

Shaping Futures





Our Journey...



Shri. Deepak Parekh inaugurating MYRA Campus

- November 4, 2012 – MYRA Campus Inauguration by Shri Deepak Parekh, Chairman, HDFC.
- December 17-18, 2012 – Workshop on Governance and Political Economy in association with Warwick University.
- January 6, 2013 – Distinguished Lecture by Prof. Vijay Govindarajan, Coxe Distinguished Professor and the Founding Director, Center for Global Leadership, Tuck School of Business, Dartmouth College, US
- June 24, 2013 – MYRA Founding Batch Inauguration by Mrs. Meera Sanyal, Chairperson, Royal Bank of Scotland.
- December 16-17, 2013 – Second International Conference on Big Data Analytics.
- March 8, 2014 – Women Achievers Hall of Fame (WAH!).
- May 2014 – Paid internships for all PGDM students.
- May 31, 2014 – Graduation Day of Founding Class of GGPX.
- June 2014 – Recognition by University of Mysore as Research Center.
- July 1, 2014 - Commencement of second batch of PGDM and GGPX.



If you are a business person, India is an exciting country to be in. Young people make over 60 percent of her population. The energy, talent and impatience of youth provide India historic opportunities to grow her economy and pull millions of her people into her expanding middle class. India's youth offer growing markets for goods and services that cater to their needs and wants.

As Indian companies expand their capacities, set up new operations and enlarge their footprint; and more foreign companies take up Prime Minister Narendra Modi's invitation to "Make in India, Sell Everywhere," India will need more trained managers. This is where we come in.

We are in the business of supplying industry with young managers taught to imagine, think, communicate, collaborate, do and manage their emotions while producing economic value. We believe that in the foreseeable future, India will need managers who are equally comfortable working in her Rural, Small Town, Metro





Nicki Mehra

Managing Director–North America Operations
Headstrong Corporation, USA



Andrew Atzert

Vice President
Distributed and Global Education
The New School, USA



Fatima Barros

President, ANACOM,
Portugal



Sunil Sharma

Director
Regional Training Institute
International Monetary Fund (IMF),
Singapore



Dilip Cherian

Co-founder and Consulting Partner
Perfect Relations Group, India



Noshir Contractor

Jane S. & William J. White Professor of
Behavioral Sciences and Director
Science of Networks in Communities
Research Group, Kellogg School of
Management,
Northwestern University, USA



Pavan Sukhdev

Chief Executive Officer, GIST Advisory,
United Nations Environment Program (UNEP)
Goodwill Ambassador and Visiting Fellow,
Yale University, USA



Tony Kirton

Chief Executive Officer and Partner
Neurozone CC, South Africa



Shalini R.Urs

Founder & Chairperson
MYRA School of Business &
Executive Director and Professor
International School of Information Management
University of Mysore, India



Arjun Malhotra

Chairman & Chief Executive Officer
Headstrong Corporation, USA;
Co-founder
HCL Technologies, India

M. N. Vidyashankar, IAS

Additional Chief Secretary to Government of
Karnataka (Retd.)
Pre

In today's complex and interconnected world, emerging business leaders will need to address new challenges in a rapidly changing environment that is technologically advanced, socially complex and highly globalized. At MYRA, we aim to prepare our students for a world yet to be imagined, to manage markets that are yet to emerge, and to lead decisively in situations that cannot be predicted.

We teach the science of management along with the art of leadership, which we view as creative and powerful forces with enormous potential to improve the well-being of not only India but also that of the world.

Our Post Graduate Diploma in Management (PGDM) and Post Graduate Program for Executives (PGPX) are designed to deliver life-changing and career-defining learning experiences that will equip them with the tools and skills to deal with the dynamics of the everyday business environment.

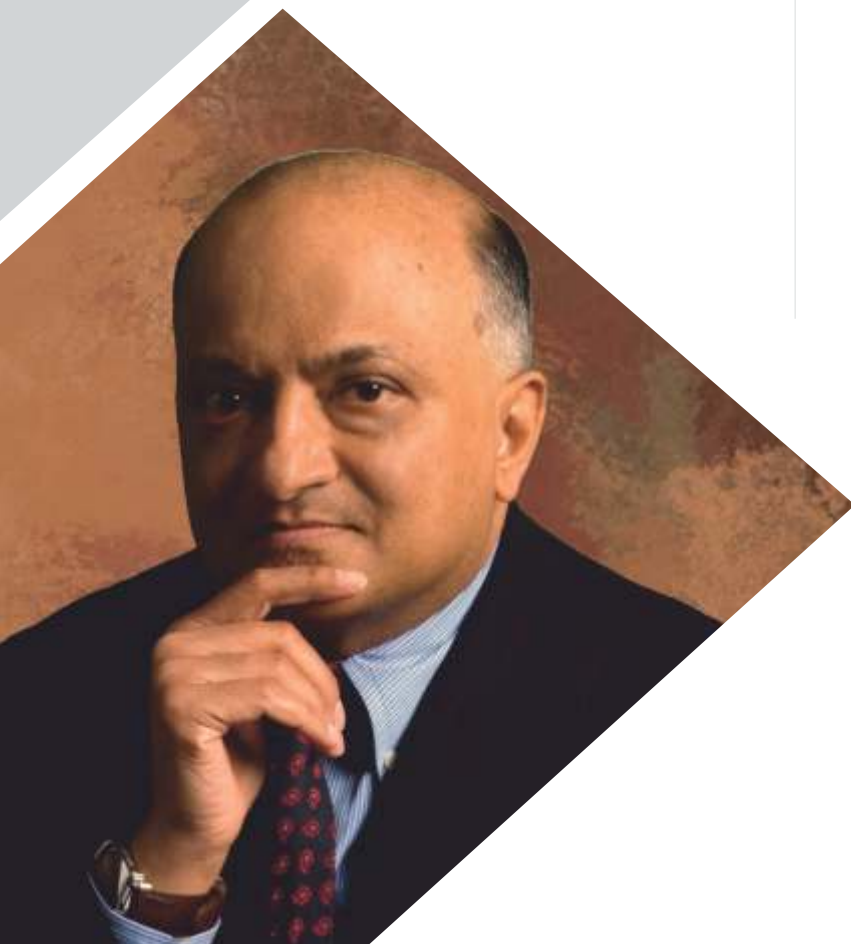
Our pedagogy emphasizes research-based problem solving, the study of emerging markets and cross-cultural issues, and developing entrepreneurial skills. The often seen turmoil in the financial markets and the rapid erosion of public confidence in large public corporations call for a concentrated focus on the Triple Bottom Line to create economic, environmental and social value through the best business practices.

