



Discover Tomorrow's Leaders

Placement Handbook 2014-15

PROUD ALUMNI BASE



3000+ Alumni

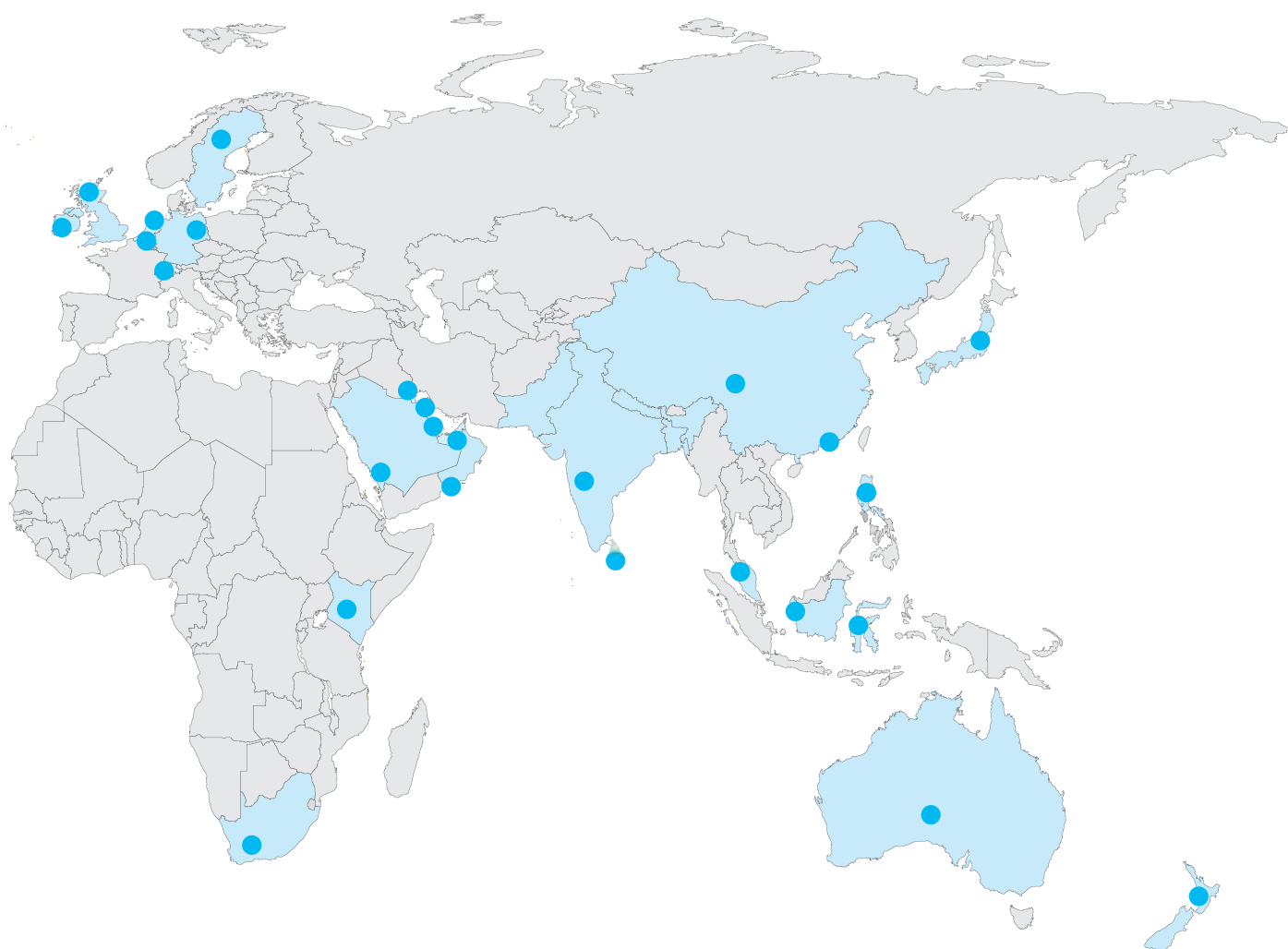
Across 28 Countries

50+ Successful Alumni Ventures

Touching millions of lives every day

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ABOUT GREAT LAKES

Great Lakes was founded in 2004 by Dr. Bala V. Balachandran with a vision of becoming the leading Management Institution in India providing Quality Education at an affordable cost and Human Capital for Emerging Economies. Led by exceptional academic faculty, steered by an outstanding advisory council and buoyed by the International collaborations, Great Lakes has within a short span of 10 years, emerged as a top-ranked Business school. In 2014, Great Lakes is accredited by Association of MBAs (AMBA, UK) for its PGPM and PGXPM programs and is the youngest B-school in India to receive this prestigious international accreditation.

Great Lakes offers One Year full time MBA for experienced professionals, Two year MBA with focus on Emerging Markets, Part Time Executive MBA Program, Weekend Executive MBA Program, Specialized sectoral management programs in Information Technology, Retail, Analytics, Health Care and Energy.



