

Where
Great
Stories
Begin



IIRF 2026
Ranked No.

19

Pan India

IIRF 2026
Ranked No.

14

PGDM General
(Private B-Schools)

IIRF 2026
Ranked No.

1

Karnataka -
Best Private
B-Schools

Introduction

□ History

MYRA School of Business (MSB), established under the aegis of the Mysore Royal Academy (MYRA) Trust, is an innovatively designed business school in Mysuru.

MSB's avant-garde and the architecturally acclaimed campus was inaugurated on November 4th 2012 by Padma Bhushan Deepak Parekh, Chairman of HDFC.

□ Vision

To be one of the top business schools in India.

□ Mission

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

□ Core Values

1. Honesty & Integrity
2. Respect
3. Excellence
4. Creativity



Campus & Infrastructure

The MSB Campus, designed by Architecture Paradigm, is inspired by Bengaluru - Mysuru highway's rocky landscapes. It has garnered several national and international awards for architecture. With a floating classroom, large auditoriums, and collaborative spaces, it breaks from traditional campus designs. Located in Mysuru's tech hub near Infosys and L&T, it is ideal for global academic and corporate events.





Dr. Ramasastry Ambarish
Director, Ph.D. (Stern);
Ex-World Bank; Citi Bank



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



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



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



Dr. Mahesh M V
Professor Operations Management;
Ph.D. (IIMB)

Faculty



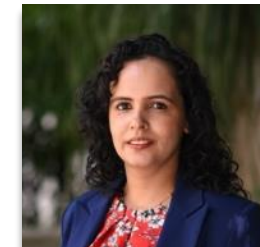
Dr. Kanish Debnath
Associate Professor Economics & Analytics
Ph.D. (IIMA)



Prof. Kiran Kumar BGV
Sr. Asst. Professor IS;
PGDM IIMB; Ex-Infosys



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



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



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



Dr. Anashua Banerji
Visiting Faculty
Ph.D.(University of Heidelberg,
Germany)



Dr. Anuradha Varma
Visiting Faculty-OBHR
Ph.D.(Delhi Uni.); Ex-Ernst&Young



Dr. Charan Singh
Visiting Faculty-Finance
Ph.D.(UNSW, Sydney); Ex-IMF



Dr. Chendil Nathan T Vijay
Visiting Faculty-OM
DBA(Swiss School of Busi. Mgmt.);
Ex-PWC





Prof. Deepak Agarwal
Adjunct Faculty-OM
PGDM(IIML), B.Tech(IIT Delhi); Ex-Flipkart



Prof. Isha Sapra
Visiting Faculty
Co-Founder, WeWin Venture Capital



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



Prof. Krishnan R
Adjunct Faculty
MBA, University of Madras



Prof. Mahesh Rao
Visiting Faculty - Marketing
MBA(XIMB); TEDx speaker

Faculty



Prof. Meena Raghunathan
Adjunct Faculty
Former ED, CSR, GMR Group



Dr. P A Mathew
Adjunct Faculty-Economics
Ph.D. (Jawaharlal Nehru University)



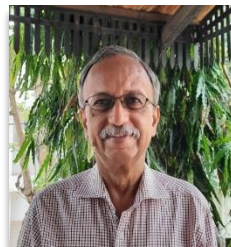
Dr. Purba Halady Rao
Adjunct Faculty - Analytics & DS
FPM (IIMC)



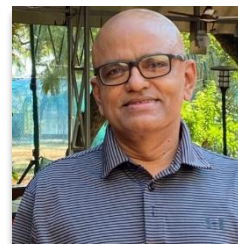
Prof. Raghavshyam Ramamurthy
Visiting Faculty-Visual Analytics
MBA (Syracuse University, NY)



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



Prof. Ram Mohan Menon
Adjunct Faculty-Marketing
PGDM(IIMA); Ex-Eveready Industries



Dr. Sampath Dorairajan
Visiting Faculty-Family Business
M.Sc.(Edinburgh Scotland); MEP (IIMA)
Executive Director-Family Business
Pratyagra Foundation