Students are taught by distinguished faculty of international repute—all of whom realize that it is not only their responsibility to pursue cutting-edge research and impart wholesome knowledge, but to also broaden perspectives, inspire innovative thinking, and steer student along the path to professional success.

Most important, students are able to interact and network with our diverse and dynamic PGDM and PGPX class cohorts coming from all over India. More than half of our student community have work experience in several industry sectors. They have an opportunity to engage with them and learn from these interactions.

On behalf of the MYRA School of Business, I invite you to explore all that we have to offer.

Dr. Rajiv K. Sinha,
Founding Dean, MYRA School of Business
Professor of Marketing and the Lonnie Ostrom Chair
in Business at the W. P. Carey School of Business,
Arizona State University, USA.





Outside View





Student View



Sai Pratik (PGDM1)

(B.E in Mechanical Engineering, 1+ years of professional work experience with Serco Global Services)

“ Working on a case study with a sailor, debating financial accounting practices with a chartered accountant, working on an entrepreneurial project with an entrepreneur and taking coding classes from an IT guy; MYRA has given me an opportunity to do all these without leaving its state-of-the-art campus! Royal by name, royal by values and royal by the education imparted, MYRA has lived up to its promise and has shown me that you don't need a miracle to be successful; you just have to be a MYRAcle to get there! ”

M.N. Ganapathy (PGDM 1)

(B.E in Mechanical Engineering, 3+ years of professional work experience with Infosys Limited)

“ My experience at MYRA has been an eye-opener, to say the least. The corporate experiences shared by the faculty, is an invaluable learning. The course itself, is both intellectually and physically challenging. The curriculum has allowed me to push my limits. Deadlines are short, and the workload is ever increasing, but quality of results is non-negotiable. Consequently, I am learning to work smarter, a skill that is absolutely indispensable for a manager in today's fast-paced corporate world. ”



Brinda (PGDM1)

(B.E in Instrumentation & Control. Fresh Graduate)

“ Being a fresh graduate from an engineering background, I had no idea of how I will be able to manage my MBA. MYRA School of Business, a new institution made me get attracted first with the pleasant atmosphere for studying. I found MYRA School of Business unique in its methodologies. This was another reason that motivated me to join. We had the WOW (Week of Welcome) where we came to know every one without being formally introduced to each other. I found out a lot of things about myself which I had never known before. I like being a professional and my institution is shaping my career to be at its best. ”

Mohita (PGDM1)

(Bachelor of Commerce. Fresh Graduate)

“ My time at MYRA has truly been learning in itself. Starting off with the “Week Of Welcome”, it was nothing short of an experience of discovering myself and relating to the goals that I have set for my future. The leadership course gave me an insight to the role of a leader not only in the corporate world, but also lessons to last me for a life time. The finance courses have aided me in two ways; by providing me with an excellent introduction to the business world and enhancing my knowledge of accounting — the language of business. I believe that education at MYRA will help me develop vital skills, to become a high achieving professional. ”





Upasana Patra (PGDM 2)

(Bachelors in Business Administration. Fresh Graduate)

“ I consider my decision to take admission in MYRA to be among the best decisions I have made. Life at MYRA is altogether a new experience. The most fascinating part of this is the quality of faculty drawn from reputed B Schools across the globe. Truly exceptional! Apart from this, the immersion model of learning is very exciting, where two whole weeks are dedicated to a single subject. Overall it is a challenging experience which is definitely going for.”

Srinivasan M (PGDM 2)

(B. Tech in Information Technology, 2 years of professional work experience with Infosys Technologies and Goal.com)

“ My experience at MYRA has been nothing short of brilliant as I had the opportunity to interact with stellar faculty and a very diverse peer group. The teaching model and the subjects are arranged such that we gain a through understanding of subjects. This helps us to be prepared for the challenges of corporate life to follow. In short, the education here is something to be experienced to be believed.”



Ashutosh Kar (PGDM 2)

(B.Tech in Computer Science & Engineering, 4.5 years of professional work experience with Infosys Technologies, IBM India, Wipro Technologies Ltd. and Oracle Corporation.)

