

Where

GREAT STORIES Begin

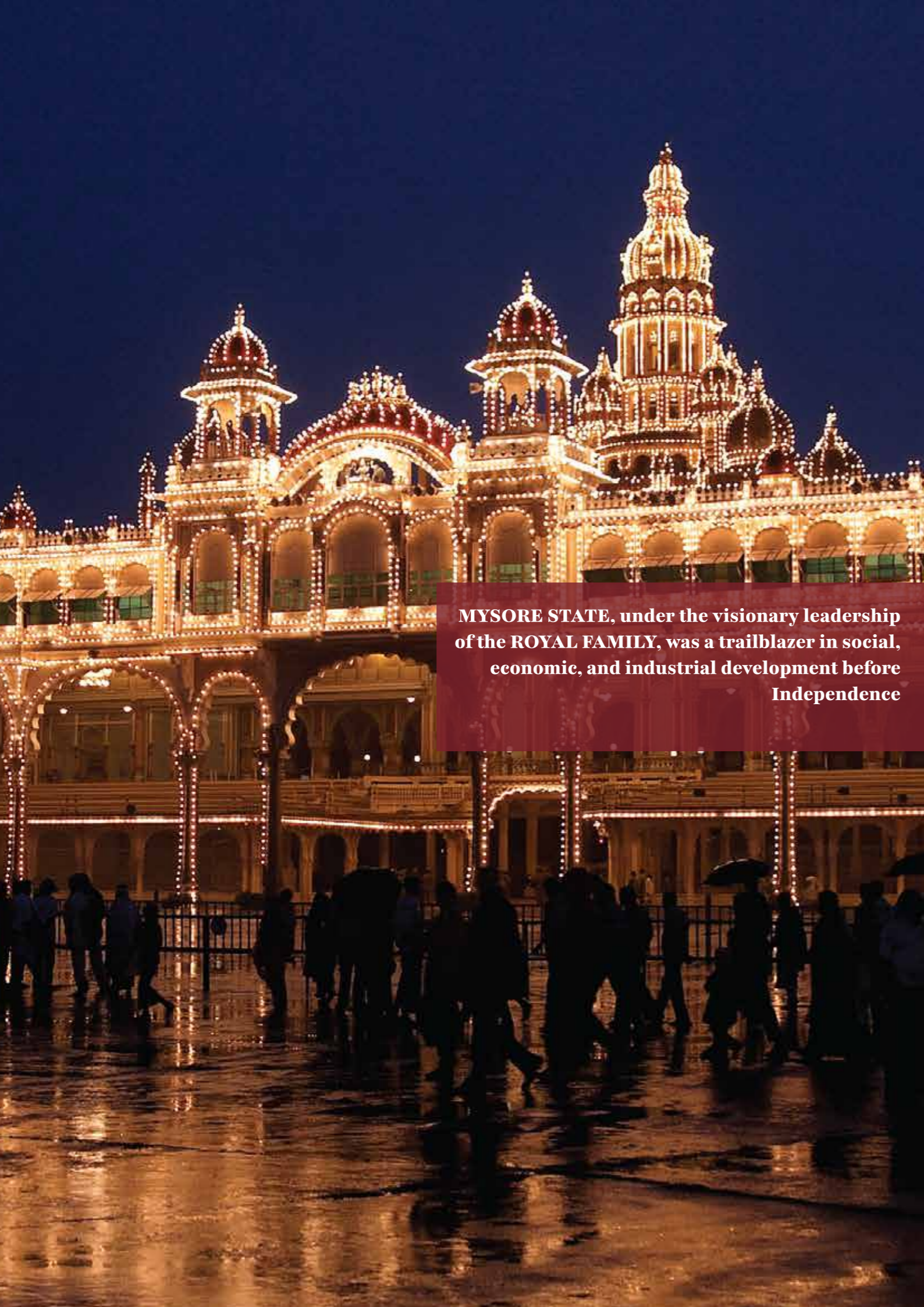
MYRA
SCHOOL OF BUSINESS



**PGDM ADMISSIONS OPEN
for 2024-26**

www.myra.ac.in





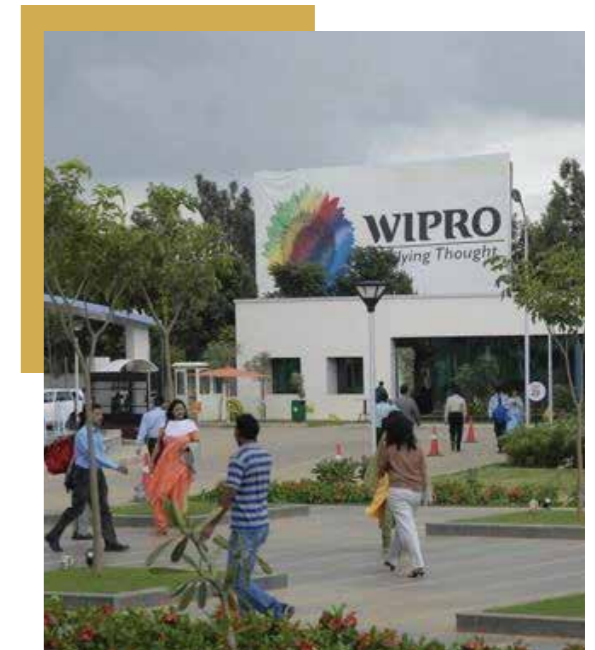
MYSORE STATE, under the visionary leadership of the **ROYAL FAMILY**, was a trailblazer in social, economic, and industrial development before Independence



Explore Mysuru: Culture Meets Opportunity

Discover Mysuru, where heritage meets innovation. Mysuru, is famous for its tree-lined boulevards and beautiful palaces. Voted as one of the cleanest cities in India year after year, it is also one of the safest cities for women. It is home to some of the leading companies like Infosys, L&T, Schneider Electric and Wipro.

Welcome to Mysuru, where tradition and modernity coexist.



MYRA- Focus is on YOU

MSB's 2 year, Full-Time, AICTE-approved PGDM is empowered by our unique **DIGITAL MASTERY PROGRAM**.

It provides deep knowledge and industry insights in various applications related to AI and ML, Digital Marketing, Cyber Security, Data visualization, and Analysis.

TOP 30

Private B-Schools
as per latest IIRF Rankings

2

Global University
Partners

Students can opt to study
one trimester abroad.

Up to **4.5 Lac**

Scholarship Offered

As high as 25% of batch size received
scholarships in the past

2

Centers Of
Excellence

Entrepreneurship & Family Business,
Cyberverse Foundation

Awarded

Leading Business School in
Academic Excellence
By Federation of World Academics

100%

Super Qualified
Faculty

with PhDs from
Harvard, NYU Stern, IIM A,
IIM B, Texas A&M...

1:8

Faculty to Student
Ratio

Small cohorts for
individualized learning

2_{Yr}

Years Career Success
Program

Training in leadership, self-confidence,
critical thinking, time management,
communication, teamwork, and more

75+

Global brands
for Placements

Average 6 interviews per student



Dr. Ramasastry Ambarish,
