

Where

# GREAT STORIES Begin

**MYRA**   
SCHOOL OF BUSINESS

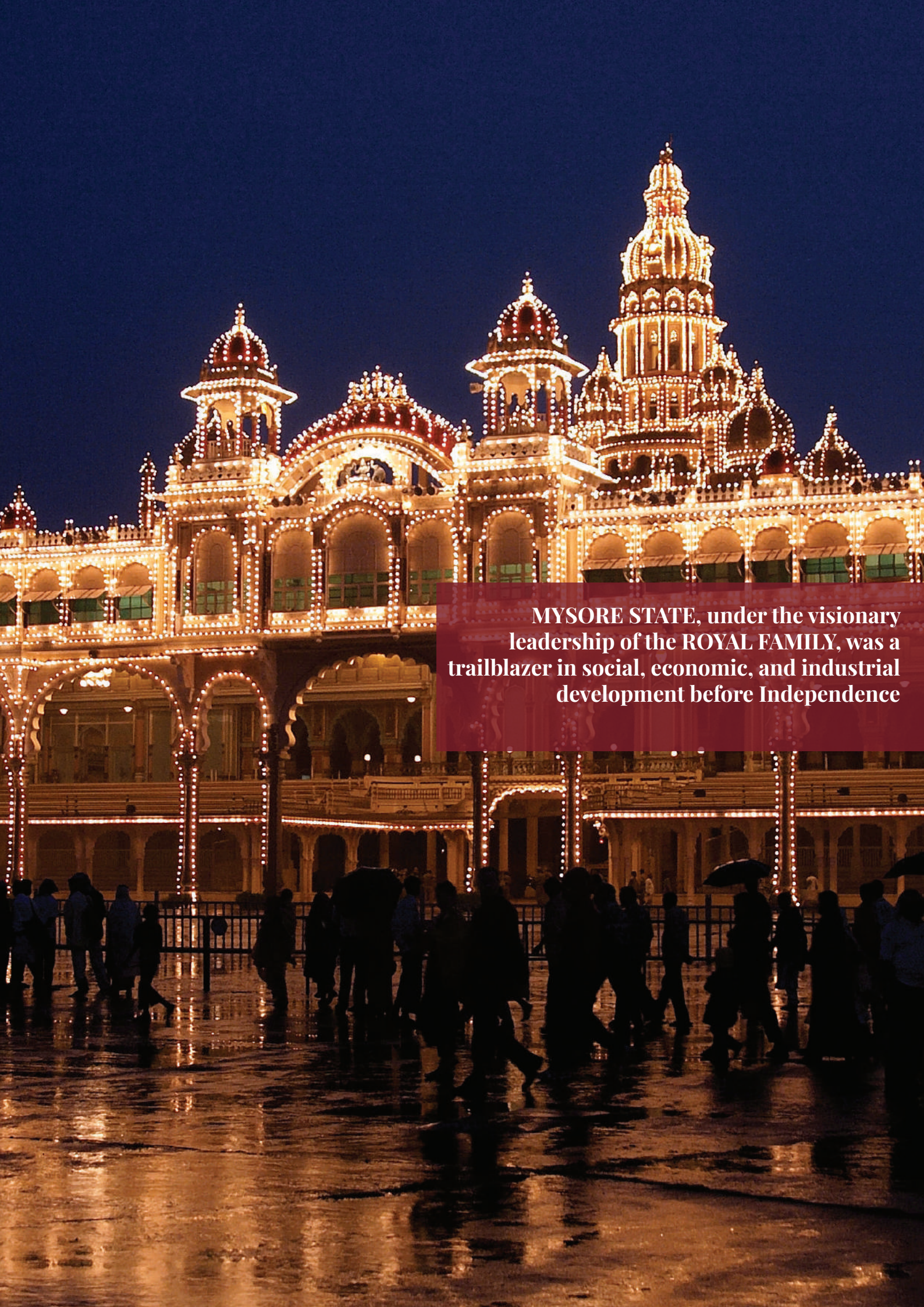


**PGDM ADMISSIONS  
OPEN for 2025-27**

[www.myra.ac.in](http://www.myra.ac.in)