“ The MYRA way of life is aimed at infusing into each individual, the adaptability, the energy and the industry needed to learn, compete & excel in today's world. Everything about the institution pushes us to perform better — right from the aesthetic infrastructure to the world class faculty. The almost brutal frequency of assignments & projects have made me stretch myself to the very limits of my potential.”

Ragini Sharma (PGDM 2)

(Bachelor of Commerce. Fresh Graduate)

“ MYRA being a new B-School and I being a fresh graduate, both have expectations to fulfill. The last year at MYRA was all about those expectations and experiences. Coming from far north, it was a difficult decision to make. However the college culture, the cohort and the amazing faculty made it right for me. The one thing I would definitely like to share is meeting the very vibrant and extremely smart PGPX batch of 2013-2014. They were the most encouraging, considerate and helpful people I have ever met and interacting with them definitely made a difference to my life, both personally and professionally.”



Shiv Shankar (PGPX)

(Bachelor of Science, 6 years of professional work experience at Goldman Sachs)



“ The experience at MYRA is about world class faculty delivering quality course content week after week. The focus at MYRA is on building transferable skills that can be applied to real world business problems. Every course is structured to build on key skill sets required to be a successful manager. We apply business skills in our everyday lives at MYRA starting from our cricket team auctions to planning events for the college. Life at MYRA is about a constant learning experience that allows you to practice these skills in a lab environment. ”

Avilaw Singh (PGPX)

(Bachelor of Pharmacy, 7 years of professional work experience at Accenture Services Pvt. Ltd., and 1 year at Glenmark)

My experience at MYRA has been profound. I was looking for high quality education at an affordable price tag, I got exactly that. I am glad that MYRA has left no stone unturned in providing us with a high quality education which is sure to last a lifetime. Another thing which really impresses me at MYRA is the impetus on academic integrity by both its faculty and the staff; it speaks volumes about the intent and direction of the school. I am pretty satisfied with my decision to join MYRA and am looking forward to complete my journey by next year.

Hemang Gudhka (PGPX)

(Chartered Accountant, LLB(Gen.), Bachelor of Commerce, 5+ years of work experience at KPMG India Pvt. Ltd.)

MYRA is exceptional in many aspects. However, I was most impressed with the amazing faculty list. It is truly remarkable for a new institute like MYRA to come up with such an elite faculty. Learning from professors from all across the world at such an affordable price makes MYRA matchless. MYRA's unique immersion model and state-of-the-art building are simply icing on the cake.

The small batch size has benefitted me in terms of deep bonds with my peers and superior teacher-student ratio. Diverse peer group, lively study environment, really approachable professors and unconventional teaching and grading pattern make learning at MYRA a great experience.

Manisha Nishal (PGPX)

(Bachelors in Dental Surgery & Professional Diploma in Clinical Research, 7+ years of professional work experience with Larvol LLC group, Zion dental Care and PDM Dental College and Research Institute)

Every day at MYRA is different and demanding especially with the immersion model of teaching. You get to work in teams involving people from different industries, which broadens your horizon and helps you learn how same problem can be approached from various perspectives. As every course ends in around 15 days, every minute you spend needs to be well planned. The world class faculty makes sure you get the gist of the subject in a well-crafted practical environment and keep you stimulated with plethora of class interactions and quizzes. The student life at MYRA revolves around learning and shaping yourself. There are different student clubs, which keep organizing events to involve other students as well as to develop their own capabilities to handle commitments, responsibilities and being in-charge. Life at MYRA is full of fun and challenges and Mysore's pleasant weather adds to the great experience. Going for a countryside ride during long weekend breaks is an immensely pleasurable and fun activity.

Dr. William A. Verdini

Associate Dean and Director of External Affairs

A unique characteristic of MYRA's programs is our view that education is a learning process co-created by faculty, students, staff and the business community. Examples of ways to co-create mutually beneficial educational outcomes are lectures and presentations in platforms such as CXO PowerTalks, mentorship programs, company projects, plant tours, curriculum reviews, internships, and placements.

MYRA's competitive advantages (USP) are our global faculty, award winning architecturally acclaimed campus, and an innovative pedagogy. Our students are taught by eminent faculty from some of the top B schools in the world, and attend customized skill development workshops and a diverse set of special programs like CXO Power Talks, EnVision TechTalks, InSight Special Lectures and Distinguished Lectures.

We have been heartened to hear our faculty testifying that some of our students are as good as any.

Visit us. Seeing is believing.



Dr. Abhinanda Sarkar

Associate Dean and Director of Research

Business schools walk a line connecting education and training. Over the years as a professional who has been both an academic teacher (at MIT) as well as corporate trainer (at GE), I have become clearer in my thinking on the distinction between the two. Training is about developing skills; education is about learning how to develop skills. Leaders and managers in business environments obviously need fundamental skills in order to be successful; communication skills, people management skills, money management skills, product marketing skills, and so on. But they also need to keep learning new skills continually; how to deal with a global financial crisis, how to incorporate analytics into sales, how to reduce a factory's carbon footprint, how to write a blog, etc. The training part is rigorous, clear-headed, and grounded in facts, figures, and cases. The education part is softer, deeper, more intuitive, and calls for nuanced understanding of technology and society. Business schools have to train future managers and educate future leaders. At MYRA School of Business we try to walk the fine line between the two.

