

# INSPIRING GREATNESS

**GREAT LAKES AT A GLANCE**



# INSPIRING GREATNESS



At Great Lakes, we believe that world-class business education can transform careers and lives. For those who aspire to greatness, we provide the inspiration.

# THE GREAT LAKES EDGE







## Globally benchmarked Curriculum

- Constantly updated and globally benchmarked curriculum with focus on key emerging areas including Digital Business, Analytics, Artificial Intelligence and Machine Learning
- Application Oriented with case studies, live projects, Karma-Yoga experiential leadership program and extensive real world perspectives from corporate leaders

## Pioneer in Analytics

- First B-School in India to offer specialization in Analytics for full time MBA programs
- Ranked No.1 by Analytics India Magazine 4<sup>th</sup> year in a row
- Great Lakes Analytics faculty, Dr Bappaditya Mukhopadhyay and Dr PK Viswanathan consistently featured in the top 10 Analytics academicians in the country

## Global Alumni Network

- 8800+ Great Lakes Alumni spread over 30 countries provide a great lifelong network of leaders across industries and geographies

## Extensive Industry Engagement

- World Class campuses in Chennai and Gurgaon gives access to hundreds of corporates from start-ups to Fortune 500 companies
- Most students pursue live projects with corporates earning credits equivalent to two full courses
- Over 150 CXOs and industry experts share their perspectives with students every year

## Constant Innovation

- Has been a pioneer in introducing innovative initiatives like introducing the One year MBA program, Karma-Yoga Experiential Leadership Program, Live industry projects, Analytics Specialization
- Great Lakes has this year become the first B-School in India to introduce AI & ML as full-time specialization to ensure that its students are ready to lead the upcoming transformation of the business landscape across industries



# ABOUT GREAT LAKES

Great Lakes Institute of Management, founded in 2004 by Padmashree awardee Dr. Bala V. Balachandran, Professor Emeritus at Kellogg School of Management is among India's leading Business Schools with campuses in Chennai and Delhi-NCR. Led by exceptional faculty, steered by an outstanding advisory council and buoyed by the international collaborations, Great Lakes has, within a short span of 15 years, emerged as a top-ranked Business School.

In 2014, Great Lakes Chennai campus was accredited by Association of MBAs (AMBA, UK) and became the youngest B-School in India to receive this prestigious international accreditation. In 2017, all four programs offered by Great Lakes, Chennai viz. PGPM, PGDM, PGXPM and PGPM Flex have been accredited by AMBA, UK. Great Lakes also received the international SAQS (South Asian Quality Assurance System) accreditation from AMDISA within a year of being accredited by AMBA.

Great Lakes offers One Year full time MBA for experienced professionals, Two Year MBA with a focus on Emerging Markets, Part Time Executive MBA Program, Weekend Executive MBA Program and Specialized sectoral management programs in Analytics, AI-ML and Big Data.



## ACCREDITATIONS



## GLOBAL ASSOCIATIONS



## RANKINGS\*



by ANALYTICS INDIA  
MAGAZINE | 2018  
(Top 10 Analytics  
Education Institutions)



by OUTLOOK | 2018  
One Year Programs



by BUSINESS TODAY  
MAGAZINE | 2018  
Top B-Schools



by BUSINESS INDIA  
MAGAZINE | 2017  
Top B-Schools




by BUSINESS WORLD  
MAGAZINE | 2018  
One Year Programs



by NIRF | 2019  
Top B-Schools

\*Chennai Campus

A photograph of Dr. Bala V. Balachandran, a man with a mustache and dark hair, smiling at the camera. He is wearing a white shirt and a patterned tie. He is seated at a desk with various items on it, including a framed photo of Barack Obama and him, a small Indian and US flag, a gold award, and a box for the Management Scholars Academy. In the background, there are white curtains and another framed picture.

*"As an Institute of International  
repute, our core culture drives us to  
innovate and excel. We don't believe in  
stagnating, and we subject our faculty  
members, courses as well as processes  
to a ruthless and thorough revision very  
frequently."*

**- Dr. Bala V. Balachandran**

Founder and Dean,

Great Lakes Institute of Management, India

J. L. Kellogg Distinguished Professor

(Emeritus in service) of Accounting and Information  
Management, Northwestern University, Illinois, USA

**"AFFORDABLE EXCELLENCE, ADORABLE RELEVANCE."**



# ACADEMIC ADVISORY COUNCIL



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NEW YORK UNIVERSITY

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SLOAN SCHOOL OF MANAGEMENT, MIT

