

A GREAT FUTURE STARTS AT **MSB**

- Digital Mastery Program
- Two Subject Specialisation
- Global and Senior Industry Faculty
- Industry Co-created Curriculum
- Career Success Program
- Great Scholarship Scheme
- Study Abroad Opportunity for Every Student
- Personalised Training for Placement Success
- Individual Attention and Mentorship
- Focus On All Round Development
- Award Winning Campus



Ranked Best Business School (Private)
#30 INDIA #11 SOUTH INDIA



APPLY NOW



 **Mysuru, Karnataka**

UNIQUE DIGITAL MASTERY PROGRAM

We train our students in both theory and practical aspects of the Digital Economy. The key courses:

- Cyber Security
- Artificial Intelligence
- Machine Learning
- Digital Marketing
- Digital Product Management
- Digital Transformation
- Digital Productivity and Tools
- Digital Commerce and Payments
- Data Visualisation
- Digital Analytics and more



CURRICULUM CO-CREATED WITH INDUSTRY

We understand that to prepare our students for the real world, we need to collaborate closely with industry experts and leaders.



- Our curriculum is co-created with the industry, ensuring that our courses reflect the latest trends and best practices in the field.
- Senior industry leaders deliver full credit courses, workshops, guest lectures, case studies, and practical projects.
- Industry interactions at MSB are facilitated through our industry connect events that include CXO Power Talks, Insight Lecture series, MSB Developmental Dialogues, and Industry Webinars.

UNIQUE CAREER SUCCESS PROGRAM



- Our unique Career Success program spans the entire duration of the 2-year program. It focuses on training our students in personal, managerial, and business skills needed to become successful leaders in the future.
- The program trains students on leadership, communication, teamwork, problem-solving, decision-making, language skills, listening & presentation skills, aptitude tests, group discussions, and personal interviews.

INDIVIDUAL ATTENTION, MENTORSHIP & WELLBEING

We understand the importance of individual attention and mentorship in the learning process.

- Our low student-faculty ratio enables our faculty to get to know each student personally, understand their unique strengths & challenges, & provide individualised teaching.
- Our faculty members provide one-on-one mentorship to students, guiding them for success in academics and personal development.
- We have an experienced counsellor who provides mental and emotional support to all the students.



AN INTEGRATED LEARNING APPROACH

Dual Specializations in Marketing,
Finance, OBHR, Analytics, OM and
Entrepreneurship.



Classroom Learning enhanced by

- Hands-on practice
- Case Studies and Projects
- Industry Capstone Projects
- Online Courses, Apps and Gamification
- Simulations and Role Plays
- Panel discussions
- Companies and market experiences
- Discussion and Learning Clubs
- Do Your Own Business
- E-commerce
- Investment
- Start-up
- Campus management

INSPIRING EXCELLENCE: OUR FACULTY

Meet our World Class Faculty: Guiding Your Path to Success. Our faculty comprises of professors from renowned institutions like Harvard, NYU Stern, Texas A&M, the top IIMs and IITs. In addition, they have years of experience in top companies like Infosys, Wipro, HUL, Pepsi, Reliance, Tata, World Bank, Tech Mahindra, Mckinsey to name a few.

SOME OF OUR DISTINGUISHED FACULTY



Dr. Ramasastry Ambarish
Dean; Ph.D. (Stern)



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



Prof. Kiran Kumar BGV
Senior Assistant Professor IS
B.Tech., IIT KGP; PGDM, IIMB



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



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



Dr. Jagadeesh R
Professor of OM
Ph.D. (IIT Bombay)



Prof. Abhijith S
Assistant Professor
Analytics & Data Science;
MS, University of Calgary, Canada



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



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



Prof. Rajeev Tandon
Visiting Faculty
B.Tech., IIT K; MMS (Bajaj);
Ex - SC Johnson, Gillette