We also hope you will participate in the walk and tell us what you feel and think about it. We will have succeeded if our alumni can truthfully echo the words of GE CEO Jeffrey Immelt speaking at his alma mater Dartmouth College: "I work for investors and I have a vast responsibility to perform for them. I have a powerful job, but I've never wanted to be powerful. I want to be a different leader in a different day. I hope to be judged by what I do and not how much money I make. I want to create a company that's powered by ideas, values and people.

We are on our way. Join us.







Dr. Laurel Anderson
Associate Professor of Marketing
Arizona State University, USA
Ph.D: Arizona State University, USA



Dr. Ashok Pratap Arora
Professor of Marketing
Management Development Institute, Gurgaon
Ph.D:Fellow of Indian Institute of Management,
Ahmedabad



Dr. Giles Atkinson
Reader in Environmental Policy
London School of Economics and Political Science, UK



Dr. Sreedhar Bharath
Associate Professor of Finance and Dean's Council
of 100 Distinguished Scholar
Arizona State University, USA
Ph.D: New York University, USA



Dr. Bopaya Bidanda
Ernest E. Roth Professor of Industrial Engineering
University of Pittsburgh, USA
Ph.D: Pennsylvania State University, USA



Dr. Amrita Dhillon
Professor of Economics
King's College, London
Ph.D: SUNY Stony Brook, USA



Dr. Pulak Ghosh
Professor of Quantitative Methods
IIM-Bangalore, India
Ph.D: Oakland University, Michigan



Dr. Mohan Gopalakrishnan
Associate Professor of Supply Chain Management
Arizona State University, USA
Ph.D: University of Alabama, USA



Dr. Sachin Gupta
Henrietta Johnson Louis Professor of
Management and Professor of Marketing,
Cornell University, USA
Ph.D: Cornell University, Ithaca, New York, USA



Dr. Sanjay Gupta
Russel E. Palmer Endowed Professor of Accounting
and Department Chair, Accounting and Information
Systems, Michigan State University, USA
Ph.D: Michigan State University, USA



Dr. Minu Ipe
Clinical Associate Professor of Management
Arizona State University, USA
Ph.D: University of Minnesota, USA



Dr. Govind Iyer
Professor of Accounting,
University of North Texas, USA
Ph.D: Georgia State University, USA



Shri. Ram Kaundinya
Independent Director - Axis Bank
Non-Executive Director - Advanta
MBA - Indian Institute of Management, Ahmedabad



Dr. Balaji R. Koka
Associate Professor of Strategic Management
Rice University, USA
Ph.D: University of Pittsburgh, USA



Dr. Sandeep Krishnamurthy
Dean, University of Washington Bothell School
of Business, USA
Ph.D: University of Arizona, Tucson, USA



Dr. Nagananda Kumar
Executive Director & Professor of Strategy & HR
MYRA School of Business
Ph.D: Fellow - Indian Institute of Management -
Ahmedabad





Meet Our Faculty Team



Dr. Wolfgang Messner

Director of GloBus Research
Associate Professor of International Management
MYRA School of Business
Ph.D: University of Kassel, Germany



Dr. Venkataraman Nilakant

Associate Professor of Management
University of Canterbury, New Zealand
Ph.D: Case Western Reserve University, USA



Dr. David Patient

Assistant Professor of Organizational Behaviour
Católica-Lisbon School of Business, Portugal
Ph.D: University of British Columbia, Canada



Dr. Radha B. Radhakrishna

Managing Partner, FAV Partners
(Darien Connecticut)
Ph.D: University of Michigan, USA



Dr. H. Raghav Rao

SUNY Distinguished Service Professor of
Management Science and Systems
University at Buffalo, SUNY, USA
Ph.D: Purdue University, USA



Dr. Sudhendar Hanumantha Rao

Professor of Information Systems
MYRA School of Business
Ph.D: Rensselaer Polytechnic Institute, USA



Dr. Raghavendra Rau

Sir Evelyn de Rothschild Professor of Finance
University of Cambridge, UK
Ph.D: INSEAD, France



Dr. Purba Halady Rao

Former Professor
Asian Institute of Management, Manila
PhD: Indian Institute of Management, Calcutta



Shri. Halady Satish Rao

Former Director General, Asian Development Bank,
Manila
MBA: Indian Institute of Management, Calcutta



Dr. Raghu Santanam

Professor of Information Systems
Arizona State University, USA
Ph.D: University at Buffalo, SUNY, USA



Dr. Abhinanda Sarkar

Former Principal Scientist, GE
Associate Dean
MYRA School of Business
Ph.D: Stanford University, USA



Dr. Rajiv K. Sinha

Dean, MYRA School of Business;
Lonnie Ostrom Chair in Business and
Professor of Marketing
Arizona State University, USA
Ph.D: Pennsylvania State University, USA



Shri. Shakti Sinha IAS (Retd.)

Chairman - South Asian Institute for
Strategic Affairs
Former Principal Secretary, Government of Delhi



Shri. Paranjay Guha Thakurta

Independent Journalist and Educator
MA(Econ.), University of Delhi
Visiting Faculty - IIM-Ahmedabad, Kolkata,
Bangalore



Dr. William A. Verdini

Associate Dean: MYRA School of Business
Professor Emeritus
Arizona State University, USA
DBA: Kent State University, USA

POST GRADUATE DIPLOMA IN MANAGEMENT

Our two year Post Graduate Diploma in Management (PGDM) is AICTE approved. It is for ambitious and motivated individuals who meet our eligibility criteria (see next page).

