

## WE ARE BUILT DIFFERENT

We pride ourselves on being different. At MEASI Institute of Management, our innovative approach, unique programs, and strong industry connections set us apart from traditional business schools.



MEASI  
Institute of Management



### TYPICAL B-SCHOOL

### MEASI Institute of Management

#### Teaching Methodology

Lecture-based learning, case studies, and some practical exposure.

Participatory learning with half-day classes and half-day work environment exposure, focusing on decision-making, teamwork, and leadership.

#### Research and Development

Varied emphasis on research, often secondary to coursework.

First standalone B School under the University of Madras with an R&D center for PhD programs, offering flexible research opportunities in management.

#### Industry Exposure

Internships and some industry interaction programs.

Extensive industry connect and collaboration through internships, CXO talks, and consultancy projects; 'Corporate in Campus' initiative for real-world business exposure.

#### Faculty Development

Periodic training and development for faculty.

Comprehensive training for MIM's faculty, enhancing knowledge and skills through workshops and other methods.

## Embark on an educational journey

We believe a student should not just earn a degree; they need to gain a comprehensive understanding of the business world.

## Get in touch to know more:

[www.measiim.edu.in](http://www.measiim.edu.in)

Follow us on our socials to understand us better



GLOBAL THINKERS.  
ENGAGED LEADERS  
**THE MIM WAY**

# OUR ACADEMIA

## Bridging the Academia-Industry Divide

At the heart of modern education lies a distinct divide: academic institutions often focus on theoretical principles of management, taught in controlled classroom environments. However, the industry demands more. It expects graduates to be adept in real-world problem-solving, effective communication, and equipped with essential skills. This gap presents a significant challenge for college graduates, who often find themselves unprepared for the demands of the corporate world.

## Experiential & Immersive Learning

At MEASI MIM, education is experiential and immersive. We believe in a learning methodology that goes beyond traditional teaching. Our students don't just learn theories; they live them.

# OUR PEDAGOGY



**Participatory Learning & Practical Application:**  
Integrating classroom theory with real-world organizational experiences



**Research & Intelligence:**  
Enhancing skills in data analysis through practical research projects



**Industry Connect & Collaboration:**  
Linking students with industry through internships and expert interactions



**Mentorship & Guidance:**  
Focused mentorship for personalized career and personal growth



**Expertise & Power Skills:**  
Cultivating foundational skills and expertise through dynamic workshops

# OUR INITIATIVES

In a dynamic and ever-evolving business world, practical knowledge and industry connections are as crucial as academic learning. We have designed specific initiatives to seamlessly integrate these elements into our curriculum. Discover how our unique programs empower our students to stay ahead in their fields.



Corporate-in-campus



Renowned brands collaborate in our dedicated on-site location with our students, providing unparalleled practical experience and training.

I.D.E.A masterclass



IDEA is not just a platform, but a gateway to invaluable industry insights on key contemporary topics, nurturing your knowledge

The Horse's Mouth



Gain wisdom from industry leaders monthly, uncovering industry secrets to inform your future decisions.

# OUR PROGRAMMES

## Master of Business Administration

MIM offers 2 years full time MBA programme, which is approved by the All India Council for Technical Education (AICTE) and is affiliated to the University of Madras.

### SPECIALIZATIONS WE OFFER



Finance



Marketing



Logistics & Supply Chain



Business Analytics



Hospital Management



Entrepreneurship & Family business



Systems



Production & Operation



Human Resources



Tourism & Hospitality

## Ph.D Programme (Full time/Part Time)

MEASI Institute of management is the first standalone Management Institute under the University of Madras to obtain the R&D Centre, to carry out Ph.D programmes

Develop independent academic research skills.

Prepare for management research and teaching careers.

Produce peer-reviewed level research.

Enhance business and management theory and practice.