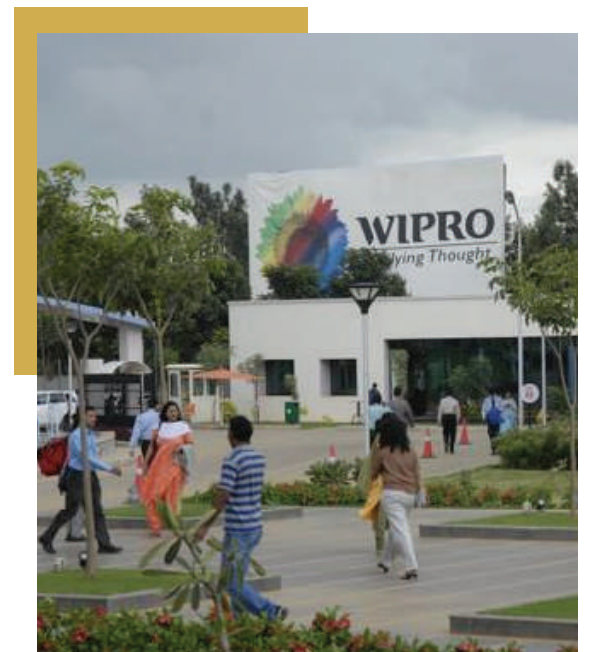
**MYSORE STATE**, under the visionary leadership of the **ROYAL FAMILY**, was a trailblazer in social, economic, and industrial development before Independence



## 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 PGDM College

Ranked 18<sup>th</sup> – PAN India  
Ranked 6<sup>th</sup> – South Zone

2

Global University  
Partners

Students can opt to study  
one trimester abroad.

Up to **4.5 lakh**

Scholarship Offered

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

2

Centres 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

Years Career Success  
Program

Training in leadership, selfconfidence,  
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  
Vasishta Fund, and has been a Director on  
the Boards of several companies including  
OAKS Asset Management, AppPoint  
Software Solutions, Xpheno, and  
Cyberverse Foundation.

# Dean

## Esteemed Faculty



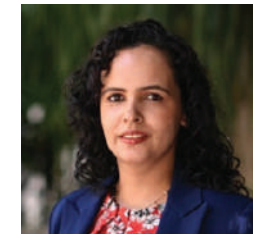
**Dr. Ashwani Singh**  
Assistant Dean-Academics;  
Assistant Professor Marketing;  
Ph.D. (IIMB)



**Dr. Praveen Kumar**  
Assistant Dean-Student Affairs;  
Associate Professor Marketing;  
Ph.D. (MDI Gurgaon)



**Prof. Kiran Kumar BGV**  
Senior Assistant Professor, IS;  
PGDM, IIMB; Ex-Infosys



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



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



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



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



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



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



**Dr. P A Mathew**  
Adjunct Faculty  
MPhil and PhD  
(JNU)



**Prof. Meena Raghunathan**  
Adjunct Faculty  
MBA (Marketing), University of Jodhpur  
Ex- Executive Director CSR, GMR Group



**Prof. R Krishnan**  
Adjunct Faculty  
C.A.I.I.B – Indian Institute of Bankers  
Ex- Global Head, TCS  
Ex- Director, ANZ Grindlays Bank  
(now Standard Chartered Bank)



**Dr. Prakash Nair**  
Professor of Practice (Visiting)  
Ph.D. (Texas A&M); Ex-Infosys



**Mr. Srikumar Nair**  
Professor of Practice (Visiting)  
Co-founder & CEO – BygC  
Ex – SBI & HDFC



# Curriculum Highlights

## Mandatory Courses in PGDM :

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

## Specializations:

- Finance
- Marketing & Sales
- HR
- Analytics
- Entrepreneurship
- Operations management

*\*Dual Specializations Offered*

## Bridge Course in BFSI

MSB's last mile BFSI course is co-created with top industry experts and the course is delivered by senior BFSI professionals to prepare the students for BFSI industry.



