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

is where you learn



MEASI Institute of Information Technology

Prospectus 2022

INDEX

Page

1. MEASI PRIME	2
2. MCA Programme	9
3. MEASI Purple Cow	10
4. Blended Learning	14
5. Campus Life	15
6. Internships and Placements	17
7. Recruiters' Testimonials	20
8. Students' Testimonials	21
9. About us	22







Blurring the line between Academia and Industry

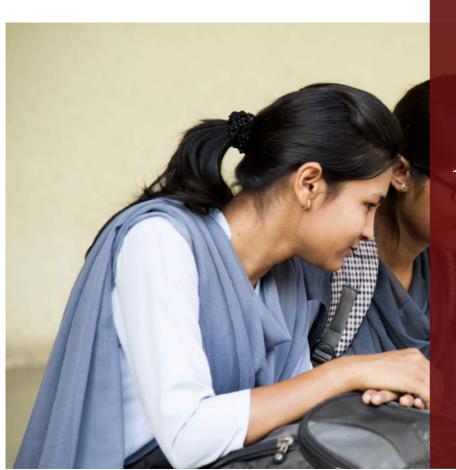
1

MEASI PRIME A forward-looking pedagogy

There is a distinctive line that exists between academics and the industry. While colleges teach students the aspects of Digital Technology 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 hands-on digital expertise as well. Hence the biggest challenge facing IT graduates today is the lack of prerequisite skills expected by technology and IT companies.

MEASI Institute of Information Technology has set out to blur this line with evolutionary 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.



Blurring the line between Academia and Industry

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 Software and Digital Technology 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 Data Analytics, Machine Learning 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 technical 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.

5



PRIME Mentorship & Guidance

It is important to take into account the challenges that students 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 tech entrepreneur or 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 Information Technology education is more than just an MCA 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 tess travelled you pave yourself

MCA Programme

MEASI Institute of Information Technology offers an exclusive Two-Year Masters Programme in Computer Applications. The Programme allows students to delve into the world of Software.

Master of Computer Applications (MCA) is a full time programme consisting of 4 semesters. MEASI Institute of Information Technology allows the student to select his/her preferred choice of elective, which is not the practice in most of the colleges

- Mobile Application Development
- Internet of Things
- Supply Chain Management
- Mobile Computing
- Cloud Computing

Our theoretical insights get further reinforced through the practical application of these principles.

Admission Procedure

- Any undergraduate degree with mathematics at 10 +2 level
- Any one of the qualifying examinations:
- TANCET conducted by Anna University at state level
- Common Entrance Test by the Consortium of Selffinancing Professional Arts and Science Colleges approved by the Government of Tamil Nadu for MCA Programme

For application deadlines and other details, please refer to our website: www.measiit.edu.in



MEASI Purple Cow

MEASI PRIME pedagogy is experienced through the MEASI Purple Cow programme. It is a unique initiative for accelerating the teaching methodologies through a series of structured interventions including real-time projects, case studies, student development programmes and focus group engagement with industry veterans and professionals.

Research and Consultancy

This is an effort to understand the changing needs of the students and provide them with unique solutions. Students are exposed to industry practices to prepare them for a career in IT . Industry experts are invited regularly to guide the students in achieving their career goals. Student teams are deployed in live projects with guidance from faculty members. MIIT students get to interact with researchers, IT professionals and industry practitioners in addressing their digital and IT needs.



Special Initiatives

A plethora of activities that include CXO Talks, Focus Group Discussions and Student Development Programmes are taken up and aimed at exposing the students to the latest industry trends and equip them with multiple capabilities through various approaches. A notable one is a personalized Career Mentoring Programme, where every student is aligned with an experienced professional from

the IT industry to 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 greater task. Nurturing every budding start-up idea by providing the right ecosystem is one of our key objectives. We bestow student-preneurs with the right attitude and skill-sets. Equal importance and support is given to help them launch their dream ventures.

Alumni Engagement



Aspiring to be an entrepreneur's a great thought and being an entrepreneur is a great task. Nurturing every budding start-up idea 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.



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, responsible citizens and encourage them to give back to the society.