Rankings in 2013

7th among top Private B-schools by Careers 360

8th in One Year Programs by Outlook Magazine

9th among Executive Programs by Business Today

10th among Executive Programs by CNBC-TV18

16th among top B-schools by Business India

19th among top B-schools by NHRD

- **Youngest Business School in India to get top International Accreditation by Association of MBAs, UK (PGPM and PGXPM, Chennai)**
- **Flagship One year MBA program ranked among the top 10 in India by Outlook, Business Today and CNBC-TV18**
- **World Class full time and visiting faculty from institutes like Yale, Harvard, Kellogg, Stanford**
- **Illustrious Advisory Council consisting of the who's who of Business and Academia**
- **Academic alliances with 10 world class institutes like Yale, Univ. of Houston, GSU, NTU Singapore and IIT Chicago**
- **28 Acre LEED Platinum Rated Green Campus located just 8 kms away from UNESCO Heritage site Mahabalipuram**

Collaborations



MESSAGE FROM THE DIRECTOR CORPORATE & CAREER SERVICES



“
Great Lakes has recently received the AMBA (Association of MBAs, UK) accreditation, for its flagship one year Post Graduate Program in Management which has been ranked 8th by Outlook magazine and 7th across Tier-1 B-Schools by Career-360 survey.

Dear Partner,

Welcome to Great Lakes Institute of Management - the center for Management excellence that develops global business leaders who carry an ethical perspective to business decision making and also equips them to take-on the challenges of the complex and dynamic world economic order. Founded by Padmashri Dr. Bala V. Balachandran, Great Lakes produces not just Business Ready Managers but leaders with the four core values of the institution - Passion with Compassion; Abilities with Humility; Mobility with Nobility and Success with Integrity. Our core values have enabled us to stand out in the industry within a very short span of 10 years.

Our academic curriculum is proactively adapted to the demands of the corporate world. Business Analytics as a major specialization is one such latest addition in our offering. Besides our well acclaimed teaching methodology, faculty members of international repute and the academic rigor, we take immense pride in practicing some unique elements of the program like empirical study with live projects and Karma Yoga. Such programs help make our students holistic and socially responsible future leaders in the corporate world.

Great Lakes has recently received the prestigious AMBA (Association of MBAs), UK accreditation, for its flagship one-year Post-Graduate Program in Management (PGPM). In addition to this, Great Lakes has been ranked 8th by Outlook magazine and 4th across Tier-1 B-Schools by Career-360 survey for the one year PGPM program. The fast-track one-year program is offered to young professionals with minimum of two years of work experience and a very competitive GMAT/CAT score.

The Class of 2015, named the “Charismatic Cholas” comes with an average work experience of 39 months (2 to 5 years is the range of experience) from different Industry verticals and functions and representing almost the top 5% of such talent present in the country.

The Post Graduate Diploma in Management (PGDM) is our 2 year program introduced 3 years ago with a clear focus on emerging economies. This AICTE approved program offers a unique and nonpareil coverage of the economies of China, Far-East, Latin America and Africa along with the India growth story. The class of 2013-15, christened “Pallavas” has students ranging from 0 to 24 months work experience.

We are privileged to partner with you and we take pleasure in inviting you to join us in various on-going Campus connect activities which will be followed by Final Placement Program, to identify and hand pick your future leaders from one of India’s premier B-Schools.

R. Shreenath

Director – Corporate & Career Services



FULL TIME MBA PROGRAMS

PGPM - One Year Program

Great Lakes' flagship full time Post Graduate Program in Management (PGPM), has been widely recognized in the industry for its unique design to deliver customer-centricity, meritocracy and corporate ethics. This one year program facilitates students' understanding of the interaction between the various functional areas of a business system, thereby appreciating the need for developing cross-functional perspectives in business. The curriculum is reviewed periodically to keep it in sync with the needs of an ever-changing and evolving market place. The program is designed to prepare the students to be business-ready and capable of responding to complex business requirements that arise in a changing global business environment. Throughout the course of study, emphasis is also placed on skill development, team-work, inclusivity principles and value-based management.

PGDM - Two Year Program

The two year full time Post Graduate Diploma in Management (PGDM) program offered by Great Lakes has a clear focus on emerging economies and their growth. An AICTE approved program, PGDM offers a unique and nonpareil coverage of the emerging 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 managerial 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.