FCCA-Sanjay Dwivedi
Adjunct Faculty-Entrepreneurship
Ex-Deloitte & Touche (UK)



Prof. Shanker Subramoney
Adjunct Faculty-GCK
LLB (BLR Uni.); Ex-HUL



Professor of Practice

Faculty



Mr. Gautam Khanna
Professor of Practice (Visiting)
B.Tech(IIT Delhi); MBA(IIML); Ex-Wipro



Mrs. Himangini Bhat
Professor of Practice (Visiting)
MA, Kolkata University; Ex-Axis Bank



Mr. Jayant Bhat
Professor of Practice (Visiting)
B.Tech(IIT Kanpur); MBA(IIMA); President, Scotwork



Prof. Srikumar Nair
Professor of Practice (Visiting)
Co-founder & CEO, BygC



Mr. Varun Sridhar
Professor of Practice (Visiting)
MBA(SDA Bocconi); Ex-CEO, Paytm
Services



Governing Board



Dr. Ramasastry Ambarish
Director & Chairman of Board of Governors
MYRA School of Business



Mr. M L Kantharaj Urs
Managing Trustee
MYRA School of Business



Mr. Amit Bose
Founder & CEO
Hanbai Consultancy LLP



Mrs. Jayanthi Yeshwant Kumar
Founder & Director
Ad Astra Consultants



Mr. D. N. Prahlad
Founder & Chairman (Non-Executive)
Surya Software, Bangalore



Mr. Puneet Pushkarna
General Partner
Solmark VC, Singapore



Mr. Vaibhav Piplapure
Managing Director-Credit
KKR & Co. Inc.



Mr. Vivek Anand P S
Founder and MD
OAKS Asset Management Company





Executive Development Program

MSB offers comprehensive corporate training programs that are custom designed. They cover a wide range of domains including Leadership, Entrepreneurship, Sales & Marketing, Finance, AI & ML, Analytics, Cybersecurity, and Human Resources. These programs are designed to empower professionals with the skills and knowledge needed in today's business world.



Programs Offered

PGDM

MSB's AICTE-approved 2-year PGDM program prepares future leaders with a blend of industry insights and academic rigor, emphasizing change leadership and business transformation.

MSB's PGDM program offers a unique dual specialization with an industry-aligned curriculum for well-rounded graduates.





01

Curriculum Co-Created With Industry

- Curriculum co-created with industry.
- Senior industry leaders co-teach courses and workshops.
- 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.
- Sales Practice School – MSB's last mile course in Sales is co-created with top industry experts and the course is delivered by senior sales professionals to prepare the students for Marketing/Sales industry.

02

Individual Attention, Mentorship & Wellbeing

- Low student-faculty ratio fosters personalized learning.
- Faculty and industry experts offer one-on-one mentorship for academic and personal growth.
- Dedicated counsellor provides essential mental and emotional support, to all students.

03

An Integrated Learning Approach

- Blend of classroom instruction and experiential learning.
- Case studies, simulations, and industry projects.
- "Do Your Own Business" initiative for real-world insights.

04

Capstone Project

- A Year-long Capstone Project with partnered Companies
- Hands-on experience
- Experiential Learning



Curriculum Co-Created With Industry

- ❖ **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.
- ❖ **Sales Practice School** – MSB's last mile course in Sales is co-created with top industry experts and the course is delivered by senior sales professionals to prepare the students for Marketing/Sales industry.
- ❖ **Financial Markets** – Mandatory weekly Investment Club meetings to analyse Financial Markets.



