



# Accelerate your Recruitment Potential

Career Services Recruitment Guide



MYRA School of Business, established by the Mysore Royal Academy (MYRA) is a Global Business School with programs tailored for the emerging markets.

We offer a unique learning eco-system with faculties from the best schools to prepare students for a trajectory of functional, general management and leadership roles in a rapidly evolving business world.

## Attract high calibre candidates

Making sure that you have a first-class team who can tackle the challenges and opportunities of today's competitive business environment is vital.

Here at MYRA, we understand that getting the right person for that key position can be tough, even for specialist recruiters.

We aim to provide you with access to well trained candidates who can make an immediate positive impact on your business. A vital element in this is MYRA Career Services, which enables students to raise their profile within the School, with specifically designed program tailored for business careers.





# MYRA Advantage

The MSB Difference

**Global Faculty**  
**Highly Ranked Program**  
**Individual Focus**  
**Learning that is tailored**  
**for tomorrow**

## **Stellar Teaching Faculty**

Numerous studies have found that students are often more inspired by lecturers whom they perceive to be experts in their field, and who convey enthusiasm for the subject. By sharing personal anecdotes about tackling "real world" problems with their students - faculty supplement theoretical coursework and case-studies in powerful ways.

All of our courses are handled by renowned professors from the world's most respected business schools. They conduct cutting-edge research, publish in leading academic journals, and have extensive consulting experience. Most importantly - they are all outstanding teachers with many teaching accolades.

## **Global Curriculum**

Emphasis is placed on the study of emerging markets and India's unique position in the global economy. At the same time, our curriculum is carefully designed to expose students to cross-cultural business dynamics, giving them an edge in the rapidly globalizing marketplace.

## **Research-Based Learning**

Research is interwoven with teaching and learning at all levels. By incorporating research outcomes into curricula, students gain an understanding of processes and scientific method of thinking, thus creating a culture of research and innovation. Broad skills such as critical thinking, information retrieval and evaluation, and problem solving are our emphasis.

## **Personalised Career Services**

The focus on smaller cohorts also helps us understand and appreciate individual profiles – making our career services activities personalized to each student's needs and aspirations. From day one, our career services team invests their time and effort in identifying and documenting these developmental needs, which gives each student individualized attention to their success journey.



The PGDM at MSB is an AICTE approved and innovatively designed Master's program that offers an unparalleled opportunity for students to embrace and lead change. The program is designed to meet the needs of the changing business landscape, helping create business professionals of tomorrow.

The curriculum is based on extensive research and feedback from industry and academia and reflects the growing emphasis on the part of leading firms to embrace and lead change in years to come.

The learning model offers an equitable mix of individual attention, academic rigor, and experiential learning with a view to develop future leaders with the requisite knowledge and experience to help transform the businesses.

#### •**Innovatively Designed Program**

An innovatively designed 102 credit program with a global curriculum, designed by industry and academia.

#### •**Global Faculty**

Faculties with PhDs from global Universities (NYU Stern, Texas A&M, Georgia Tech, University of British Columbia, Southern Denmark University, IIT K, IIM A, IIM B, IIM C).

#### •**International Student Exchange**

Opportunity to study a semester abroad at our partner Universities (Catolica Lisbon, Portugal; and University of Wuerzburg, Germany).

#### •**Experiential Learning**

Emphasis on experiential learning with 3 projects, industry interactions, case studies, and more.

#### •**Tailored Career Services**

Tailored Career Services with 6 credit Career Services courses and 3 credit summer internships to prepare you for the industry.

# PGDM at MYRA

Post Graduate Diploma  
in Management

**AICTE Approved**  
**102 Credit**  
**Case Study Driven**  
**Experiential Learning**  
**6 Specialisations**



# Career Services at MYRA

How we train students

6 credits

Career Services Program  
Professional Development  
Workshops  
Skill Enhancement Programs

## Self Assessment

At the beginning of the Careers Services Program, students are introduced to a self-assessment which introduces them to personality assessment and goal orientation assessment. These research-based assessments set the building blocks for the professional development program at MSB – helping students identify their strengths and improvement areas.