The activities in MEASI Purple Cow are designed in a manner that ensures that every student equips himself adequately with all the required expertise for a successful career in Information Technology.

Clubs and Cells

Clubs

- Quiz Club
- Code Breakers Club (CBC)

Cells

- Skill Development
- Web Development
- Corporate Connect
- Digital Marketing





Curriculum

Practical Application

Lectures Case Studies Group Discussions Real-time Projects Development Programmes Career Mentoring

Data Structures Digital Computer Fundamentals Database Management Systems Theory of Computation

SEMESTER 1

Incubation Programmes NET with SQL Server. HTML and CSS with JavaScript, PHP Hands-on Sessions

SEMESTER 2

Artificial Intelligence Web Application Development Object Oriented Analysis and Design Computer Networks Strategic Planning Digital Marketing Website Designing Backend Optimization

SEMESTER 3

Machine learning Mobile Application Development Cloud Computing Supply chain Management Internet of Things (IoT) WEKA , Orange, Python, Scipy Android Development Azure and AWS Corporate Interaction Mini Project

SEMESTER 4

Main Project

Assessment Certification

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, which has made us initiate the right blend of classroom learning with technology-based learning. Our teaching methods are designed to give the desired learning experience by interacting with corporate and academic giants. This gives the students a good leverage to work towards their career goals.

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 e-learning 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 Information Technology is located in the heart of the city in a sprawling 12-acre campus along with the 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

A state-of-the-art laboratory with the latest hardware and software enables the students to stay updated and connected.

Library

The library subscribes to national and international journals and contains books in varied subjects. It also has an extensive collection of project reports. The Library Information System (LIS) maintains a record of all books and uses the latest AutoLib software for library management.

Auditorium

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



Internships and Placements

Our placement cell bridges the gap between the corporate and the campus. It focuses on placement oriented training ,industrial visits, interaction with experts, MoUs and real time projects The objective of the cell is to cater to the students' IT needs and satisfy the demands of the IT world.

Memorandum of Understanding (MoU)

MoUs affirm placements and internships by creating the much needed connect between the academia and the industry. The college has signed MoUs with companies to provide FDPs, SDPs, training, internship and placement.

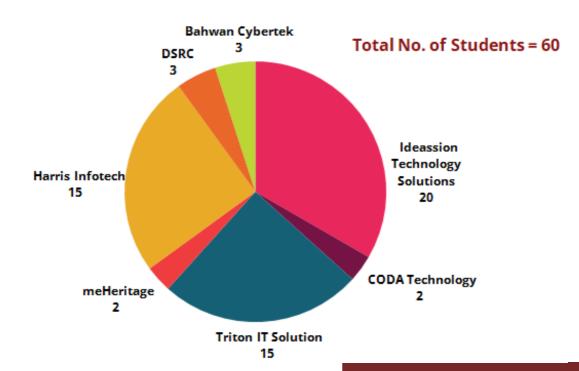
Training

The placement cell provides practical training in advanced technologies to strengthen the career prospects of the student aspirants. The comprehensive training addresses the trending technical needs of the industry . The training includes full stack java, Angular JS, AWS and Python.



Internship

In 2022 ,100% real time internship was offered to the students. The interns were also provided with a stipend based on their commitment and performance. Companies that offered internships are Ideassion Technology, CODA Technology, Triton, DSRC etc.



Internship Report of Batch 2020-2022





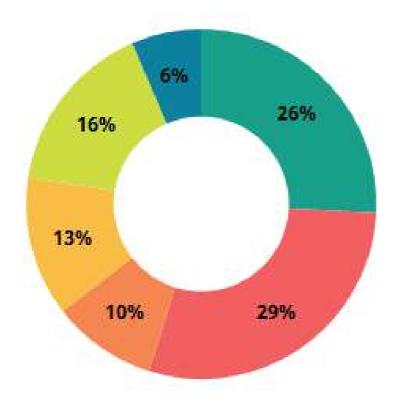
Placement

The placement cell arranges on-campus and off-campus interviews with several IT companies. In 2022, 50% percent of our final year student interns were offered employment in their respective companies. Students were also placed through the college placement cell.