**DR. SRIKANT M. DATAR**  
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# BUSINESS ADVISORY COUNCIL



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# PGPM

## POST GRADUATE PROGRAM IN MANAGEMENT



“

*Great Lakes offers a terrific training ground for responsible future leaders by designing a learning experience that mirrors the complexities of the real world and creating opportunities to interact with experts & leaders while nurturing student leadership through numerous clubs and activities.*

**- Muralidhar Selvamani**

PGPM Class of 2009  
Senior Product Manager, PayPal

### One Year Full Time MBA Program

Great Lakes' flagship full-time Post Graduate Program in Management (PGPM) is uniquely designed to deliver customer-centricity, meritocracy and corporate ethics in one year. It facilitates students' understanding of the interaction between the various functional areas of a business system and offers specializations in the areas of Marketing, Finance, Strategy, IT/Operations & Analytics thereby appreciating the need for developing cross-functional perspectives in business. The program has been designed by the Academic Advisory Council, which comprises the best in the world of management academia. This, in turn, has been streamlined with inputs from the Institute's illustrious Business Advisory Council, to keep it in sync with the needs of an ever-changing marketplace.

The program is designed to make the students business-ready and capable of responding to complex business requirements that arise in a changing global business environment. Throughout the course of study, the emphasis is on skill development, team-work, inclusivity principles and value-based management hence creating "Business Ready Managers".

### Program Highlights

- One year fast-track MBA program in Management
- Diverse and experienced peer group
- Dynamic and industry requirement driven curriculum
- Guest lectures from eminent thought leaders and industry stalwarts
- Empirical study under the Great Lakes research center
- Applied-learning through Live Projects
- First program in the country to offer Artificial Intelligence & Machine Learning as a specialization
- Specializations offered in Marketing, Finance, Operations, Artificial Intelligence and Analytics
- AICTE Approved Program
- Offered by both Chennai & Gurgaon Campuses

### Chennai Campus

**3.3** Years

Average Experience

**25** %

Percentage of women in class

**25.3** Years

Average Age

### Gurgaon Campus

**3.3** Years

Average Experience

**36** %

Percentage of women in class

**25.7** Years

Average Age

## Eligibility Criteria for PGPM 2020-21

- GMAT Scores (Exam taken between 1<sup>st</sup> January, 2017 to 31<sup>st</sup> January, 2020)
- CAT 2018 / 2019 scores
- XAT 2019 / 2020 scores
- CMAT 2019 scores

Applicants should have a Bachelor's degree in any discipline from a recognized institution and a minimum work experience of two years by 31<sup>st</sup> March, 2020.

# PGDM

## POST GRADUATE DIPLOMA IN MANAGEMENT



“Great Lakes offers an unparalleled learning journey, not to mention the great faculty, the placement team that keeps outperforming every year, the beautiful lush green campus and the wonderful and diverse student community. While I continue to miss and cherish the time spent at my alma mater, I wish Great Lakes the very best as it continues to move forward on its journey of “Good to Great”

**- Adithya R**

PGDM Class of 2016  
Senior Consultant, Deloitte

### Two Year Full Time MBA Program

The Post Graduate Diploma in Management (PGDM) program has a clear focus on emerging economies and their growth. An AICTE approved program PGDM offers a unique and nonpareil coverage of the economies of China, Far-East, Latin America and Africa in comparison to the India growth story. The PGDM has been designed by the Great Lakes Academic Advisory Council, which comprises the best in the world of management academia.

This in turn has been streamlined with inputs from the institute's illustrious Business Advisory Council, to keep it in sync with the needs of an ever changing market place. The course helps the students to develop into business-ready managers, capable of responding to complex business requirements that arise in a changing global business environment.

### Program Highlights

- Two-year Fully residential program
- Emerging economy centric curriculum
- Delivered by the best faculty and industry leaders from across the globe
- Karma-Yoga : A Leadership Experiential Project
- Enhanced learning with Internship, Empirical study/ Live industry projects
- Rigorous 8-12-week summer internship
- Specializations offered in Marketing, Finance, Operations and Analytics
- AICTE approved program
- PGDM at Chennai Campus is NBA Accredited
- Offered by both Chennai & Gurgaon Campuses



### Chennai Campus

**1.3 Years**

Average Experience

**26 %**

Percentage of women in class

**23 Years**

Average Age

### Gurgaon Campus

**1.2 Years**

Average Experience

**26 %**

Percentage of women in class

**23 Years**

Average Age

## Eligibility Criteria for PGDM 2020-22

- GMAT Scores (Exam taken after 1<sup>st</sup> January, 2018)
- CAT 2018 / 2019 scores
- XAT 2019 / 2020 scores
- CMAT 2019 / 2020 scores

Freshers and candidates with less than 24 months of work experience as on 30<sup>th</sup> June, 2020 are only eligible to apply.