## Global Curriculum

The Basic Career Services course is a thirty hours professional skills development program covering three areas: Questioning/Probing/Diagnostic Skills, Active Listening Skills, Articulation & Communication Skills. The aim is to provide a solid foundation for 1st year PGDM students by introducing world-class practices in these three areas which are vital for success in their rest of the PGDM program, placements & professional careers.

## Research-Based Learning

Advanced Career Services is a 3-credit program that students are introduced to towards the end of their program (closer to the final placement hiring season), and is a structured program that helps students take a deep-dive into industry-specific knowledge. Students undergo a rigorous course on industry, company, and case analyses that are tailored for their target industries to ensure that they are placement ready. The end objective of the course is to prepare students to understand and appreciate multiple industries, be able to analyze a company and its competitors, and explore new business models in the industry. In a nutshell, the course prepares each student to have a meaningful discussion with the recruiter.

## Employment Readiness Program

2 week intensive program to make students interview ready with mock GDs and PIs, tailored to help students target the right industries and roles.



# Why choose our graduates?

Graduates of MYRA are exposed to the developments in the industry from day 1 (with our flagship week of welcome initiative), and are prepared to enter the workforce with a sound understanding of industry and market dynamics. The growing list of industry speakers who connect with our cohort is one example of how a MYRAcle gets relevant industry insights that makes him/her ready for tomorrow.

## Recent Speakers who visited MYRA



**Krishna Gopal**  
Global Head - Sales Enablement, Tech Mahindra



**Prashant Srivastava**  
CEO, TheOther 2 Thirds Consulting



**Prashant Parameswaran**  
Marketing Professional



**Bala Aiyaswamy**  
Group Head - Talent & Leadership, Reliance Industries Ltd



**Naresh Choudhary**  
Vice President, Reuse & Tools - Head, Infosys



**Rajesh Gaurav**  
Ph.D - ISB, MYRA Alumnus



**Vikas Dua**  
Chief HR Mentor, Attayn, Advisor - BRICS CCI



**Kandaswamy Bharathan**  
Joint Managing Director, Kavitalayaa



**Varun Sridhar**  
CEO, PayTM Money



**Jaikrishnan G**  
Director, KPMG India



**Narayan Devanathan**  
CEO, Dentsu Solutions



**Praveen Kamath Kumbha**  
CHRO & Global Head HR, Apisero Inc.,



**Vidya Singh**  
Manager - HR, Airbus Group India Pvt. Ltd.



**Mike Murali**  
Chief Fun Officer & Director Marketing, Capgemini



**Dr. H R Rao**  
AT&T Distinguished Chair, University of Texas



**Kenneth Serrao**  
Co-Founder & CIO, OAKS AMC



**Mohd Qasim**  
Co-Founder, Prismforce



**Janhavi Kote**  
Assistant Professor, Southern Cross University



**Ravi Sreedharan**  
Founder of Indian School of Development, Azim Premji Foundation



**Abhishek Agrawal**  
Founder of 'One A Advisors'



**Sutanu Chowdhury**  
CHRO, Spencers Retail Sanjeev Goenka Group



**Gautam Khanna**  
Vice President & Head, Modernization Practice, Infosys



**Suraj Chettri**  
Regional Director - HR, Airbus Indian & South Asia



**Shalabh Gupta**  
Founder - AKIVA Superfoods, Head of Strategy, Twitter India



# Why choose our graduates?

At MYRA we place considerable emphasis on global quality education along with skill development for the corporate environment. This ensures that our graduates can make a valuable contribution to businesses from day one. They are groomed with a broad range of professional skills and attitude that companies are looking for.

