and is supervised by the Director and a few members from the Management.
- In the GD, candidates are divided into teams and given a predetermined topic to discuss. One team supports the topic, while the other team opposes it.
- The GD evaluates candidates on their ability to articulate their thoughts, engage in constructive discussions, and present their ideas coherently.
- GD participants are assessed on their understanding of the topic, critical thinking skills, communication, and teamwork.
- Each candidate's performance in the GD is scored out of 30 marks.



Stage 4: Personal Interview with Management (Weightage: 40 Marks)

- Candidates who successfully pass the Aptitude Test and perform well in the Group Discussion move on to the final stage, which is the one-on-one interview with the management committee of MEASI Institute of Management. The committee comprises of President, Vice President, Executive Director, EC Members, Head of the Institute (Director), Corporates and Alumni.
- The interview panel evaluates candidates holistically, taking into consideration their performance in the previous stages.
- The interview assesses the applicant's overall suitability for the MBA program, their motivation, and their alignment with the institute's vision and mission.
- The committee's decision during the interview is the determining factor for admission.
- The final admission decision is promptly conveyed to the candidate through email. In the event of selection by the management, an official provisional admission letter is issued to confirm the applicant's admission to our institute.

5. Procedure

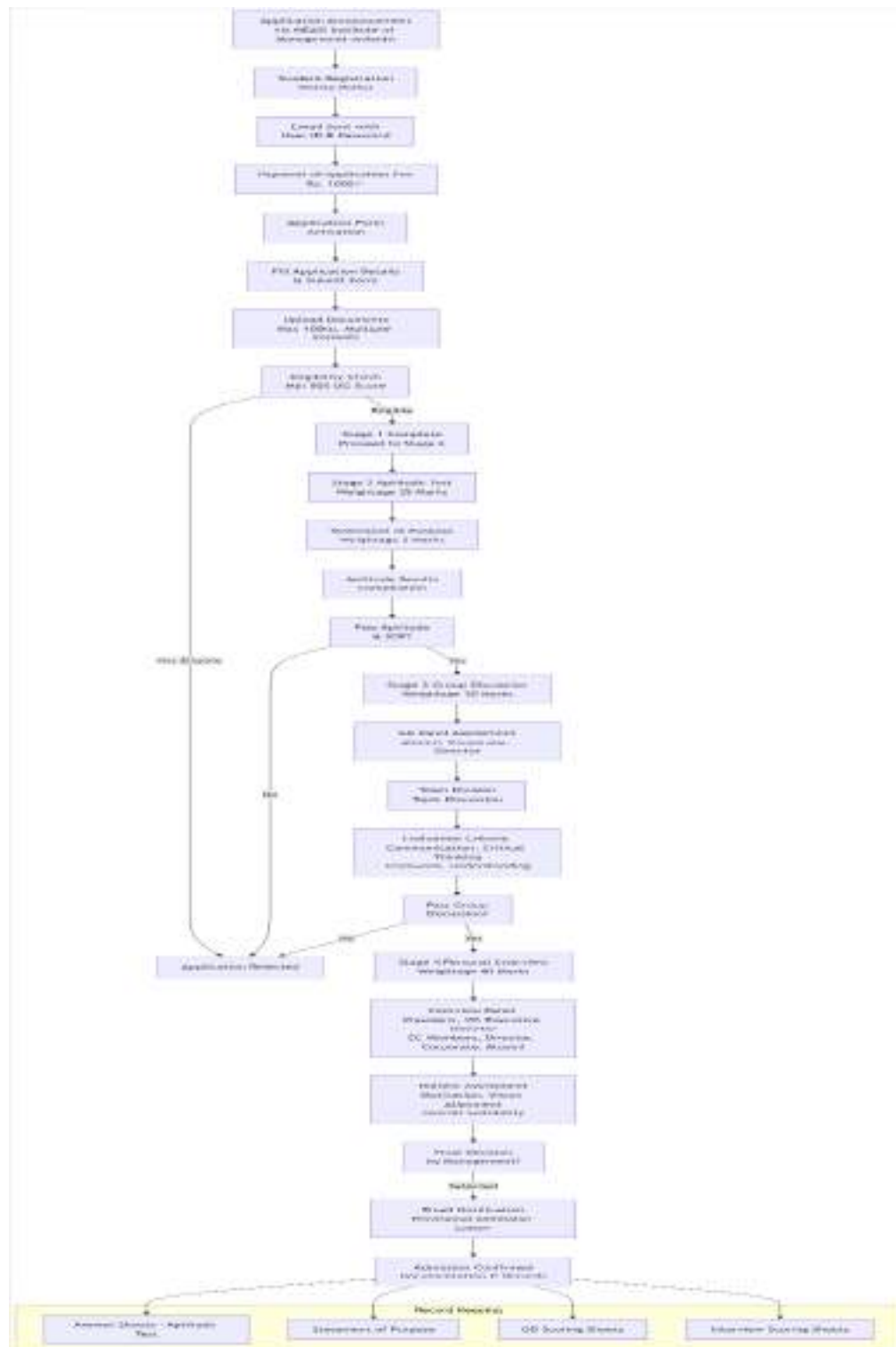


Fig 1: Flowchart illustrating the Admission Process