

Where  
**Great Stories**  
*Begin*



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IIRF 2025  
Ranked No.

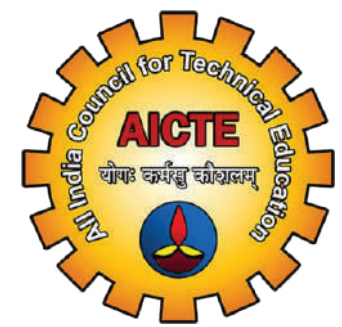


Pan India

IIRF 2025  
Ranked No.



South Zone



PGDM BROCHURE - 2026-28

## WHO WE ARE

At MYRA School of Business (MSB), Mysore, your management journey is designed to be future-ready and global. Our AICTE-approved PGDM blends rigorous academics with real-world exposure through live projects, a year-long capstone and industry internships. Learn from world-class faculty with PhDs from Harvard, NYU Stern, Texas A&M, IIT, IIM and industry leaders while gaining international exposure at partner universities in Portugal and Germany.

MSB's Career Success Program ensures you graduate career-ready. Our placement record for the previous year reflects strong outcomes, with an average CTC of ₹ 9.05 LPA and the highest CTC reaching ₹ 35 LPA\*. The award-winning campus inspires collaboration and creativity, while scholarships of up to ₹ 5 lakhs makes MSB education affordable. *At MSB, you don't just study business – you prepare to lead it.*

## Our Vision

To be ranked among the top B-schools in India by a recognized agency.

## Our Mission

To develop future-ready, globally competent and socially conscious business leaders grounded in Indian ethos.

# Awarded

## Leading Business School in Academic Excellence By Federation of World Academics

**TOP 20**

Private B-Schools as per IIRF Rank 2025  
18<sup>th</sup> in India & 6<sup>th</sup> in South

**2**

**Centers of Excellence**

Pratyagra Foundation,  
Cyberverse Foundation

**2-Year**

**Career Success  
Program**

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

**2**

**Global University  
Partners**

Students can opt to study  
one trimester abroad.

**Distinguished  
Faculty**

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

Up to **5 lakh**

**Scholarship Offered**

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

**1:8**

**Faculty to Student  
Ratio**

Small cohorts for  
individualized learning

**75+**

**Global Brands**

with 100% Placement  
Assistance

**\*Note:** CTC is of an experienced profile.

# Esteemed Faculty



**Dr. Ramasastry Ambarish**

Director 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, Vigyanlabs, Xpheno and Cyberverse Foundation.

**Director**



**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)



**Dr. Prakash Nair**

Professor of OB & Leadership  
Ph.D. (Texas A&M); Ex-Infosys



**Dr. Mahesh M V**

Professor Operations Management  
FPM, IIM Bangalore



**Prof. Abhijith S**

Assistant Professor Analytics & DS  
MS, University of Calgary, Canada



**Dr. Janhavi Kote**

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



**Prof. Kiran Kumar BGV**

Senior Assistant Professor, IS;  
PGDM, IIMB; Ex-Infosys



**Prof. Abhishek Agrawal**

Adjunct Faculty  
PGDM, IIML; Ex-McKinsey India



**Prof. Meena Raghunathan**

Adjunct Faculty  
MBA (Marketing), University of  
Jodhpur Ex- Executive Director CSR,  
GMR Group



**Prof. Rajeev Tandon**

Adjunct Faculty  
MMS (Bajaj); Ex- SC Johnson



**Dr. Karthik Kyanaraman**

Adjunct Faculty  
Ph.D. (Harvard)



**Dr. P A Mathew**

Adjunct Faculty  
MPhil and PhD (JNU)



**Prof. Sanjay Dwivedi**

Adjunct Faculty - Entrepreneurship  
Ex-Deloitte & Touche (UK)



**Dr. Lata Chakravarthy**

Adjunct Faculty-Finance  
CFA; Ph.D.(Bangalore University);  
Ex-IDBI



**Mr. Srikumar Nair**

Professor of Practice (Visiting)  
Co-founder & CEO - BygC  
Ex - SBI & HDFC



**Mr. Gautam Khanna**

Professor of Practice (Visiting)  
B.Tech, IIT Delhi; MBA,  
IIM Lucknow



**Dr. Charan Singh**

Visiting Faculty  
Former RBI Chair Professor, IIMB  
M.Phil, JNU; Ph.D., UNSW Sydney



**Mr. Rohit Swarup**

Visiting Faculty  
Founder & MD, Designersity &  
Explorra Education Pvt. Ltd.



**Mr. Varun Sridhar**

Visiting Faculty  
Ex-CEO, Paytm Services



**Dr. Anuradha Varma**

Visiting Faculty - OBHR  
Ph.D. (DU); Ex-Ernst & Young

## Curriculum Highlights

### Mandatory Courses in PGDM:

- Fintech
- Digital Transformation
- Visual Analytics - Story Telling using Data
- Generative AI for Business
- Cyber Security
- Design Thinking
- Bridge Courses: BFSI (Banking, Financial Services and Insurance); SPS (Sales Practice School)

### Specializations:

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

\*We offer Dual Specialisation



# 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.

- ◆ Study 1 trimester abroad
- ◆ No additional tuition fee
- ◆ Travel & stay costs to be borne by students



## Partner Universities



### Catolica Lisbon, Portugal

Catolica Lisbon School of Business and Economics (CLSBE) is a triple crown-accredited (AACSB, AMBA, EQUIS) institution ranked among the top 1% of business schools worldwide. Its flagship program, The Lisbon MBA, is consistently featured in the Financial Times global rankings.