Its mission is to produce entry to lower level managers who reduce the cycle time that it takes them to deliver value from the day they start work.

We use a simple strategy to achieve our mission. We simulate high performing and demanding corporate environments through our curriculum delivery structure and process.

Each course runs from Monday of week 1 to Friday of week 2; is worth 3 credits and involves 35 hours of classroom time. Courses are intense, interactive, project driven and demand equal or more hours of self-study.

Saturdays are devoted to guest lectures by practicing managers/projects/club activities. Attendance is mandatory.

Our curriculum delivery structure and process teach our students to think, communicate, plan, manage emotions, collaborate and produce results, consistently, till these become habits and not a big deal.

POST GRADUATE PROGRAM FOR EXECUTIVES

Our one year Post Graduate Diploma for Executives (PGPX) is for individuals with a demonstrated record of personal and professional growth, who fulfill our eligibility criteria.

Its mission is to produce mid to senior level managers with increased pace of information absorption, problem finding and solving, framing and communicating perspectives and positions and conflict resolution.

Our strategy to achieve our mission is to get students to consistently innovate their way around increased workload and time constraints.

Our PGPX students take elective courses across the year, as and when they are offered. This causes them to take on additional courses from time to time. This extra work load forces them to focus, learn faster, communicate better, seek and provide requisite help without letting their ego get in the way from people younger than them.

PGPX students are expected to fully participate in all scheduled activities on Saturdays.

PhD. Programs:

MYRA is recognized as a Research Centre by the University of Mysore — a century old University. The only University to have produced three Bharata Ratnas —

Sir M. Visvesvaraya; Dr. S. Radhakrishnan; Dr. C. N. R. Rao

MYRA offers PhD. programs in:

1. Management Sciences
- 2. Information Systems and Management
- 3. Statistics
4. Development Studies





Eligibility Criteria



You have:

- A minimum of 50 per cent marks in your undergraduate degree from a recognized institution (This is an AICTE rule).
- Valid scores in GMAT/GRE/CAT/XAT/CMAT
- Submitted your completed application form on time.
- Submitted your essay (Maximum length: 1000 words) describing yourself, your strengths and weaknesses, your family background, your career goals and your reasons for applying to the MYRA School of Business.

PLEASE NOTE:

For our PGDM program, we prefer students with work experience of 1-2 years.

For our PGPX, we require applicants to have a minimum of 5 years of work experience.

We believe that scores which you obtained on a single admission test should not be the sole criterion used to decide if you should be considered for admission to MYRA School of Business.

We, therefore, make a sincere effort to understand your potential to succeed as a manager by reviewing your essay, considering your background, your academic performance in your 10th, 12th and each year of your undergraduate degree, and your achievements in sports and other extra-curricular activities.

We do not discriminate on grounds of gender, age, socio-economic background, sexual orientation, physical handicap, nationality, ethnicity, religion, or caste. We encourage diversity because we want MYRA School of Business to have an intellectually stimulating learning environment. We encourage students from all walks of life and all disciplines who meet our eligibility requirements to apply.



What You Will Study In Our Post Graduate Diploma In Management

Core Classes

Leadership
Financial Accounting
Managerial Accounting
Probability and Statistics
Information Systems
Managerial Economics
Business Context (Media and Society)
Business Context (Government and Industry)
Research Methods
Organizational Behavior
Strategy and Human Resource
Data Analytics
Corporate Finance
Advanced Corporate Finance
Business and Law
Supply Chain Management
Marketing Management
Career Management

PGDM*

Course Details
16 Core Classes (Year One)
10 Electives (Year Two)
03 Capstone Courses (Year Two)
02 Additional Courses (Year Two)
01 Practicum (Year Two)
32 Courses (96 Credits)
* AICTE approved



Dr. Wolfgang Messner
Professor of International Management



You will get a chance to choose any two of the following concentrations: Finance; Accounting; Marketing; Supply Chain Management; Management/Strategy; Information Systems.

The MYRA core curriculum gives you a strong foundation in management in the context of real-world application.

Additionally, the program offers you the opportunity to dive deeper through your choice of various electives. This will help you to build expertise in subjects which align with your chosen career path.

Each course is worth 3 credits and involves 35 hours of classroom time.

Electives

Customer Service Management
E-Commerce
Information Systems Strategy and Consulting
Digital Interactive Marketing
Risk Management
New Product Development
Making a Compelling Business Case
Retail Marketing
Information Compliance, Assurance and Audit
Capital Markets
Analytics in Business and Projects
Investment Management
Marketing Models
Advanced Strategy
Global Competitiveness
International Business





What You Will Study In Our Post Graduate Program For Executives



PGPX

Course Details
16 Core Classes
08 Electives
24 Courses (72 Credits)

Core Classes

Leadership
Financial Accounting
Managerial Accounting
Probability and Statistics
Information Systems
Managerial Economics
Business Context (Media and Society)
Business Context (Government and Industry)
Research Methods
Organizational Behavior
Strategy and Human Resource
Data Analytics
Corporate Finance
Advanced Corporate Finance
Business and Law
Supply Chain Management
Marketing Management
Career Management

Electives

Customer Service Management
E-Commerce
Information Systems Strategy and Consulting
Digital Interactive Marketing
Risk Management
New Product Development
Making a Compelling Business Case
Retail Marketing
Information Compliance, Assurance and Audit
Capital Markets
Analytics in Business and Projects
Investment Management
Marketing Models
Advanced Strategy
Global Competitiveness
International Business

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Our Teaching Methods



Dr. Mohan Gopalakrishnan,
Professor of Supply Chain Management,
Arizona State University, USA
(Oct 25 – Nov 9, 2013)

When was the last time that you attended a class when the instructor got on his table to make his point about seeing the world from different perspectives? You should try it some time. At the MYRA School of Business, we help our students train their minds to look at the world from different heights, different angles, different places. Throughout the program our goal is to get our students to be more agile, focused, flexible, able to grasp diverse data and information, hone in on the essentials, make judgement calls and act on them.