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## Global Faculty

We bring the World to MYRA. Our faculties come from / are associated with leading global Universities such as:

**NYU Stern**  
**Texas A & M University**  
**IISc**  
**IIM Ahmedabad**  
**IIT Kharagpur**  
**IIM Bangalore**  
**IIM Calcutta**  
**Vlerick Business School**  
**Catolica Lisbon Portugal**  
**University of Texas**  
**Georgia Tech**  
**University of North Texas**  
**Southern Denmark University**  
**University of British Columbia**  
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## Global Exposure

To provide international exposure and diverse cross-cultural experiences for our students, MYRA School of Business has established global partnerships with leading B-schools across the world. These alliances present an excellent opportunity for students to live and study in various settings and gain a deeper understanding of international business landscapes.

Students Exchange Partner Schools:

**Catolica Lisbon School of Business and Economics, Portugal**

**Universität Würzburg, Germany**

## Diverse Background

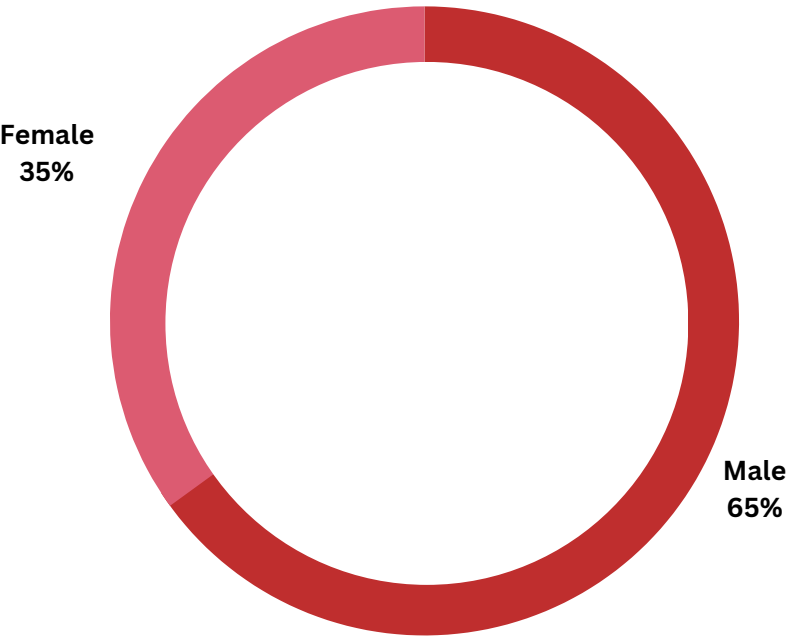
We have students representing 20 states of the country, with diverse educational and industry background, which increases your chance of finding the right talent for your organisation.

Our students have worked with / are working in companies such as:

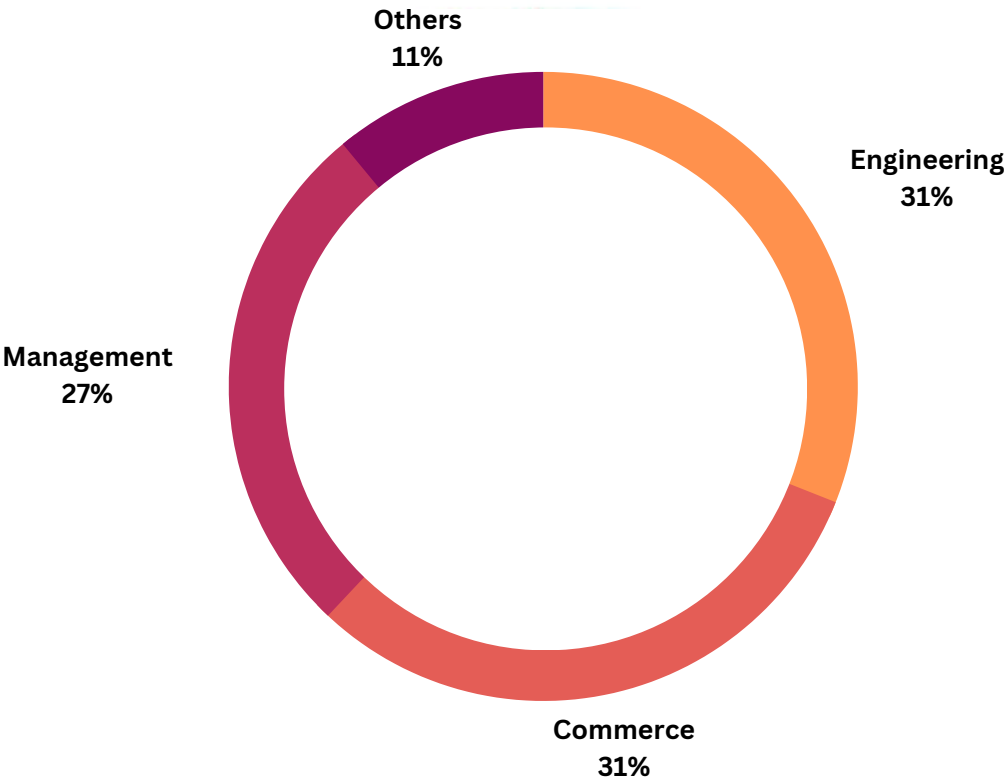
**Infosys**  
**TCS**  
**EY**  
**Cognizant**  
**Mindtree**  
**JP Morgan**  
**Capgemini**  
**Oracle**  
**Huawei**  
**Royal Bank of Scotland**  
**Goldman Sachs**  
**Protiviti**  
**Acer**  
**CMS IT Services**  
.....