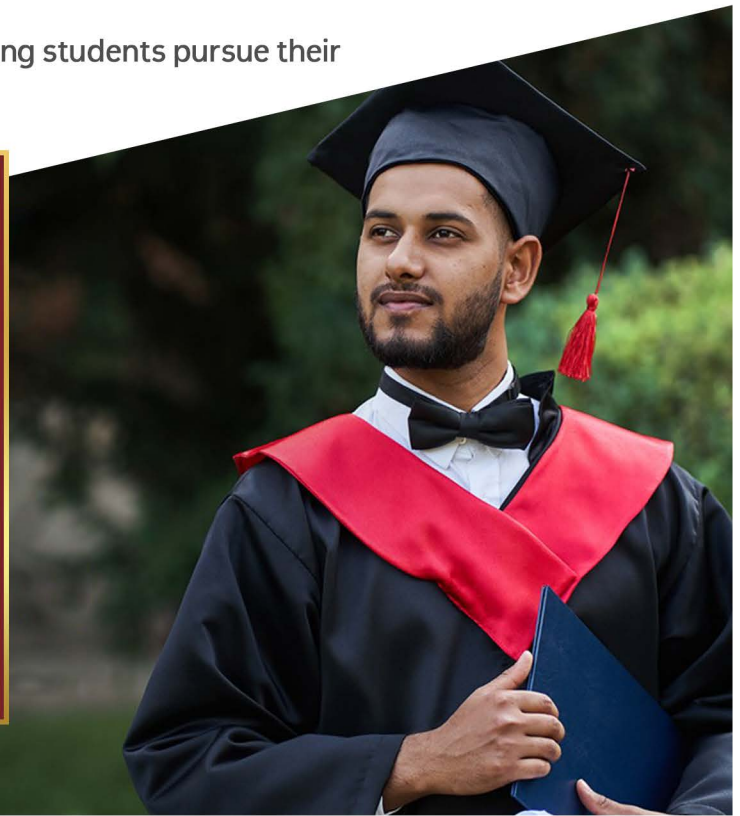


Prof. Krishna Gopal
Professor of Practice (Visiting)
Global Head-Sales Enablement,
Tech Mahindra

WE SUPPORT YOUR EMPOWERMENT: SCHOLARSHIPS

We offer merit-based scholarships to help deserving students pursue their academic and career goals

- Our scholarships provide up to Rs 4.5 Lakhs financial assistance. These scholarships are awarded based on academic merit and all round performance.
- In 2022, approximately 45% of our students were awarded scholarships, demonstrating our commitment to providing accessible and affordable education to all deserving students.
- Student Bank Loans Available from Leading Banks.



EXPAND YOUR HORIZONS: INTERNATIONAL STUDY

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.



- The program is open to all students
- Students can study abroad for 1 term
- There is no extra tuition fee for study abroad
- Students will have to bear cost of travel and stay
- Catolica Lisbon School of Business & Economics, Portugal
- University of Würzburg, Germany

CAREER CATALYST: PLACEMENT & CTC

- We offer a comprehensive personalised Placement Success Coaching that includes
a) writing effective CVs, Video CVs, and Linked In Profiles, b) training in Aptitude tests, and
c) Mock GD and Personal Interview Practice.
- Our senior Job Interview Coaches provide job-specific coaching, helping our students prepare for different types of interviews and anticipate potential questions and challenges.
- Our Management Committee members and faculty personally use their vast professional network to connect students to high quality companies.

16 LPA

Highest CTC
Offered

5-16 LPA
CTC Range

75+

Companies
Visited

8.2

Average CTC
Offered



"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"