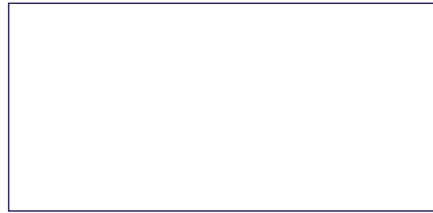
We use Immersion and Experiential Learning as our primary teaching methods. In Immersion Learning we literally immerse you in a subject. You breathe, think, talk, argue, discuss a subject for two weeks till it becomes a part of you. You are like a swimmer inside a wave. Your consciousness is drenched in the subject. In short, would immerse yourself in learning about a subject as much as you can in a small period of time.

In Experiential Learning, you learn to use what you learned about subjects you studied by doing projects. You think about not only on what you learned about your research topic but you also analyze how you went about doing the project, i.e. your experiences. You find out what you did well, what you could do better, why and how these affected your project performance. In the process you learn to look at yourself and others dispassionately. You discover as much about yourself as you do about your subject matter. You improve your abilities to complete tasks, work with others and deliver results consistently.

Immersion Learning gives you subject matter knowledge. Experience Learning helps you internalize that knowledge and develop yourself simultaneously! Your mind is constantly engaged, challenged and refreshed. One thing is for sure. At MYRA School of Business, you are never bored. You are high on life and learning!



Our Study Abroad Program



India is increasingly integrated with the global economy. As a result many employers in India prefer to hire students with international exposure, a global business perspective and ease of working with their foreign counterparts.

Our Study Abroad Program is designed to help students meet this employer preference. Under this program, you are eligible to study courses for one or two terms in any of our partner B Schools.

Currently we partner with the Catolica Lisbon School of Business, the W. P. Carey School of Business and the University of Washington School of Business, Bothell. We are in the process of negotiating similar partnerships with similar high ranking schools in the USA, Europe and Asia.

The credits that you obtain in these B Schools will be counted for the credit requirements you need to complete your PGDM/PGPX program @ MYRA.

Our first group of Study Abroad Program participants are – Chankey Agrawal, Ashutosh Kar, Navin Kumar, Bharat S, Surya Vadhana, Ragini Sharma and Rituja Murlidhar. They will be studying Finance and Marketing courses at the Catolica Lisbon School of Business in Lisbon, Portugal.

(<http://wpcarey.asu.edu>)

(<http://www.clsbe.lisboa.ucp.pt/>)

(<http://www.bothell.washington.edu/business>)



Bharath S, Navin Kumar, Rituja Muralidhar, Ragini Sharma, Surya Vadhana, Ashutosh Kar and Chankey Agrawal



MYRA Distinguished Lectures

1. November 25, 2013 – Internationally known entrepreneur Mr. Suneet Singh Tuli of Data Wind gave a talk on “Making of Aakash tablets”.
2. January 06, 2013 - World renowned Management Guru – Prof. Vijay Govindarajan, Professor, Tuck School of Business gave a talk on “Reverse Innovation”.

IndusTree CXO Power Talks:

1. September 22, 2014: Shri Ranganathan Venkata Seshan, President, GMR Hydro Engery & Managing Director, GMR Kamalanga Energy.
2. June 30, 2014: Mr. Rehan Khan, MD, Abbott India Limited.
3. April 28, 2014: Dr. Prashanth Southeikal, Entrepreneur and SAP Architect.
4. February 15, 2014: Mr. Ram Kaundinya, Former Chief Executive Officer, Advanta India.
5. February 08, 2014: Dr. Hasit B Joshipura, Senior Vice President, South Asia, MD, GlaxoSmithKline (India).
6. January 02, 2014: Mrs. Rohini Srihari, University at Buffalo, The State University of New York, USA; CEO, Content Savvy Inc., USA
7. December 05, 2013: Mr. Lowell Paddock, President and MD, General Motors India.
8. November 08, 2013: Mr. Gopinathan, Executive Vice President, Head Global Delivery and Sales HP-Channel, MphasiS an HP Company, Bangalore.
9. September 13, 2013: Mr. Nagesh Basavanahalli, President and MD, FIAT Chrysler India Operations.
10. July 04, 2013: Mr. Sid Mookerji, CEO & Founder, SPI.

InSight Special Lectures:

1. September 26, 2014: Major General Arjun Muthanna, Director, Police Centre for Counter Terrorism, Government of Karnataka.
2. August 23, 2014: Shri K.V Krishnan, VP Engineering, Airline MRO. Airworks Member on Board, Airlivery.
3. August 14, 2014: Dr. Sunil Parameshwaran, CEO, Tarheel Consultancy Services, Bangalore.
4. July 28, 2014: Dr. Unmil Karadkar, University of Texas, Austin.
5. April 24, 2014: Dr. Shailesh Kumar, Technical Staff, Google.
6. April 11, 2014: Prof. Rebecca B Morton, Professor of Politics, New York University, USA.