Dean and Chairman, Board of Governors, MYRA School of Business holds a B.E. (IISc, Bangalore), PGDM (IIMA), and Ph.D. in Finance (Stern, NYU). He has taught at NYU, McGill, University of Wisconsin, and Georgetown University. His professional career includes roles at Citibank as VP in Global Markets and at the World Bank as a Principal Financial Officer. He has advised global investors on investment strategies, founded the Vasishtha Fund, and has been a Director on the Boards of several companies including OAKS Asset Management, AppPoint Software Solutions, Xpheno, and Cyberverse Foundation.

Dean

Vice-Dean



Dr. Prakash Nair, is the Vice Dean, and Professor of Organizational Behavior and Leadership at MYRA School of Business (MSB). At MSB he has held roles as Associate Dean-Academics and Associate Dean-Student Life.

Dr. Nair has over three decades of experience and has held leadership roles in both the industry and academia. Prior to assuming his role at MSB, he served as an Associate Vice President at Infosys.

He is an accomplished leadership development professional and in his career at Infosys Leadership Institute, Texas A&M, and Singer India Ltd, he has trained and coached several hundred employees and managers.

Esteemed Faculty



Prof. Kiran Kumar BGV
Assistant Dean-Student Affairs;
Sr. Asst. Prof. IS; PGDM IIMB; Ex-Infosys



Prof. Abhijith S
Assistant Professor Analytics & DS
MS, University of Calgary, Canada



Dr. Ashwani Singh
Assistant Professor Marketing;
Ph.D. (IIMB)



Dr. Janhavi Kote
Assistant Professor OB & HRM;
Ph.D. (IIMB)



Dr. Praveen Kumar
Associate Professor Marketing;
Ph.D. (MDI Gurgaon)



Prof. Abhishek Agrawal
Adjunct Faculty
PGDM, IIML; Ex-McKinsey India



Dr. Harshali Damle
Adjunct Faculty
Ph.D. (IIMB), MBA (IIMS); CA (CAI)



Dr. Karthik Kalyanaraman
Adjunct Faculty
Ph.D. (Harvard)



Dr. PA Mathew
Adjunct Faculty
MPhil and PhD
(Jawaharlal Nehru University)



Dr. Purba Halady Rao
Visiting Faculty
Ph.D. (IIM Calcutta)



Prof. Rajeev Tandon
Visiting Faculty
MMS (Bajaj); Ex- SC Johnson



Prof. Krishna Gopal
Professor of Practice (Visiting)
Global Head-Sales Enablement,
Tech Mahindra

"We want to hire more MSB graduates.

