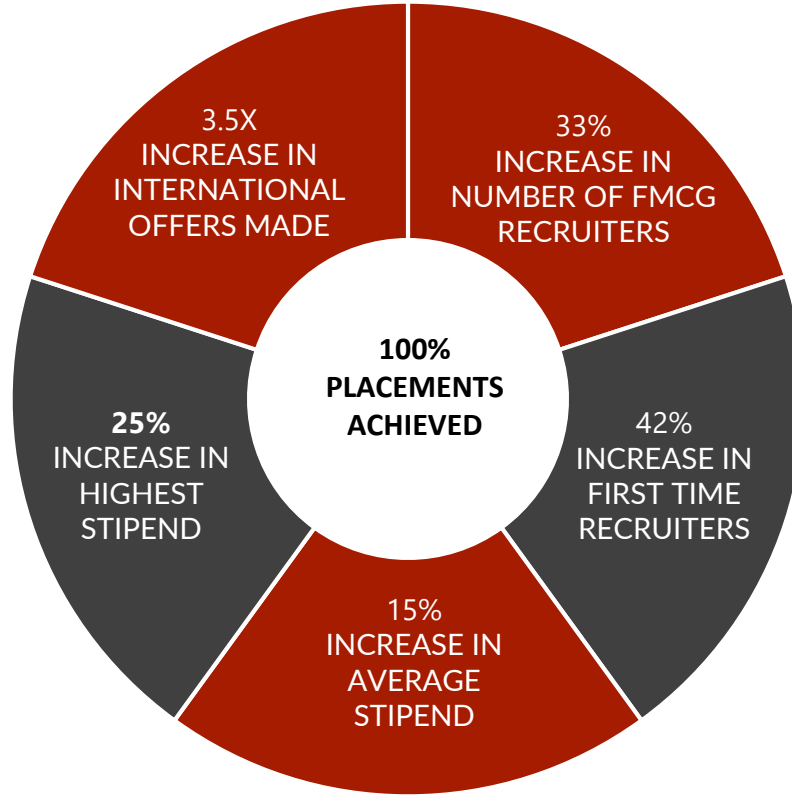




SUMMER PLACEMENT REPORT
2017 - 18
MICA, AHMEDABAD

SUMMER PLACEMENTS : HIGHLIGHTS



INDUSTRY ENGAGEMENT AT MICA



Dr. Shailendra Raj Mehta
President and Director
Distinguished Professor for Innovation and Entrepreneurship at MICA

“

“MICA is unique in the way we admit students through not one but two tests – including our very own MICAT, which tests for creativity, empathy and out of the box thinking. Therefore, MICANs combine innovative thinking with rigor. No doubt our students are making a mark in some of the most innovative companies in the world.”

”

INDUSTRY ENGAGEMENT AT MICA



Prof. VANEET CHHIBBER
Associate Director,
Marketing & External Affairs



The Summer Placements this year are a reinforcement of the increasing value the industry attaches to students from MICA. There is an appreciable growth in all the important indicators, right from the number of participating companies to stipends given to students. With an increasing number of Companies looking at PPOs/PPIs for their campus recruitment, this is indeed a matter of satisfaction, as many internships may lead to preferred recruitment by them. Internships have been concluded across a wide spectrum of industry segments, given MICA's leadership in strategic marketing and communication management, as an Institute. International internship opportunities have also continued this year.



PLACEMENTS SUMMARY

100% PLACEMENT ACHIEVED

Average Stipend (Domestic)

INR 60,200

Average Stipend (International)

INR 90,300

Highest Stipend (Domestic)

INR 2,00,000

Highest Stipend (International)

INR 1,30,000

Students appeared for Placements

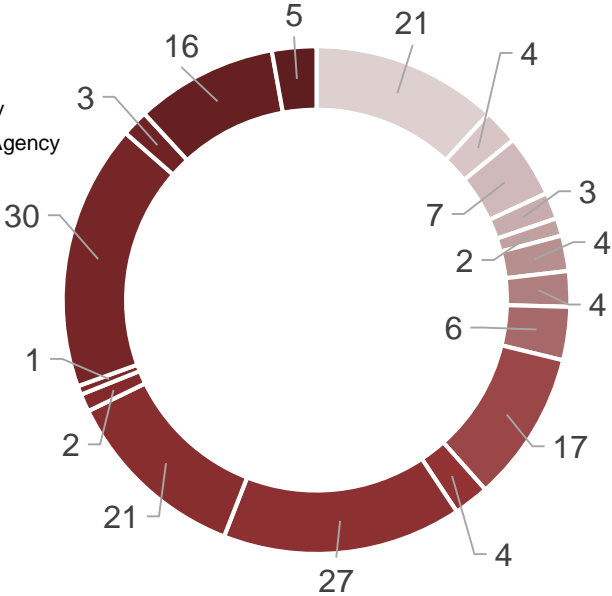
177

Total number of recruiters

66

RECRUITMENT BY SECTOR

- Advertising
- Automobile
- BFSI
- Brand Consultancy
- Communications Agency
- Digital Agency
- F&B
- FMCD
- FMCG
- Gaming
- Internet
- IT/ITES
- Manufacturing
- Analytics
- Media
- Miscellaneous
- Retail
- Sports



Note: Figures are with respect to a 2 month internship

SECTOR OVERVIEW

FMCG



8

Total Number of Companies

INR 2,00,000

Highest Stipend

INR 64,000

Average Stipend

21

Total Number of Students



FMCD, Retail & Manufacturing



13

Total Number of Companies

INR 2,00,000

Highest Stipend

INR 82,000

Average Stipend

33

Total Number of Students



BFSI, Analytics & Information Technology



9

Total Number of Companies

INR 1,50,000

Highest Stipend

INR 62,000

Average Stipend

28

Total Number of Students



Note: Figures are with respect to a 2 month internship

SECTOR OVERVIEW

Digital & E-Commerce



13

Total Number of Companies

INR 80,000

Highest Stipend

INR 54,000

Average Stipend

35

Total Number of Students



Media



10

Total Number of Companies

INR 1,20,000

Highest Stipend

INR 78,000

Average Stipend

28

Total Number of Students



Advertising, Communication & Brand Strategy



13

Total Number of Companies

INR 50,000

Highest Stipend

INR 36,000

Average Stipend

33

Total Number of Students



Note: Figures are with respect to a 2 month internship

ROLES OFFERED : SNAPSHOT



SOME OF THE ROLES OFFERED TO CLASS OF 2019

MICAns from the Class of 2019 were offered diverse roles across a range of companies and industries.

MICA immerses students in a holistic programme, enabling them to develop technical, as well as soft skills, making them a perfect fit for a variety of industries and profiles.

The diverse roles offered to the students stand testament to the gamut of skills that MICAns possess.

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WAT Consult
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wipro

ZILINGO

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zivame

ZYCUS
PROCURE PERFORMANCE

THANK YOU

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