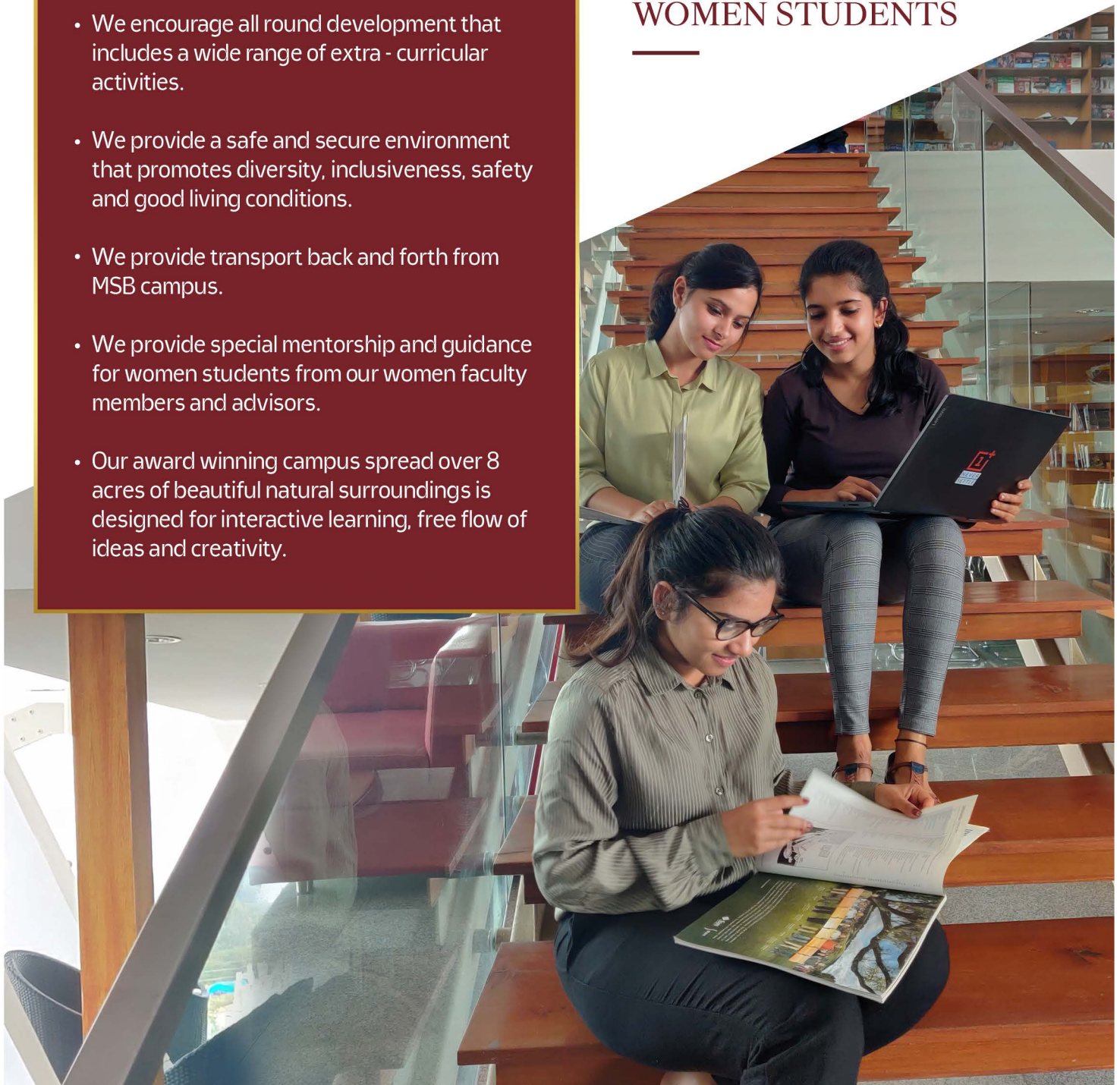
- Zonal Head of the largest private sector bank in India.

WHERE LIFE MEETS LEARNING: CAMPUS & STUDENT LIFE

We value student life as a vital aspect of our ethos. Our team strives to create an environment that fosters student development by offering carefully crafted activities, events, and facilities.

- Professional Student Clubs at MSB encourage thought-provoking discussions and customised learning.
- We encourage all round development that includes a wide range of extra - curricular activities.
- We provide a safe and secure environment that promotes diversity, inclusiveness, safety and good living conditions.
- We provide transport back and forth from MSB campus.
- We provide special mentorship and guidance for women students from our women faculty members and advisors.
- Our award winning campus spread over 8 acres of beautiful natural surroundings is designed for interactive learning, free flow of ideas and creativity.

SAFE AND SECURE ENVIRONMENT FOR WOMEN STUDENTS



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.



FEES STRUCTURE

Fees	Amount (INR)	Payment Schedule
Admission Fees	50,000	At the time of Admission
Installment 1	2,25,000	June 15th 2023
Installment 2	2,25,000	October 15th 2023
Installment 3	2,25,000	February 15th 2024
Installment 4	2,25,000	June 15th 2024
Installment 5	50,000	October 15th 2024

CONTACT US

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 admissions@myra.ac.in  www.myra.ac.in

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APPLY NOW

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visit our Website