7. March 10, 2014: Ms. Radha Panini, USA.
8. December 27, 2013: Prof. Amrita Dhillon, Professor of Economics, King’s College, London, UK.
9. December 20, 2013: Dr. Sandeep Krishnamurthy, Founding Dean of UW Bothell School of Business, USA.
10. December 06, 2013: Dr. Raghavendra Rau, Sir Evelyn de Rothschild Professor of Finance, University of Cambridge, UK.
11. November 29, 2013: Dr. Arun Vishwanath, Associate Professor, Department of Communication, University at Buffalo, USA.
12. October 31, 2013: Mr. Krishna Kumar, Founder and CEO, Cropln Technologies, Bangalore.
13. October 30, 2013: Dr. Mohan Gopalakrishnan, Associate Professor, Supply Chain Management, W. P. Carey School of Business, Arizona State University, USA.
14. October 11, 2013: Prof. David Patient, Assistant Professor, Catolica-Lisbon School of Business, Portugal.
15. August 30, 2013: Dr. David Fradin, Principal Spice Catalyst, USA.
16. July 13, 2013: Dr. R Balasubramaniam, Founder & Executive Director, GRAAM (Grassroots Research and Advocacy Movement); Founder, SVYM (Swami Vivekananda Youth Movement).

EnVision Tech Talks:

1. December 02, 2013: Dr. Michael Shepherd, Professor and Dean, Faculty of Computer Science, Dalhousie University, Canada.
2. September 23, 2013: Dr. Srinivas Raghavan, Senior Vice President and Head-Analytics, Reliance, Mumbai.
3. July 17, 2013: Dr. Srinivas Sampalli, Faculty of Computer Science, Dalhousie University, Canada.





Our Industry Interactions



Mr. Nagesh Basavanahalli, President and MD, FIAT Chrysler India Operations during CXO talk, September 13, 2013



Shri Deepak Parekh, Chairman, HDFC during MYRA Campus Inauguration, November 4, 2012



Mrs. Meera Sanyal, Chairperson, Royal Bank of Scotland during MYRA Founding Batch Inauguration, June 24, 2013



Prof. Vijay Govindarajan, Professor, Tuck School of Business and world renowned management guru, gave a Distinguished Lecture on "Reverse Innovation", January 06, 2013



Mr. Lowell Paddock, President and MD, General Motors India during CXO talk, December 06, 2013



Mr Suneet Singh Tuli, CEO, Data Wind, gave Distinguished Lecture on "Making of Aakash tablets", November 26, 2013



Dr. Hasit Joshipura, Senior Vice President, South Asia, MD, GlaxoSmithKline (India) during CXO talk, February 9, 2014





Our Alumni



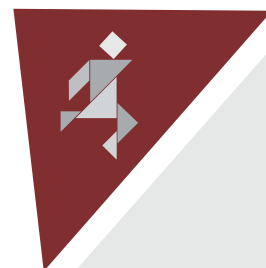
MYRA School of Business achieved a milestone on May 31, 2014. It conducted its first graduation ceremony. Mehul Manishkumar Shah, Venkata Rao, Nanjunda Prasad, Tanmay Batabyal, Mahesha Prasad Sahoo, Ajat Shatru Kaushal, Murali Mohana Rao Issai, Rajesh Gaurav and Raviprasad, students of the founding batch of the Post Graduate Program for Executives (PGPX) were awarded their certificates in recognition of their successful completion of the requirements of the course.

Dr. Ramadhar Singh, Distinguished Professor, Indian Institute of Management, Bangalore and Mr. Ashok Mathur, Managing Director, Madura Coats and Regional Chief Executive, South Asia, Coats Plc. delivered the convocation addresses. Families of the graduating students, guests from industry, government and academia, trustees, faculty and administrative staff of MYRA School of Business made up the audience of the four hour celebration.

Two thirds of the class found jobs of their choice. Five students of those placed found management positions in companies like NxtGen Datacenter & Cloud Technologies Pvt

Ltd., Aegis Limited, Magic 9, Takshashila Consulting. They increased their incomes by 50-100 per cent. One student changed careers. Two students pursued their passions for data analytics and management consulting and changed careers, leaving their former prior project management positions.

MYRA School of Business continues to be available to the students to help them find new careers of their choice.



Firing on all Cylinders

The buzz at MYRA School of Business is something you can see, touch and feel. With one-course-every-two-weeks knowledge delivery system, students are on the go. And then the amazing and magical thing happens — the energy of youth finds a way to burst through cramped schedules, brimming with deadlines to find time, stamina and resources to do extra-curricular activities. You have students doing just about everything — from impromptu ping pong and cricket matches to running marathons, organizing cricket tournaments, rehearsing music, dancing and skits for farewells to starting clubs for photography, finance, marketing, quizzes. We are setting up a nodal branch of the prestigious National Innovation Foundation at MYRA. We have tie-ups with locally based NGOs like the V-Lead initiative. We want students to have more than a rewarding slog. We want our students to Carpe Diem or seize the day as the late Robin Williams would have us do. So whether you are a fitness and sports buff, artsy, innovatively inclined, socially concerned or money-minded individual, we have something or the other going on to fill those spaces between classes, assignments and projects. We support and encourage any activity that helps our students grow, live more fully and enjoy themselves as long as these activities are consistent with MYRA's values and vision.