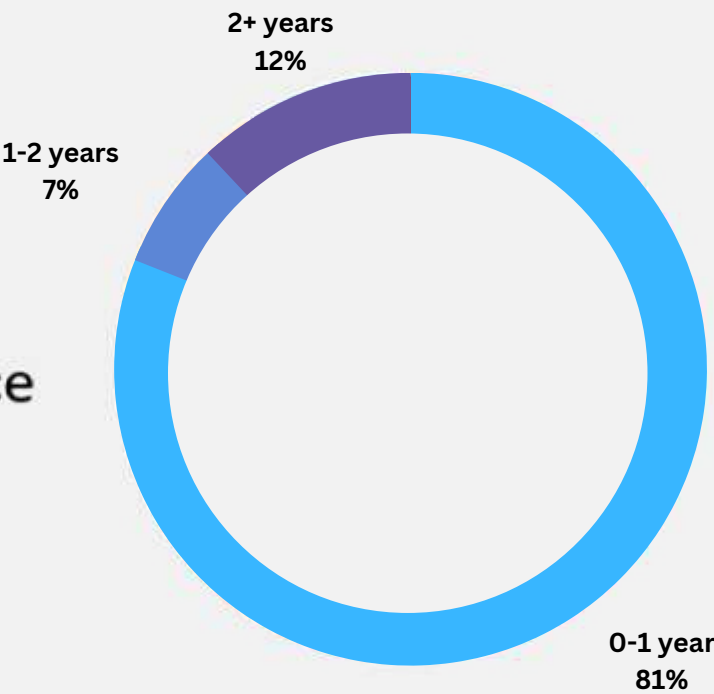
Gender



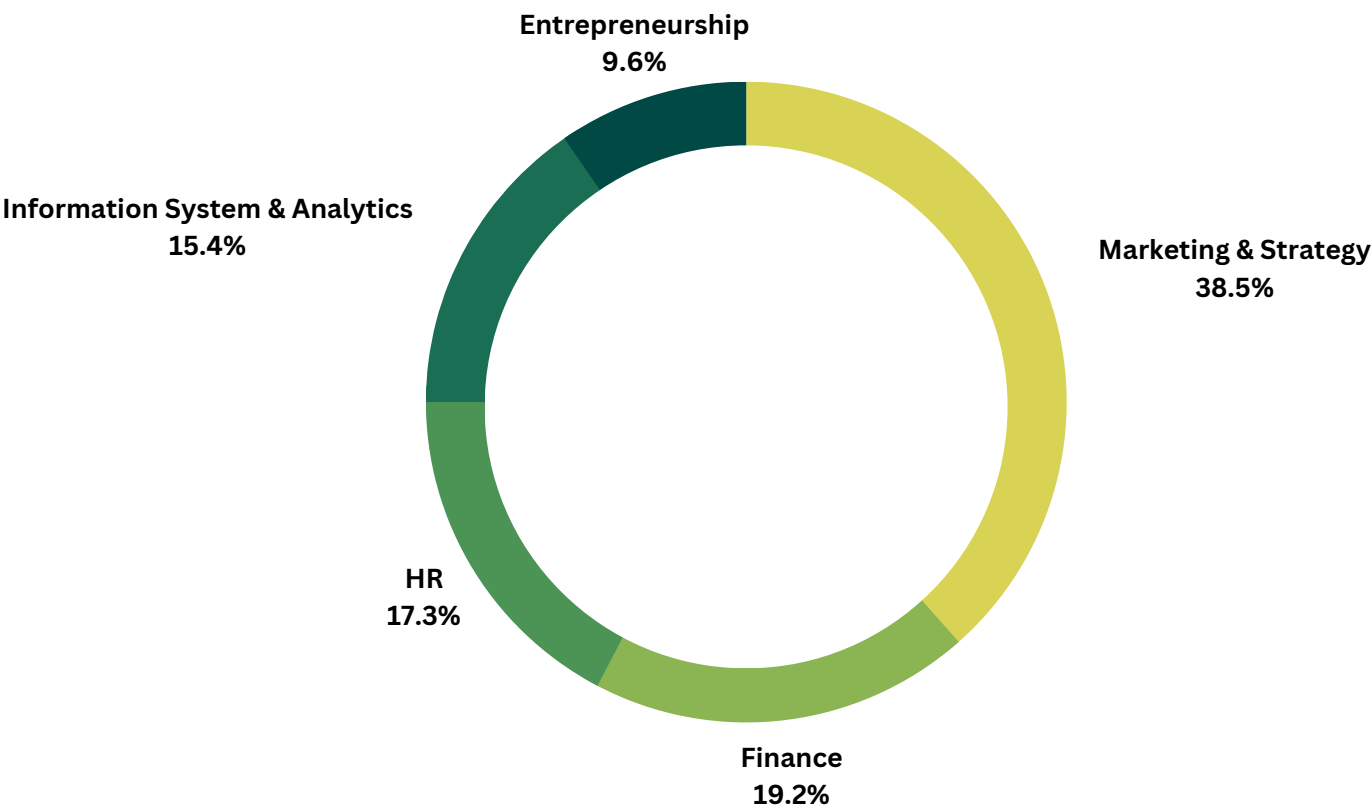
Education Background



Work Experience



Specializations





- Start-ups to Corporates

Entry Level to Managerial
- Pan India Placements

International Alumni

MYRAcles work with

Last 3 Years

Industries

- IT

BFSI

Services

Fin-Tech