# Centre of Excellence



## Centre for Entrepreneurship & Family Business

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

The Centre 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 start-up 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.



# Centre of Excellence

## Cyberverse Foundation

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

Our International Student Exchange program with Europe's leading Business Schools embodies our commitment to delivering a global education. Strategic alliances with our Global Partners are the bedrock of this initiative, offering students unparalleled international exposure and opportunities, equipping them to excel in an interconnected world.

## Key Highlights:

- Open to all students
- Study abroad for 1 term
- No extra tuition fees
- Students are responsible for travel and accommodation costs



## 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; 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 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

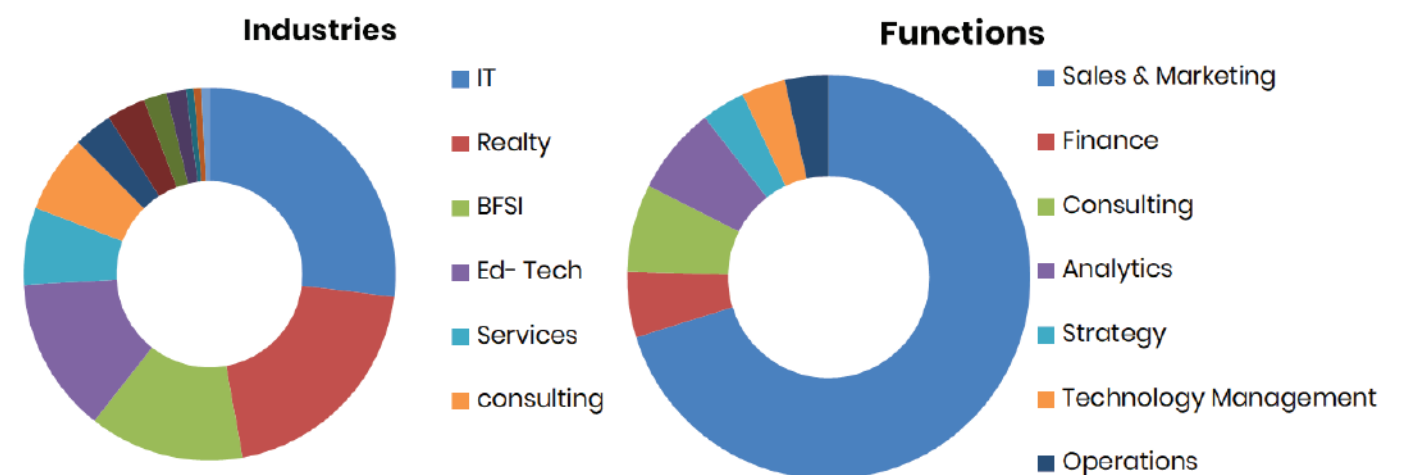
## Personalised Placement Success Coaching

includes

- a) writing effective CVs, Video CVs, and LinkedIn Profiles,
- b) training in Aptitude tests, and
- c) Mock GD and Personal Interview Practice.

## Placement Stats

- **Average CTC** – 8.64 L.P.A
- **Minimum CTC** – 7.0 L.P.A
- **Maximum Package over the past two seasons** – 13.5 L.P.A CTC



“

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.





# Skill-Building Industry Sessions

## Creative Problem Solving with Design Thinking

Led by Mr. Rohit Swarup, Founder of Explorra Education Pvt Ltd, this course taught students how to apply design thinking to develop creative, practical solutions for business challenges.

## BFSI Sector Readiness

Industry veterans Mr. Srikumar Nair (CEO, BygC) and Mr. Dinoj Damodar (Director, Fident Wealth Private Limited) shared specialized knowledge, preparing students with core skills in Banking, Financial Services, and Insurance.

## Strategic Negotiation Techniques

In partnership with Scotwork, Mr. Jayant Bhat and Mrs. Himangini B introduced students to proven negotiation strategies, a must-have for managing and closing complex deals.