Industry-Ready Learning: Bridging Classroom to Career

01



BRIDGE COURSE BFSI



Co-created with top
industry experts in BFSI



Delivered by senior
BFSI professionals



Preparing students for
BFSI careers

Industry experts →
Professional delivery → BFSI readiness

02



SALES PRACTICE SCHOOL Sales & Marketing



Co-created with top
industry experts in sales



Delivered by senior
sales professionals



Preparing students for
Sales & Marketing careers

Industry experts →
Practical learning → Sales readiness

03



FINANCIAL MARKETS Investment Club



Mandatory weekly
Investment Club meetings



Students analyse
real-world financial markets



Building market intelligence &
investment acumen

Weekly analysis →
Market insights → Investment acumen

INDUSTRY EXPERTISE → EXPERIENTIAL LEARNING → CAREER READINESS

PGDM Program

Dual Specialisations

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



Unique Digital Mastery Program

MSB's PGDM Program offers a portfolio of courses that prepares the students well to thrive in the digital economy:

- Cyber Security
- Artificial Intelligence
- Machine Learning
- Digital Marketing
- Product Management for Digital Economy
- Design by Artificial Intelligence
- Digital Transformation
- Generative AI Models and Productivity
- AI Agentic Design and Workflow Automation
- Digital Commerce and Payments
- Fintech
- Data Visualisation
- Business Intelligence



Career Success Program

- Career Success Program is spanned over the entire duration of the 2-year PGDM program.
- Focus on personal, managerial, and business skills.
- Training in leadership, self-confidence, critical thinking, time management, communication, teamwork, and more.
- Prepares students for interviews and aptitude tests.



Global Exposure

International Student Exchange Programs

MYRA offers International Exchange and Study-Abroad Programs for global business insights and cultural understanding.



- **Catolica Lisbon School of Business and Economics (CLSBE), Portugal**

MSB collaborates with CLSBE for student exchanges, faculty research, and curriculum development. CLSBE offers full tuition fee waiver to selected students from MSB.



- **Julius Maximilian University of Würzburg, Germany**

MSB collaborates with UoW for student and faculty exchanges, research, and curriculum development. MSB students benefit from full tuition fee waiver.



Centers of Excellence

- Center of Excellence for Entrepreneurship and Family Business
– Pratyagra Foundation – <https://pratyagrafoundation.org/>
- Cybersecurity and AI Center of Excellence
– Cyberverser Foundation – <https://cyberverserfoundation.org/>
- Both Centers are in association with the Bherunda Foundation (<https://bherundafoundation.org/>) of the erstwhile Royal Family of Mysore State.



Pratyagra Foundation

Center of Excellence for Entrepreneurship and Family Business

In association with the Bherunda Foundation

- The Center for Entrepreneurship & Family Business at MSB embodies our commitment to fostering entrepreneurial talent and family businesses.
- It was inaugurated by Padma Vibhushan N. R. Narayana Murthy, Founder of Infosys, in September 2023.
- It aligns with MSB's vision of building a vibrant startup ecosystem with all its elements in Mysuru.



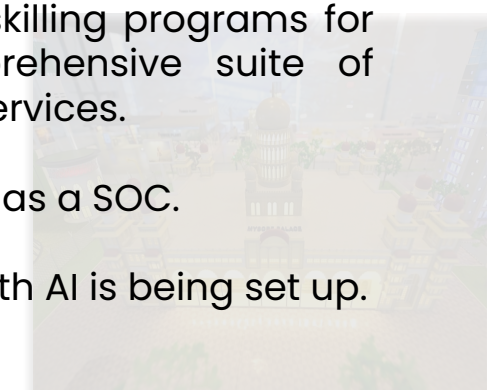
Cyberverse Foundation

Cybersecurity & AI Center of Excellence

In association with Cyberverse Foundation



- The Cybersecurity Center of Excellence was established at MYRA in September 2022.
- The state-of-the-art phygital lab is one of a kind in India.
- It is dedicated to building a robust and resilient cybersecurity ecosystem in India.
- It provides programs for grassroots level awareness building, courses/training programs for schools and colleges, upskilling programs for the industry, and a comprehensive suite of cybersecurity products and services.
- The brand new building also has a SOC.
- A separate division dealing with AI is being set up.



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.