Through MSB's academic partnership with CLSBE, MSB students gain access to world-class learning experiences in Lisbon, fostering global exposure, leadership development, and cross-cultural business insights.

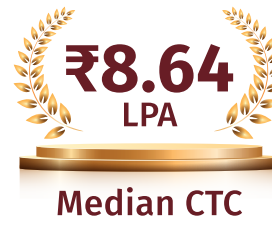


### University of Würzburg, Germany

The University of Würzburg (Julius-Maximilians-Universität Würzburg, Germany) is one of Europe's oldest and most respected public research universities, renowned for its excellence in management and international business education.

Through MSB's academic partnership with the University of Würzburg, students gain access to a semester-abroad opportunity that combines global exposure with academic rigor.

# Placement Highlights



## CAREER PATHWAY

As part of our holistic curriculum, MSB nurtures future leaders by building essential competencies in leadership, communication, collaboration, decision-making, presentation, and other critical skills needed to thrive in today's fast-paced, dynamic world.

## 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.

## 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



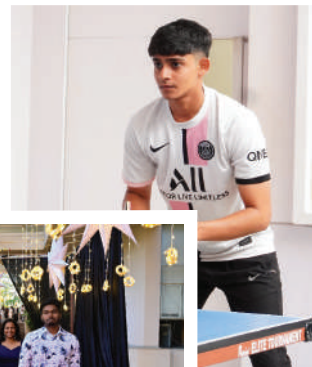
Entrepreneurship Club



Sports Club



Cultural Club



\*Note: CTC is of an experienced profile.

# Centers of Excellence



## 1 PRATYAGRA FOUNDATION – CENTRE OF EXCELLENCE FOR ENTREPRENEURSHIP AND FAMILY BUSINESS

Established in March 2025 through a strategic partnership between MSB and the Bherunda Foundation, a philanthropic trust managed by the erstwhile royal family of Mysuru, this program empowers aspiring entrepreneurs and next-generation business leaders with strategic knowledge and practical tools to launch, manage, and scale successful ventures. Designed and delivered by experienced founders, investors, and industry experts, it offers actionable insights drawn from real-world successes and failures. The incubation centre provides state-of-the-art facilities, mentorship, and hand-holding from leading figures in the industry.

## 2 CYBERVERSE FOUNDATION – CENTRE OF EXCELLENCE FOR CYBER SECURITY

Established in April 2022 through a partnership between MSB and the Bherunda Foundation, Cyberverse is dedicated to strengthening the cybersecurity ecosystem through innovation and skill development. MSB has integrated cybersecurity into its curriculum, equipping students to manage real-world digital threats. Students gain practical experience through hands-on workshops and work in Cyberverse's state-of-the-art phygital lab, guided by global cybersecurity experts.



# Frequently Asked Questions

## Is there any Loan assistance provided?

Yes, a pre-approved student loan is provided from 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 ₹ 9.06 LPA, the median CTC is ₹ 8.64 LPA, and the highest CTC is ₹ 35\* LPA.

## What is the rank of MSB among B- Schools?

Among latest published IIRF rankings, MSB ranks 18<sup>th</sup> in Pan India and 6<sup>th</sup> 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 Big Data for Business, Digital Transformation, Digital Commerce, AI and ML, Cybersecurity, Fintech, Gen AI, Design Thinking, Power BI and Figma.

## 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 ₹ 12,10,000 and is divided into 4 installments. Payment schedules are provided with specific due dates on the website and brochure.



## Scholarships

At MSB, excellence is recognized and rewarded through a structured scholarship program that values both academic merit and consistent performance.

Scholarships range from ₹50,000 to ₹5,00,000, awarded in two parts:

### ◆ Admission-Based Scholarship

Granted at the time of admission, based on academic excellence and personal interview performance.

### ◆ Performance-Based Scholarship

Awarded after the PGDM First-Year evaluation, based on academic achievements and overall performance.

### ◆ CAT-Based Scholarship

Available for students who have secured a CAT score of more than 75 percentile.

\*Note: CTC is of an experienced profile.

# Admissions Information

## Eligibility Criteria

- ◆ Bachelor's degree (any stream) with 50%+
- ◆ Entrance Exams Accepted: CAT, XAT, GMAT, GRE, NMAT, CMAT, MAT, or MSB Entrance Test (MET)

Work experience is not mandatory.

## Admission Process

- ◆ Online Application
- ◆ Academic Performance Evaluation
- ◆ Entrance Test
- ◆ Personal Interview
- ◆ Offer Acceptance

Fees	Amount (INR)	Payment Schedule
Program fee	12,10,000	
Admission Fees	1,10,000	At the time of Admission
Installment 1	2,75,000	Within 1 month after paying the admission fee
Installment 2	2,75,000	October 15 <sup>th</sup> 2026
Installment 3	2,75,000	February 15 <sup>th</sup> 2027
Installment 4	2,75,000	June 15 <sup>th</sup> 2027



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