## Intellectual Property Mastery

Mr. Rakesh Prabhu and Dr. M. N. Bheemesh of ALMT Legal covered essential IP skills, from creation and protection to commercialization, crucial for entrepreneurial and innovation-driven careers.

## Creative Strategy Workshop

Mr. Arvind Sharma, Global Leadership Council Member of Leo Burnett Worldwide and Lifetime Achievement Award winner, led students through essential strategies in creative branding and campaign development, highlighting techniques for impactful storytelling and audience engagement.

## Industry Readiness Essentials

In a panel discussion, Ms. Vidya Singh (VP-HR, The Media Ant), Mr. Nagarajan Srinivasan (Board Member, TiE Mysuru), and Dr. Dharma Prasad (CEO, Prosetta Bioconformatics) outlined key skills to meet and exceed employer expectations.

These expert-led sessions allow students to gain a rich experience by interacting with industry leaders. This also highlights how our PGDM curriculum prepares students to be job-ready from day one through a curriculum specifically designed by and for the industry.



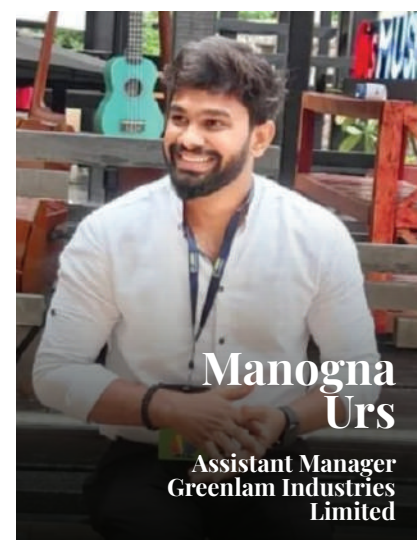
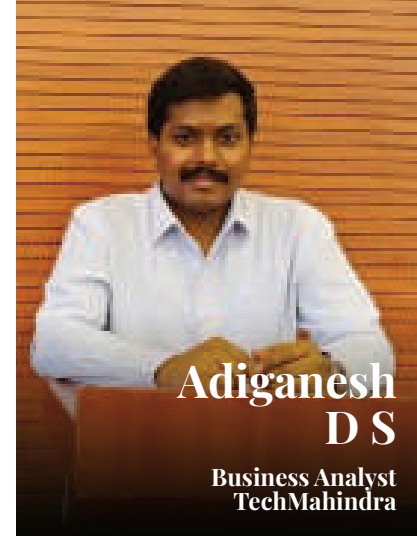


# Future Looks Bright Here.

MSB's illustrious **alumni** 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.

“MSB 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 MSB to anyone with ambitious career plans.”

Hansdhari Singh, PGDM 2021





# 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 MSB 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

- MSB Merit Scholarships (M-Schols)
  - Awarded to a set of students with the highest CGPA in PGDM 1
  - Awards range from rupees 2.5 to 3.5 lakhs
- MSB High Performer Scholarships
  - Awarded to students with the next highest bracket CGPA in PGDM 1
  - Awards range from Rupees 1.5-2.5 lakhs
- MSB 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 lakh

Fees	Amount (INR)	Payment Schedule
Admission Fees	50,000	At the time of Admission
Installment 1	2,50,000	Within 1 month after paying the admission fee
Installment 2	2,50,000	October 15th 2025
Installment 3	2,75,000	February 15th 2026
Installment 4	2,75,000	June 15th 2026



# 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 does MSB train a student for Placements**

A specialised 2 year 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 8.64 LPA, the minimum CTC is 7.0 LPA, and the maximum CTC over the past two seasons is 13.5 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 it upfront payment?**

The fee for two Year PGDM program is Rs 11,00,000 and is divided into 4 installments. Payment schedules are provided with specific due dates on the website and brochure.



# PGDM ADMISSIONS OPEN for 2025-27



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



0821-2404511-15  
+91 9901583333  
+91 9901853333



[info@myra.ac.in](mailto:info@myra.ac.in)



[www.myra.ac.in](http://www.myra.ac.in)



Scan to Apply



360 degree  
campus tour