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

is where you learn

MEASI
Institute *of*
Information
Technology

Prospectus 2023

INDEX

Blurring the line between Academia and Industry

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.

PRIME

A forward-looking pedagogy

MEASI Institute of Information Technology focuses on 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.

Participatory Learning & Practical Application

Activities and projects to make the students understand and solve problems. Classroom teaching is elevated to the next level with practical exercises to enhance the students' skills.

Research & Intelligence

Initiating research experience among students to enhance their knowledge and implement their ideas by instilling the curiosity to explore.

Industry Connect & Collaboration

Critical thinking is fostered by collaborating with industry personnel. Students are encouraged to undertake consultancy projects and internships to gain practical exposure.
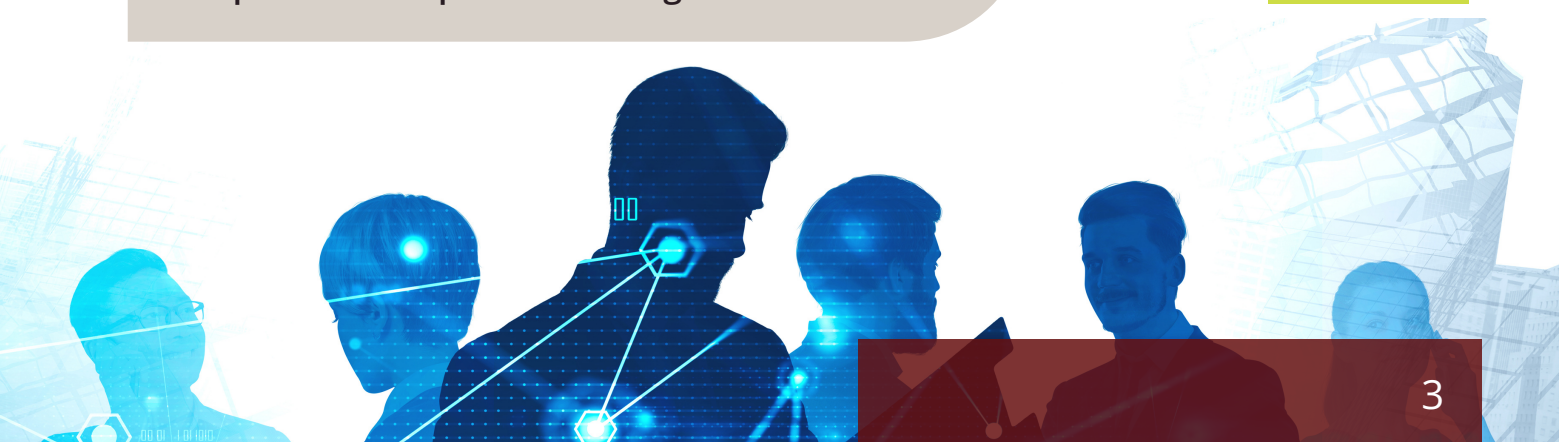
Mentorship & Guidance

Mentors guide the students by helping them focus on their overall development as a professional. This steers the students in their chosen path with confidence and clarity.

Expertise & Power Skills

Hands-on workshops, value added courses, CXO talks etc. equip students build their knowledgebase and work on their area of expertise to improve their cognitive skills.

Take a career path less travelled

you pave yourself

MCA Programme

MEASI Institute of Information Technology offers an exclusive 2 Year Master's Programme in Computer Applications, providing a sound knowledge to delve into the world of software development with the help of learning modern programming languages.

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.

- **Data Mining and Data Warehousing**
- **Cyber Security**
- **Cloud Computing**
- **Mobile Applications Development**
- **Data Visualization**
- **Data Analytics**
- **Artificial Intelligence**
- **Deep Learning and Neural Networks**

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

Admission Procedure

- Any undergraduate degree with mathematics or Statistics or Business Math as one of the subject at Graduation or +2 level
- Any one of the qualifying examinations
  - TANCET – conducted by Anna University at state level
  - Common Entrance Test by the Consortium of Self-financing Professional Arts and Science Colleges approved by the Government of Tamil Nadu for MCA Programme

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

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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.