They are very versatile. They understand **Fintech**, are familiar with business applications of new technologies like **AI & ML** and are hands on with languages like **R AND PYTHON**"

- Zonal Head of one of the largest private sector banks in India.

Mandatory Courses in **PGDM** :

- **Fintech**
- **Digital Transformation**
- **Visual Analytics - Story Telling using Data**
- **Generative AI for Business**
- **Cyber Security**
- **Design Thinking**

Specializations:

- **Finance**
- **Marketing**
- **HR**
- **Analytics**
- **Entrepreneurship**
- **Operations management**

**Dual Specializations Offered*

Center for Entrepreneurship & Family Business

It was inaugurated by Padma Vibhushan N. R. Narayana Murthy, Founder of Infosys, in September 2023.

The Center for Entrepreneurship & Family Business at MSB embodies our commitment to nurturing entrepreneurial talent and fostering family businesses. It aligns with MSB's vision of building a vibrant startup ecosystem, with all its elements, in Mysuru.

At MSB, we teach students how to run a successful business, whether they dream of starting one themselves or come from a family business background. This step-by-step, practical program, led by experts in Entrepreneurship, successful and failed start-up founders, first-generation business persons, investors, CAs, and lawyers prepares students for starting and scaling their own future business ventures.



Cyberverse Foundation

In April 2022, MSB joined hands with the Bherunda Foundation, a charitable trust run by the erstwhile royal family of Mysuru, and founded the Cyberverse Foundation, a Centre of Excellence (COE) in the emerging domain of cybersecurity. The vision of Cyberverse is to be the beacon for cybersecurity in India. The mission of Cyberverse is to facilitate the development of a very robust and resilient cybersecurity ecosystem in India.

At the heart of this COE for cybersecurity is a state-of-the-art phygital (physical plus virtual) lab. Cyberverse, which is engaged in capacity building in the realm of cybersecurity, offers a variety of cybersecurity training and certification programs; these programs span the gamut from basic awareness to highly specialized cybersecurity skills; they are offered to academia, industry, and governments. The phygital lab is an integral part of these training programs.



Global immersion program

We have an International Student Exchange program with Europe's leading Business Schools. Studying abroad helps in acquiring cutting edge knowledge and exposure to international culture and business practices.

- Open to all students
- Study abroad for 1 term
- **No extra tuition fee**
- Students cover travel/stay costs
- Catolica Lisbon, Portugal
- Julius-Maximilians University of Würzburg, Germany



Global partners



Catolica Lisbon, Portugal

A triple crown accredited (AACSB, AMBA, EQUIS) global business school at the heart of Europe.



University of Würzburg, Germany

One of the oldest Universities in the world, founded in 1402; that offers new age Masters degree rooted in fundamentals.



CAREER SUCCESS PROGRAM

Training in leadership, self-confidence, critical thinking, time management, communication, teamwork, and more.

The Career Success Program spans the entire duration of the 2-year PGDM program.

Prepares students for the corporate digital economy.

Learn to Lead Change is a key theme in the MSB PGDM curriculum. I feel proud to have studied at MSB- where I was always pushed towards academic and personal excellence. And thanks to MSB's unique Industry Mentorship Programme - I had the opportunity to work closely with Mr. Krishna Gopal (Global Sales Head - Tech Mahindra), whose guidance helped me secure a great job in the industry.