Dr. Sudhendar Hanumantha Rao
Dean – Student Affairs
Faculty of Information Systems





Life@MYRA



Surya Vadhana (PGDM 2013-15)

Frenzied morning bus rides, hot chocolate and over boiled Maggie coupled with some scintillating conversations, astounding lectures by eminent faculty and sleepless nights filled with dreams of becoming the next big thing have become a norm. Life at MYRA has been nothing short of a roller coaster ride. My one semester at Catolica-Lisbon, Portugal is sure to be a life changing one.

Surya's pithy summary of Life@MYRA is on the mark. People at MYRA work a lot, we get to do things like watch movies, party, exercise in the local gym, go on walks around the lakes, take short trips, explore this ancient city. It's all about learning to manage time more efficiently.

MYRA chapter of Toast Master's International was launched on August 23, 2014. MYRA has the following clubs:



Toast Master's International

The Quiz Club – Chakravyuh



The Finance Club – Finosapiens



The Media and Marketing Club – Serra



The Social Responsibility and Sustainability Club – Sahaya



The Entrepreneurs Club – E-cell



The Sports Club



The Arts and Culture Club



The General Management Club - Stratosphere



Unite - The Innovation & Technology Guild



Our Student Services



We offer separ

Dr. Nagananda Kumar
Executive Director and Faculty of
Strategy and Human Resources



India is the most competitive country for job applicants. I know this from personal experience. About 1,532 graduating students applied for 24 entry level apprenticeships that paid around Rs. 25K per month in Mumbai based MNC. Just take a deep breath. To say the least, 0.016 chance of getting an apprenticeship at the time of filling in the application form is mind blowing.

We place a huge emphasis on Career Management. We do some really cool stuff. We cover a lot of ground. Labor Market Analysis; Industry Analysis; Company Analysis; Career Stages; Job Analysis; Recruitment; CTC Analysis; Taxation; Self-Analysis; Written and Oral Communication Skills; Resume Writing; Interviewing Skills; Mock interviews; Marketing Plan

Development; Brand Management; Database building and Execution of Marketing Plan.

I cannot guarantee you jobs. No one can. But I can guarantee you that if you apply yourself in my course — you won't have a choice, I'll make sure that you do— you can crack any interview, anywhere.

These are skills for life. Master them and you can use them throughout your work life.

Companies where our PGDM 2013-15 interned during summer 2014

Summer Internships



Axis Bank



Brand-comm



Larsen & Toubro



FirstData



Coca-Cola



Compegence



IDBI Federal Life Insurance Co. Ltd.



Fiat



Hindustan Foods and Beverages



Futurebrands



Rediff.com

Fairwood



Unisys



Impact Asset Management Services



Kwalitiy Photonics P Ltd.



Innocean



Cityonnet



GreeneStep Technologies Pvt Ltd



Software Paradigms International



Maxel



Minority



Opulence Business Solution Pvt. Ltd.



Triature



Sri Shankara Cancer Hospital & Research Centre



Pramati Technologies





How much do your academic programs cost?

The table below tells you what you will need to invest to study in either of our two flagship programs.

Program Investment

Program	Admission Fees	Tuition Fees	Facilities Fees	Total
PGDM Year 1	INR 50,000/ USD 1,500*	INR 4,00,000/ USD 12,000*	INR 50,000/ USD 1,500*	INR 5,00,000/ USD 15,000*
PGDM Year 2	INR 50,000/ USD 1,500*	INR 4,00,000/ USD 12,000*	INR 50,000/ USD 1,500*	INR 5,00,000/ USD 15,000*
PGPX	INR 1,00,000/ USD 3,000*	INR 8,00,000/ USD 24,000*	INR 1,00,000/ USD 3,000*	INR 10,00,000/ USD 30,000*

Housing Fees

Room Type	Fees (per annum)	Security (refundable)
Twin Sharing	INR 1,00,000/ USD 3,000*	INR 30,000 / USD 600*
Single Room	INR 1,50,000/ USD 4,500*	INR 50,000 / USD 1,000*
Couples Apartment	INR 2,00,000/ USD 6,000*	INR 50,000 / USD 1,000*

*** For International Students**



How Do I Apply?

- Applying to MYRA School of Business is as easy as 1-2-3.
You can even start today.
- Check out our website by visiting www.myra.ac.in. Compare us with other B Schools. Decide that you want to apply to MYRA School of Business.
- To apply online visit our admissions site at <http://www.myra.ac.in/apply>. Fill our electronic application form on our website. Do not forget to upload your essay.
Pay a non-refundable application fee of INR 1000/USD 20 through our Online payment Gateway.

If you prefer, download our paper form from our admissions site. Fill out the application form. Attach your essay.

Pay a non-refundable application fee of INR 1000/ USD 20 through our Online Gateway/a Demand Draft/or an Electronic Wire Transfer. Send it by email/post/courier.

Please note that our admissions are on a rolling basis. Please remember the following important dates:

Important Dates

Cycle (PGDM / PGPX)	Deadline	Offer Date	Acceptance Date
1	Dec 14, 2014	Jan 7, 2015	Jan 31, 2015
2	Feb 25, 2015	Mar 7, 2015	Mar 31, 2015
3	April 15, 2015	April 22, 2015	May 1, 2015





AICTE Approved

To find out how you can shape your future,
Call Ms. Mala Krishnaswamy at 9901583333 or
email her at mala.ks@myra.ac.in



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