Placement Report of Batch 2019-2021

Total No. of Students	57
No. of Students Registered for Placement	41
No. of Students Placed	37
Placement Percentage	93%
Business	10
Higher Education	3
UPSC/TNPSC	3

Industry-wise **Details**



- Support Engineer
- Software Developer
- System Engineer
- Quality Analyst
- Web Developer
- UI/UX Designer

Recruiters' Testimonials

We were amazed by the immense talent and skills of MEASI students and very impressed by the quality of education and training given by the institute.

Anusha N S Gem3s Technologies

MEASI students exhibit an excellent attitude and a thirst towards learning. They are very dedicated and talented. We are happy to be associated with MEASI.

Hari Krishnan Head, India Business Development, DSRC

MEASI Students who joined the organization have contributed immensely to the development and services of the Product

Shameem Ahmed Senior Vice President Temenos

The students from MEASI Institute were shrewd and put all their hard work into the tasks. They are extremely curious and their interest to understand the new technologies impressed us a lot. They are spontaneous and add more details to the tasks they do. Their creative thinking helped us a lot in our projects.

Baskaran Kesavan, Founder & CEO, KriyaTec IT Systems Pvt. Ltd

















Students' Testimonials

MEASI was a major transition in my life. I had opportunities to learn, explore and grow academically. My faculties were supportive and guided me to achieve success. I am proud to be a MEASIian.

Mohamed Zaki V B

The whole process of placement was a huge roller-coaster and there were rejections but all thanks to MEASI Institute of Information Technology for teaching me to never lose faith and giving me plenty of new opportunities.

Lavanya

The teachers are great here are very much supportive u can discuss everything from academics to your personal life with them they are willing to help in every aspect.

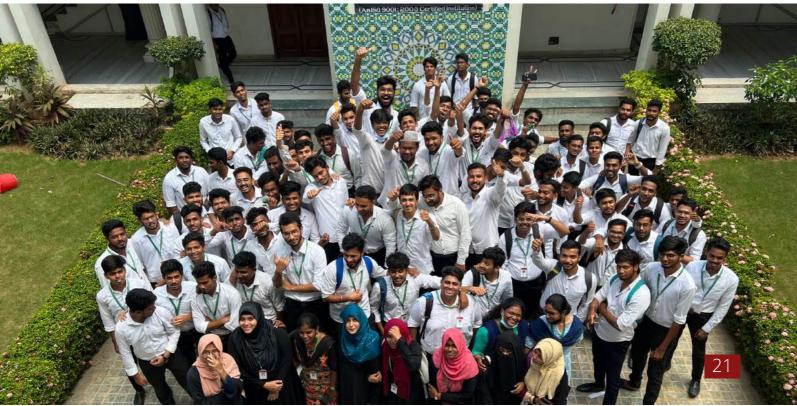
Mohammed Altaf

A holistic environment with a lot of scope for freshers to master their technical skills. Great faculty and regular placement training.

Ummu Habeeba

I'm very lucky to be a part of the Measi family where I got a wonderful learning experience with beautiful infrastructure. And I will never forget the teaching, kindness, and support shown by the faculty. Think Quality! Think MEASI !

Abdul Majeed Fazil



About <mark>us</mark>

MEASI Institute of Information Technology is a forward looking IT institute that constantly strives to meet the needs of students, recruiters, and industry partners in the ever so rapidly changing business environment. We believe information technology education is much more than a degree. Hence, in addition to the curriculum, our innovative pedagogy focuses on participatory learning through practical application in various Digital Technology verticals, 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 IT professionals and tech entrepreneurs of the future.

MEASI Institute of Information Technology is the brain child of MEASI Trust (Muslim Educational Association of South India), which is a 120 year old educational trust that has been providing high quality and affordable higher education for several decades. Established in 2002, MEASI Institute of Information Technology is the only standalone institution that offers a comprehensive two year MCA programme in South India.





MEASI Institute *of* Information Technology

Approved by All India Council of Technical Education Affiliated to the University of Madras

147 Peters Road, Royapettah, Chennai-600 014

+91 90423 49337 info@measiit.edu.in www.measiit.edu.in

(f) (y) (in) (D)