Adi Ganesh, PGDM 2021

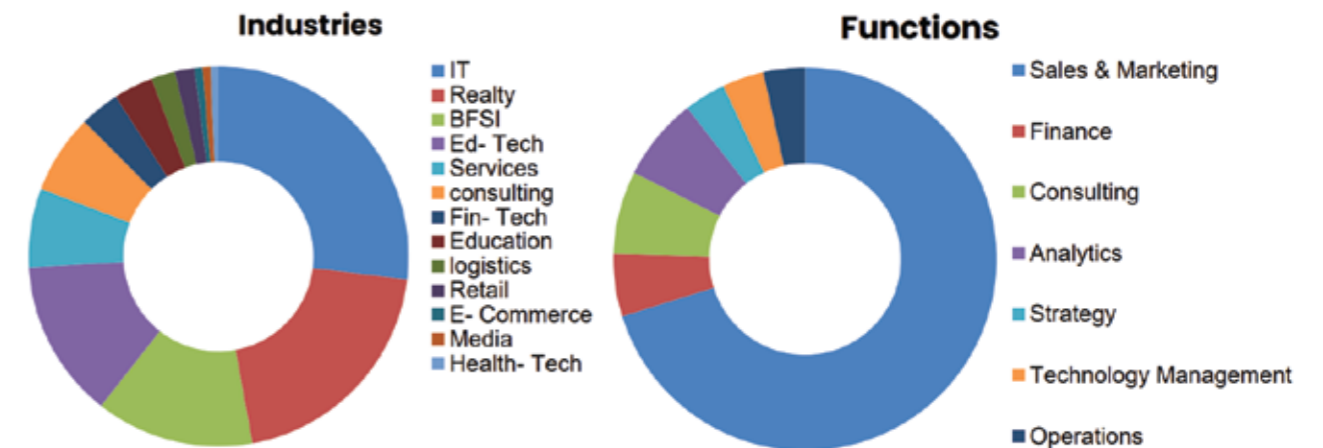
Personalised Placement Success Coaching

includes

- writing effective CVs, Video CVs, and Linked In Profiles,
- training in Aptitude tests, and
- Mock GD and Personal Interview Practice.

Placement Stats

- Average CTC - 8.2 L.P.A
- CTC Range - 5.0 L.P.A 16 L.P.A



“

MYRA has an extremely helpful Career Services team – and the many hours I spent with them helped me land my dream role at **Deloitte**. I would strongly recommend MYRA to anyone with ambitious career plans.

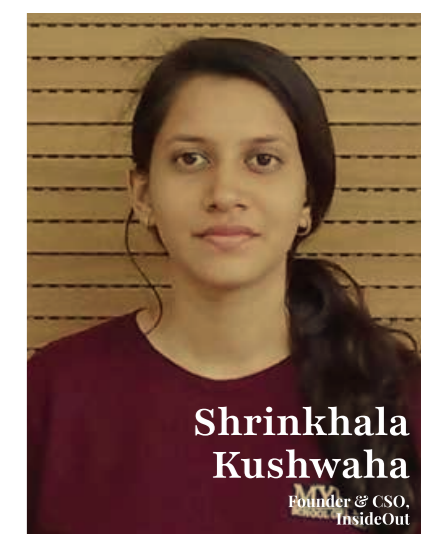
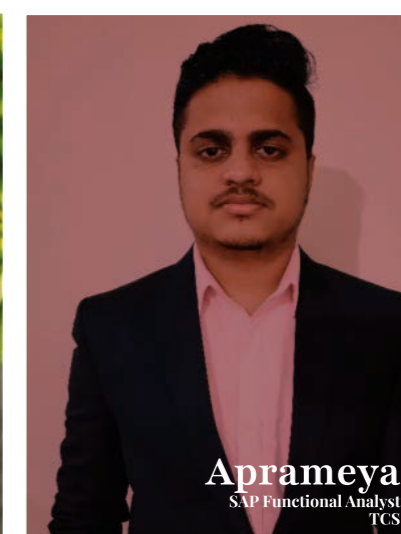
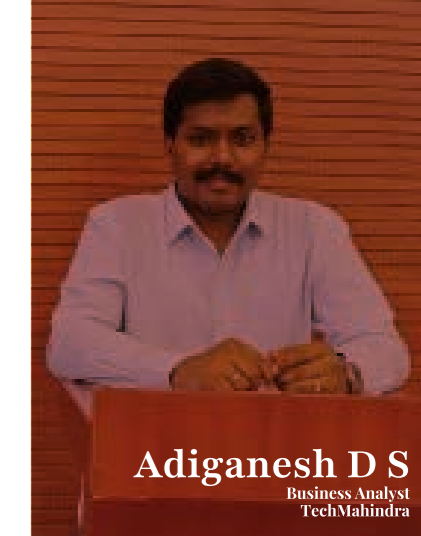
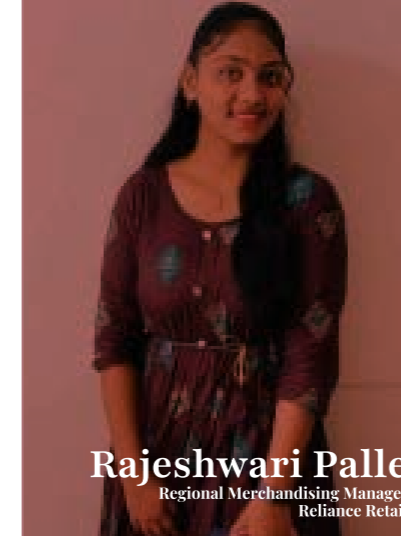
”

Hansdhari Singh, PGDM 2021



FUTURE LOOKS BRIGHT HERE.