Special Initiatives

A plethora of activities that includes CXO Talks, Focus Group Discussions and Student Development Programmes are taken up and is aimed at exposing the student to the latest trends of the industry. A notable one is a personalized Career Mentoring Programme, for our students.
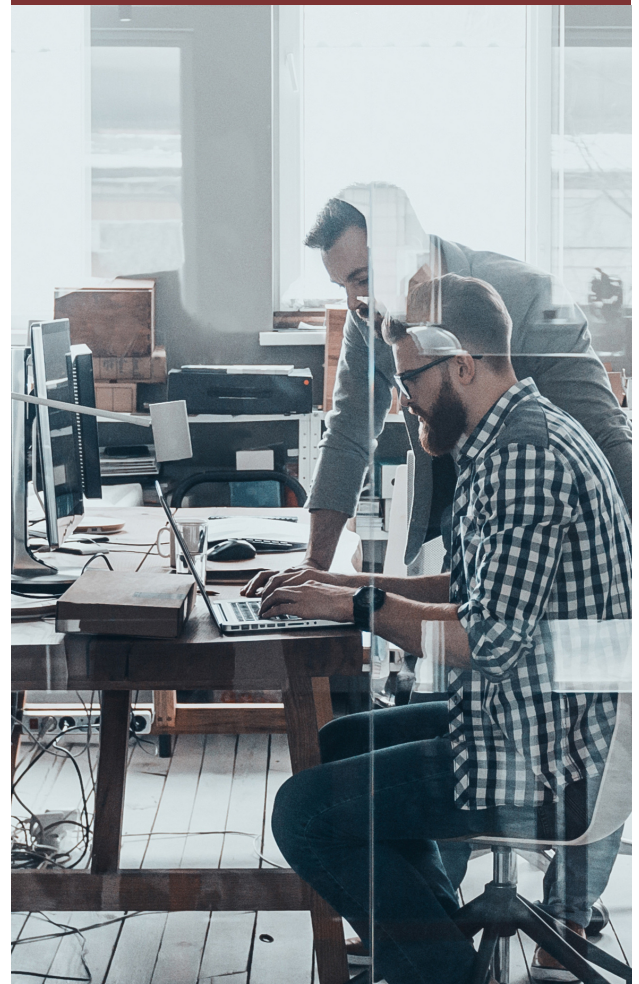
Clubs and Cells

Clubs
- Cyber Ingenious Club (CIC)
- Quiz Club
- Code Breakers Club (CBC)

Cells·
- Web Development Cell
- Corporate Connect Cell
- Digital Marketing Cell

Alumni Engagement

Aspiring to be an entrepreneur is a great thought and a greater task. Nurturing every budding start-up idea by providing the right ecosystem is one of our key objectives. we equip 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..

Morning Session · Afternoon Session

Curriculum | # Industry Training

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

SEMESTER 1

C++ and Data structures Introduction to Computer Architecture Relational Database Management System Theory of Computation Data Mining and Data Warehousing	Incubation Programmes Aptitude Training Hands-on Session Backend Optimization

SEMESTER 2

Agile Software Engineering Computer Networks Web Based Application Development Cyber Security Cloud Computing	Digital Marketing Website Designing Full Stack Ethical Hacking Salesforce, AWS and Azure

SEMESTER 3

Machine Learning Natural Language Processing Mobile Applications Development Data Visualization Artificial Intelligence Deep Learning and Neural Networks Internet of Things	Soft skill Training Python Scipy Android Development Data Analysis Architecting Smart IoT Devices Mini Project

SEMESTER 4

Main Project	Assessment Certification

Leap

~~Step~~ into the
corporate world

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 Information Technology is located in the heart of the city in a sprawling 12-acrecampus 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, Salesforce, Cyber Security, AWS and Python.
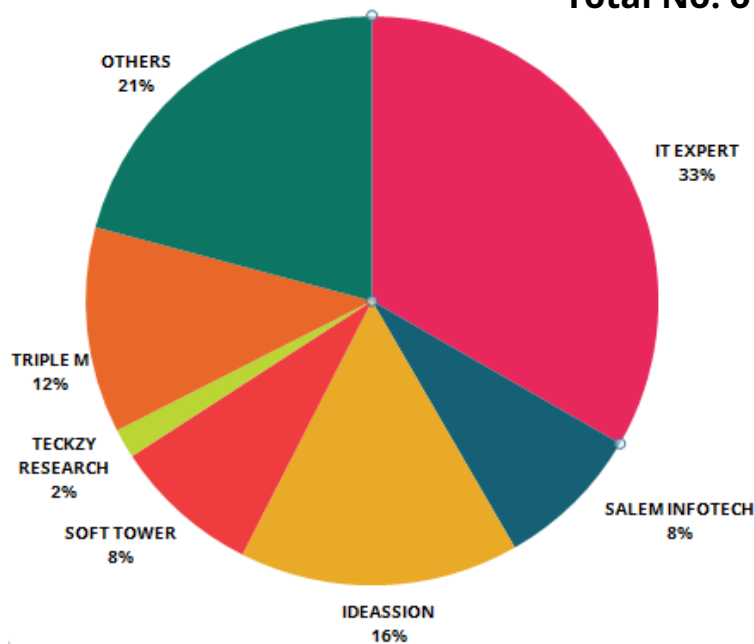
Internship

In 2023,100% 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, DSRC, ITExpert Training, Salem infotech, Triple M, Soft Tower, Teckzy Research etc.

