

Vision

To be an oasis of knowledge to the seeker, to nurture one's creativity and research acumen, and to instil a unique blend of leadership, innovative spirit and empathy in response to the ever-evolving business ecosystem.

Mission

- Provide a pedagogy that blends academic rigor and experiential learning.
- ·Inculcate an entrepreneurial mindset through curated activities.
- ·Establish a conducive environment for research.
- ·Foster a culture of innovation and collaboration to progress in a dynamic business landscape.
- ·Promote humanistic values to produce socially responsible leaders.

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.



	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

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

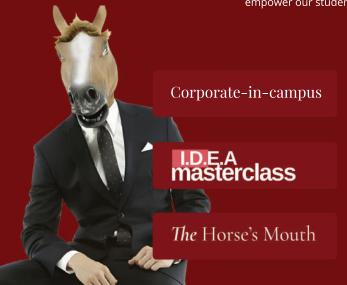


Expertise & Power Skills:

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.





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



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



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

Ph.D Programme (Full time/Part Time)

MEASI Institute of management is the first

to carry out Ph.D programmes

standalone Management Institute under the

University of Madras to obtain the R&D Centre,

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





Tourism & Hospitality

Develop independent academic research skills.

Prepare for management research and teaching careers.

Produce peer-reviewed level research.

Enhance business and management theory and practice.



Entrepreneurship

& Family business

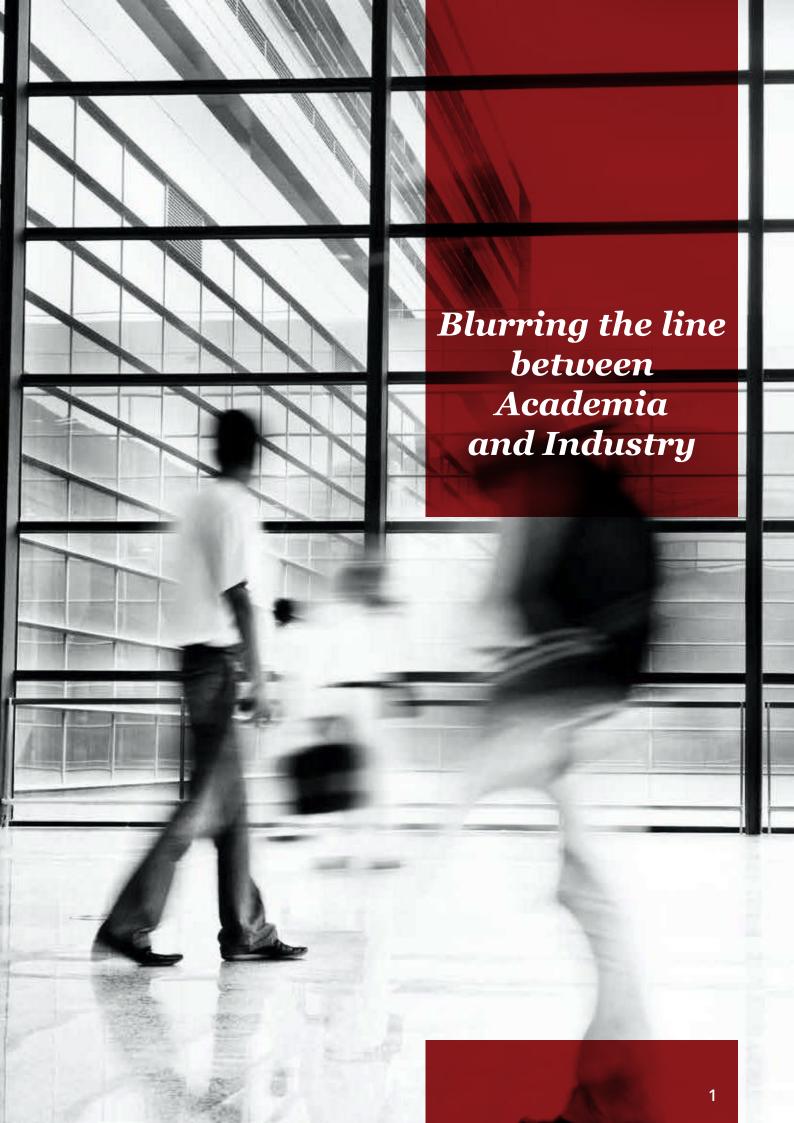


Systems



Production & Operation

Resources



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.



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.





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.

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.





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.

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.





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
- Human Resources
- Systems
- Hospital Management
- Business Analytics
- Entrepreneurship & Family Business
- Production & Operations
- Hospital Management
- Human Resources
- Logistics & Supply Chain
- Tourism & Hospitality

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.



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:

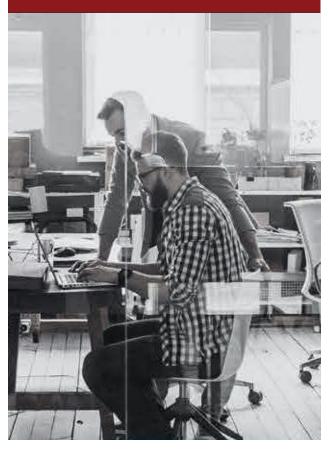
www.measiim.edu.in

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.

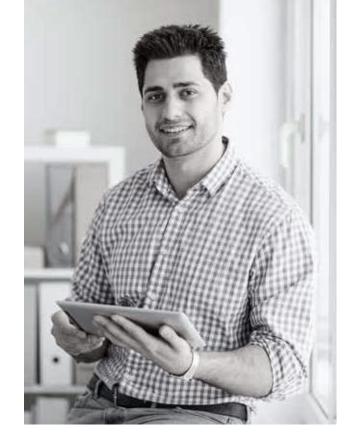


Special Initiatives

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

Group Discussions
Hands-on Sessions

Management Principles
Organisational Behaviour
Quantitative Techniques
Managerial Economics

Consultancy Projects
Development Programmes
Career Mentoring
Entrepreneurship Development

SEMESTER 1

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



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.