Logistics

E-Commerce

Health-Tech
- Realty

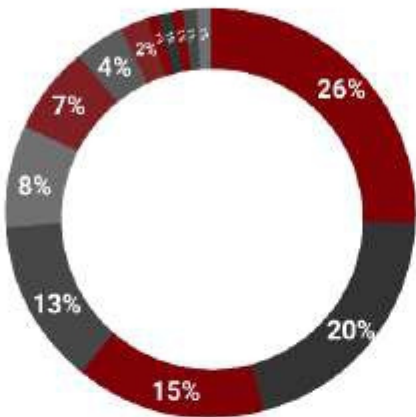
Ed-Tech

Consulting

Education

Retail

Media



Functions

- Sales & Marketing

Finance

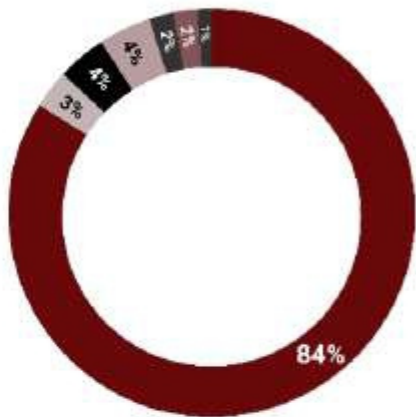
Consulting

Analytics

Strategy

Technology Management

Operations





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