Internship Report of Batch 2021-2023

Total No. of Students : 120

OTHERS
21%

IT EXPERT
33%

SALEM INFOTECH
8%

IDEASSION
16%

SOFT TOWER
8%

TECKZY
RESEARCH
2%

TRIPLE M
12%

Placement

The placement cell arranges on-campus and off-campus interviews with several IT companies. In 2023, 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 2020-2022

Total No. of Students	60
No. of Students Registered for placements	57
Entrepreneurs & Higher Education	03
No. of Students Placed	54
Placement Percentage	95%

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,
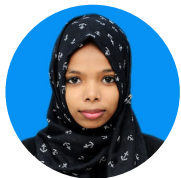**Founder & CEO, KriyaTec IT Systems Pvt. Ltd**

Students' Testimonials

It was great studying in MIIT. Faculty members were skilled and guided me in all aspects. MIIT helped me achieve my goals both personally and professionally - **Seyed Afridi**

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 us

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.

Chairman
Nawab Mohammed Abdul Ali Azimjah
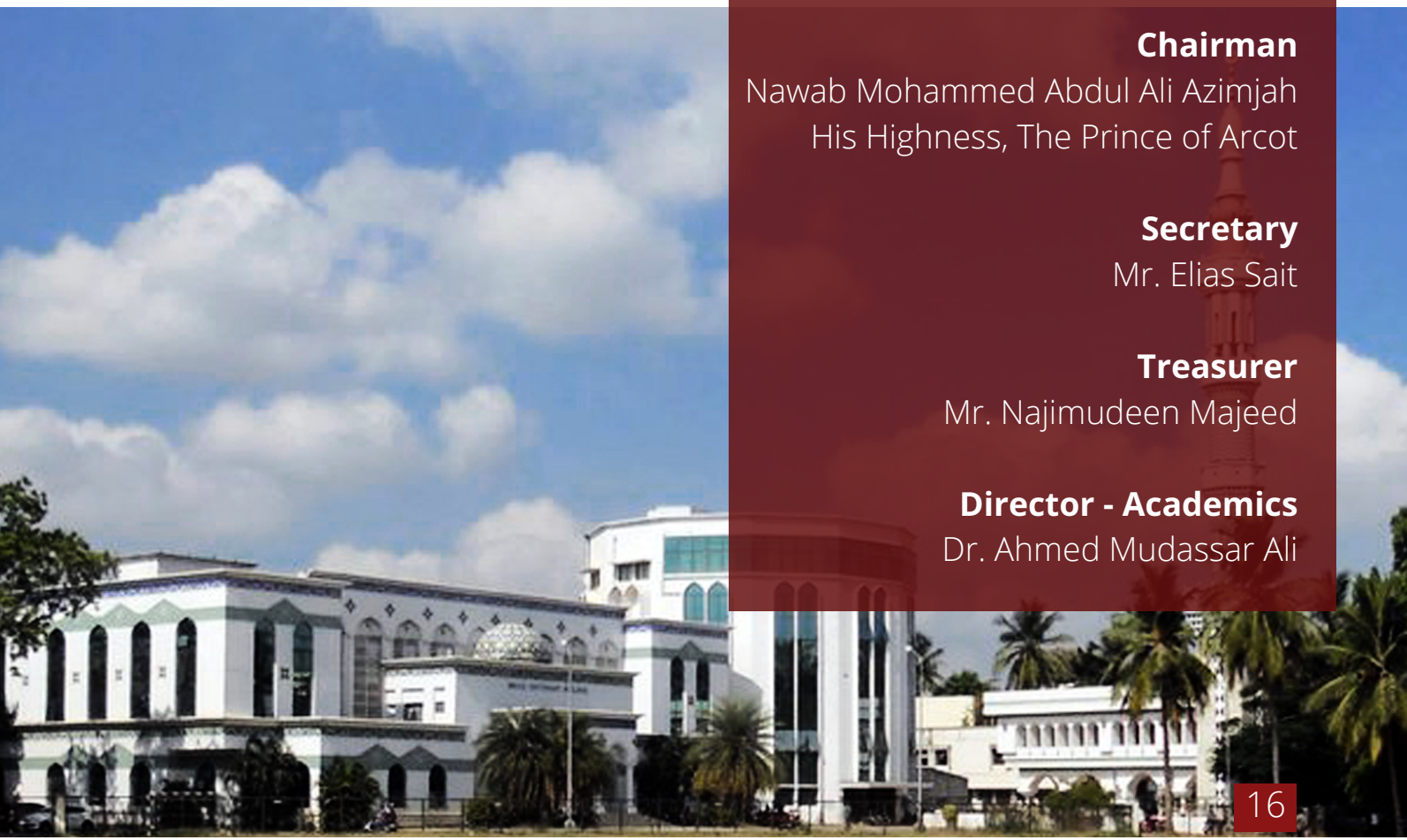His Highness, The Prince of Arcot

Secretary
Mr. Elias Sait

Treasurer
Mr. Najimudeen Majeed

Director - Academics
Dr. Ahmed Mudassar Ali

MEASI
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