Applicants should have a Bachelor's degree in any discipline from a recognized institution with minimum 50% marks in graduation.

# EXPERIENTIAL LEARNING

Great Lakes emphasizes on experiential learning whether it involves developing leadership and managerial skills, honing strong analytical skills, understanding and analyzing business cases or dealing with capital markets. The end result is a business ready manager who is ready to deliver results from day 1.

## STUDENT COMMITTEES

Being a student-centric institute, all key functions of the institute are ably supported by committed student bodies – be it admissions, placements, web management or branding.



## LIVE INDUSTRY PROJECTS

To provide the students with a holistic learning experience, the learning experience in the classroom is supplemented with mentored live industry projects. These live projects are a compulsory and integral part of the academic curriculum with a grade equivalent of two full classroom courses.

These live projects are worked on by students in small groups of three over a six month period from August/September to January/February. The students are mentored by the project owner from the company and a faculty member from Great Lakes.

The live projects create a win-win situation for the students as well as the companies they work with. The students of course have an excellent learning experience from a project of importance to the company and closely mentored by the company project owner. The company benefits significantly because they get high-quality resources to work on a project of importance to them.

# “ART OF LEADERSHIP BLENDS WITH SCIENCE OF MANAGEMENT”



## Leadership Experiential Project: Karma Yoga

KARMA-YOGA, a Leadership Experiential Program (LEP) is a unique medium for students to connect with ground realities and experientially learn transformational leadership.

27 villages surrounding the institute's campus have been adopted by Great Lakes for the LEP. The project creates a mutual win-win situation for both the students and the villages - while the villages get budding managers to enable the villagers to lift themselves into their better selves, the students acquire a first-hand understanding of what it means to create followers and transform them. LEP is a real life practical lab to learn and experience the power of transformational leadership with the key focus on education, health, agriculture, and small business.

**“PASSION WITH COMPASSION”**

# PERSPECTIVES FROM TOP INDUSTRY LEADERS

At Great Lakes, students have the opportunity to meet with titans of business, global academicians, policy makers and other such luminaries. The program is designed in a manner to provide the students industry insights through periodic industry interactions.

# 100+

Corporate Guest Lectures  
in 2018-19

# 75

CXOs on campus in  
2018-19

## ORGANIZATIONS WHOSE LEADERS INTERACTED WITH OUR STUDENTS





# SOME PROMINENT SPEAKERS

## **Pankaj Sancheti**

Partner - Transfer Pricing, PWC

## **Shivkumar**

MD, Exeltis

## **Sandeep Dhar**

COO, Capgemini

## **Sabrish Surendar**

Director - AI Practice, Virtusa

## **Rahul Sinha**

President - HR, Pidilite Industries

## **Mahesh Anand**

President - Decorative Paint Division, Nippon Paint

## **Nagaraj V. Mylandla**

Founder and MD, FSS

## **Lilly Prasad**

MD - Operations, BNY Mellon International

## **Ravi Krishnamoorthy**

Head of Global Delivery - Applications, Sony

## **Milan Wahi**

MD, Lottee India

## **Mayuresh Raut**

Co-Founder and Managing Partner, SEA Fund

## **P Madhusoodhanan**

Senior Director, AstraZeneca



## **Chandrashekar Katuri**

MD, Deloitte India



## **Gaurav Ahluwalia**

MD – HR, J.P Morgan Chase



## **Suresh Narayanan**

MD, Nestle India

# OUR ALUMNI BASE



8800+ Alumni

Across 30 Countries

50+ Successful Alumni Ventures  
Touching millions of lives every day

## CONTACT US

For all admission related queries,  
please write to  
[admissions@greatlakes.edu.in](mailto:admissions@greatlakes.edu.in)

## ADMISSIONS TEAM

**Prof. Easwar Krishna Iyer**  
Director-Admissions (Chennai Campus)  
[easwar@greatlakes.edu.in](mailto:easwar@greatlakes.edu.in)

**Mr. Gautam Lakhamraju**  
Director-Admissions (Gurgaon Campus)  
[glakhamraju@greatlakes.edu.in](mailto:glakhamraju@greatlakes.edu.in)

## ADMISSIONS SUPPORT

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Chennai Campus



Gurgaon Campus



ASSOCIATIONS



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