MSB's illustrious **alumni/alumnae** are leading change in some of the major corporations across the globe. They play a vital role in getting MSB graduates the right internship and placement opportunities.



Engage, Explore and Excel at our CLUBS

MSB clubs enhance student life, foster camaraderie, and drive community initiatives in Mysuru. They lead awareness campaigns, social events, and vibrant discussions, contributing to the city's growth narrative.

- Finance Club
- Marketing Club
- HR Club
- Entrepreneurship Club
- Sports Club
- Cultural Club



Admission Process

Step 1: Online application

Step 2: Academic profile evaluation

Step 3: Entrance Test

Step 4: Admission Interview

Step 5: Offer acceptance

A SIMPLE AND HASSLE FREE WAY TO JOIN US

Eligibility Criteria

- A Bachelor's degree in any discipline with 50% and above from a recognised institution.
- Qualifying Entrance Exam Score. Accepted entrance exams include CAT, XAT, GMAT, GRE, NMAT, CMAT, MAT and MYRA Entrance Test.
- We encourage students to have some experience; however, work experience is not mandatory for our full-time programme.



SCHOLARSHIPS

Transforming Potential into Success - Your Talent Our Support

- MYRA Merit Scholarships (M-Schols)
 - Awarded to a set of students with the highest CGPA in PGDM 1
 - Awards range upto Rupees 2.5-3.5 lakhs
- MYRA High Performer Scholarships
 - Awarded to students with the next highest bracket CGPA in PGDM 1
 - Awards range from Rupees 1.5-2.5 lakhs
- MYRA General Scholarships
 - Awarded to students with the next highest bracket CGPA in PGDM 1 subject to a minimum level of CGPA
 - Awards range from Rupees 1.2-1.5 lakhs

- Scholarships @ Admissions
 - Awarded to students based on the total score obtained during the admission process
 - Awards range from Rupees 50,000 to 1 Lac

Fees	Amount (INR)	Payment Schedule
Admission Fees	50,000	At the time of Admission
Installment 1	2,25,000	Within 1 month after paying the admission fee
Installment 2	2,25,000	October 15th 2024
Installment 3	2,50,000	February 15th 2025
Installment 4	2,50,000	June 15th 2025

Frequently Asked Questions

Is there any Loan assistance provided?

Yes a pre-approved student loan is provided from HDFC Credila and SBI for your higher education at MSB

Is Appearing for Competitive exams mandatory?

No, it is not mandatory. Applicant can appear for our internal entrance test (MET). Score in widely accepted common entrance examinations or MET carries 25% weightage in the admission decisions.

Is there an admission test for MSB?

Yes, MSB conducts its entrance test called MET for applicants who do not have scores from other qualifying exams like CAT, XAT, MAT etc.

How MSB trains a student for Placements

A specialised 2 yr Career Success Program that includes personalised career success coaching helps students develop necessary skills to crack recruiter interviews.

What is the average placement package?

The average CTC for students is 8.2 LPA, ranging from 5.0 LPA to 16 LPA.

What is the rank of MSB among B- Schools?

Among latest published IIRF rankings, MSB ranks 29th in Pan- India and 11th in South India

Is there any scholarship offered?

Yes, scholarships are offered during the admissions and based on the academic performance in PGDM 1. Please refer previous page.

How many students are there in a class?

Currently we maintain a faculty to Student ratio of 1:8. The class size depends on how many students opt for a particular specialization.

How do we get industry insights in our curriculum?

Faculty at MSB have a wealth of industry experience from top brands. The program curriculum is co-created and very often co-delivered with industry experts.

What trending techniques and tools will we learn?

Through the Digital Mastery Program students get in depth understanding in areas like Analytics with Python, Big Data for Business, Digital Transformation, Digital Commerce and Payments, AI and ML, Cybersecurity, Fintech

Is it safe for girls to study here?

Yes, Mysuru is a clean and safe city for girls to study in India. We take special care of our female students, you can get more details on this from the admission team.

What is the fee and is all upfront payment?

The fee for two Year PGDM program is Rs 5,00,000 per year and is divided into 4 installments. Payment schedules are provided with specific due dates on the website.

PGDM Admissions Open 2024-26

MYRA
SCHOOL OF BUSINESS



Near Infosys, Opp. Power Grid, Yelwala,
Mysuru - 571130, Karnataka, India



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www.myra.ac.in



Scan to
Apply



360 degree
campus View