- Investment Club
- Marketing Club
- HR Club
- Entrepreneurship Club
- Sports Club
- Socio-Cultural Club
- Voice for Voiceless Club
- Art & Literature Club



Placements & Internships

MSB's Placement Office (PO) provides personalized career placement services. Each year, MSB conducts a Placement Program (PP) to secure employment/internship opportunities for students. At the beginning of each academic year, the PO forms the Student Placement Team (SPT) and Student Internship Team (SIT) and assist them with their search for employment and internship opportunities.



ADITYA BIRLA GROUP

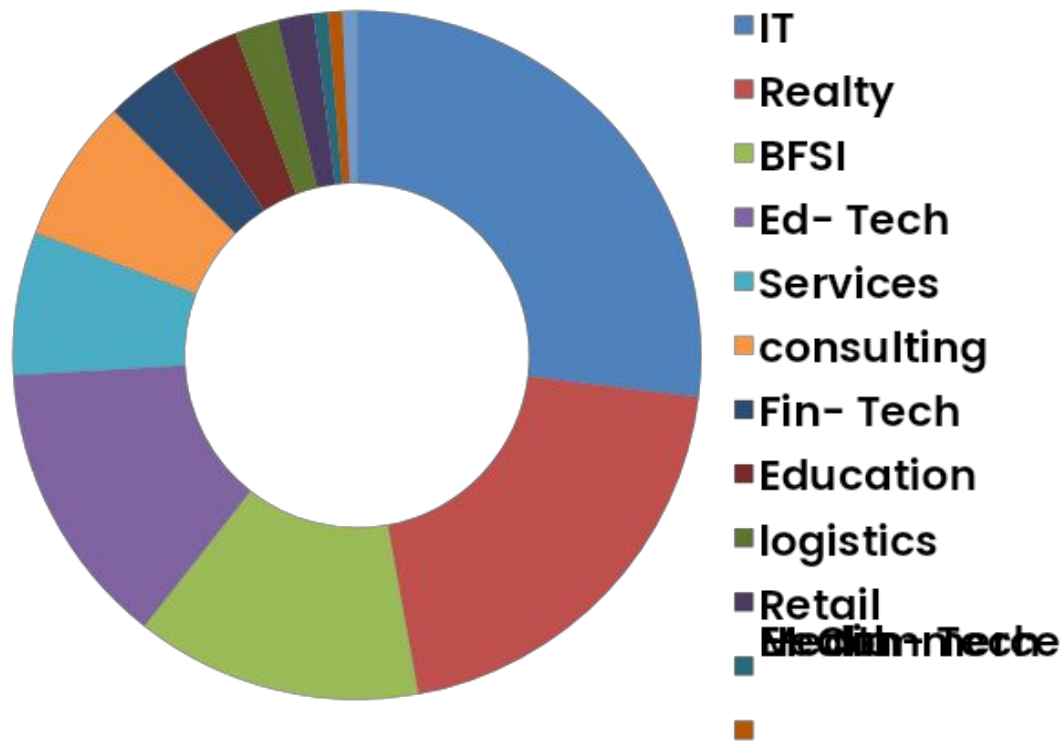


Placement Stats

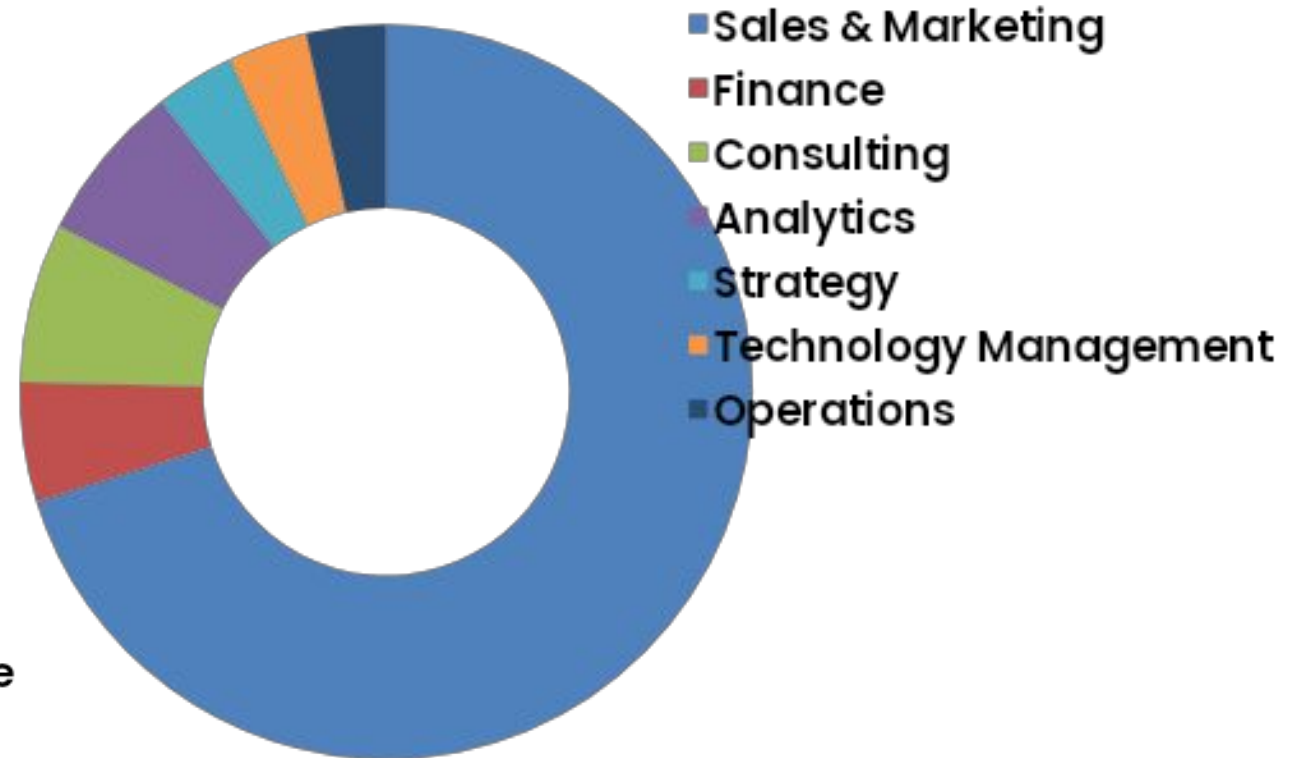
- **Highest CTC** – 13 L.P.A
- **Average CTC** – 8.32 L.P.A

- **Top 25% Students Average CTC** – 10.25 L.P.A
- **75+ pool of recruiters**

Industries



Functions



Alumni

MSB alumni are successful and spread across different industries.



Some **Illustrious Alumni**



Dhamini KR

HR-Talent Acquisition Group
Tata Consultancy Services



Anjana K S

Associate Director, Private Banking
HDFC Bank



Adiganesh D S

Lead Analyst-Large Deals
Tech Mahindra



Nithin Vinayak Jayaprakash

Products & Strategy Specialist
Bosch Global software Technologies Pvt. Ltd.



Umme Roomaan

Financial Analyst
Visa



Siddarth Moodbagil

Area Sales Executive
Adani Wilmar Limited



Rakshana Pawar

Human Resource Senior Officer
Toyoda Gosei South India Pvt. Ltd.



Hansdhari Singh

DC Consultant
Deloitte Consulting
India



Some **Illustrious Alumni**



Mohamed Haroon Khatib
Talent Specialist
Xpheno



Keerthana Raju M R
Management Trainee
Anand Rathi Wealth Limited



Adarsh Ramesh
Designated Partner
Inside Out Value Consultancy



Rahul M S
Trainee Area Sales Executive
AWL Agri Business Limited



Sunny Kumar Singh
Sales Consultant
Damani Consulting Services



Prathik N Mallikarjun
Associate Business Trainee
Shriram Finance Limited



Monika R
Director-Business Development
Brillersys



Nidhishree S
Assistant Manager HR
The Indian Hotels Company
Limited (IHCL)



Thank You

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