SPECIALIZATIONS OFFERED

- Marketing
- Finance
- Operations & IT
- Business Analytics
- Human Resources
- Consulting, OB & Strategy

Top

5% of talent
available across the country

Work Experience

2 to **5** years of work experience
in diverse set of Industries like IT,
ITES, Analytics, BFSI, Manufacturing,
Energy, Media, Telecom, Aerospace and
Automobile. Average experience of
the batch is 39 months

Diversity Ratio

30%
females in the current batch

Work Experience

Class has **0** to **24** months of
experience across sectors like IT, ITES,
Manufacturing, Banking, Consulting,
FMCG, Media, Real Estate and Energy

MARKETING

Marketing has been one of the most preferred areas of interest for students at Great Lakes where they gain enormous knowledge on courses offered in the specialized area. The course curriculum consists of various sub-disciplines of Marketing and Sales that provide a plenteous exposure to the contemporary markets. In addition to these courses, pedagogy of rigorous Case Studies based learning approach, Empirical Studies and Industry Live Projects equip students with tools and skills that are applicable in real-life situations. Our students have an excellent mix of prior experience in B2B Marketing, Sales, Business Development and other key Marketing areas.

Our academia is widely recognized in the corporate world, with our students bagging awards from competitions and working on Live projects offered by the Corporate world.

A SNAPSHOT OF MARKETING COURSES ON OFFER

Name of Course	Faculty Name	Affiliation
Brand Management	Dr. T N Swaminathan	Great Lakes Institute of Management
Consumer Behaviour	Dr. S Bharadhwaj	Great Lakes Institute of Management
Marketing Metrics	Prof. D Sriram	Great Lakes Institute of Management
Consumer Behaviour	Prof. Sekar Raju	IOWA State University
Integrated Marketing Communication	Dr. Sanjay Putrevu	State University of New York,Albany
New Product Development	Prof. Sridhar Ramaswami	IOWA State University
Services Marketing	Dr. Ranjan Banerjee	CEO,Renaissance Strategic Consultants
Strategic Marketing	Dr. Paul Prabhakar / Prof. Easwar Iyer	Northern Illinois University/Great Lakes Institute of Management
Sales & Distribution Management	Prof. V K Murti	SPJIMR
Consumer Focused Product Planning	Dr. Seenu Srinivasan	Stanford University
Social Media Marketing	Prof. Kiruba Shankar	Great Lakes Institute of Management
Technology Marketing	Prof. Arjun Chakravarty	Independent Consultant

Kotler-Srinivasan Center for Excellence in Marketing

The Kotler-Srinivasan Center for Excellence in Marketing was created to bridge the academia-industry gap in marketing intelligence, analytics and insight-led solutions. The aims of the center include academic research and industry-led consulting innovations in keeping with the needs of marketing managers across the country.

The institute, during the visit of the marketing legend, Dr. Philip Kotler, announced that it has identified its core competence in the area of Marketing and that it aims to become a school reputed for marketing excellence. With this, Great Lakes is following the footsteps of premier US B-Schools, which are known to have focus in one area.

North American Society for Marketing Education in India

NASMEI is an annual marketing conference held at Great Lakes organized by the Kotler-Srinivasan Center for Research in Marketing. Considered among the finest International conferences in the marketing area in India, the conference has in the past seen paper presentations by professors and doctoral students from leading schools in U.S.A., India, Australia, New Zealand, Singapore, Switzerland, France and Hong Kong.



Marketing Club

The Marketing Club at Great Lakes is a student run body in the marketing arena, under the guidance of esteemed faculty members. Its activities broadly include conducting sessions on the latest marketing practices, marketing competitions, case studies etc. The Marketing club is a breeding ground for future marketing talent.

LISTED BELOW ARE FEW OF OUR TOP RECRUITERS FROM MARKETING AREA FOR PLACEMENTS & INTERNSHIP

- | | | | |
|----------------------------------|---|--------------------------------|----------------------------------|
| ■ Attune Technologies | ■ Eureka Forbes | ■ Kotak Mahindra Bank | ■ Saksoft |
| ■ Axis Bank | ■ Fresh Desk | ■ KPIT Technologies | ■ Sicagen |
| ■ Bharti Airtel Limited | ■ Funtoot | ■ L & T Infotech | ■ Smart Ideas |
| ■ Brandtone | ■ GAEA Technologies | ■ Matrimony.com | ■ Sundaram Business Services |
| ■ CavinKare | ■ Gofrugal | ■ Michelin | ■ Symrise |
| ■ Cloud Cherry | ■ Greenply | ■ Mindtree | ■ Tata Communications |
| ■ Cognizant Technology Solutions | ■ HDFC Bank | ■ Mogae Media | ■ TVS Logistics |
| ■ Coromandel Fertilizers | ■ Hindustan Coca Cola Beverages Pvt Ltd | ■ MphasiS | ■ TVS Motors |
| ■ CSC India | ■ Iken Solutions | ■ Musigma | ■ Unimetry Solutions |
| ■ DCB | ■ India property.com | ■ Optimal Strategix Consulting | ■ Vodafone |
| ■ Decathlon Sports India | ■ IRIS Business Services | ■ Orkash Services | ■ Wipro Consumer Care & Lighting |
| ■ Delcure Lifesciences Ltd | ■ Isuzu Motors | ■ Payoda Technologies | ■ Wipro Ltd |
| ■ Edelman | ■ Jabong | ■ Perfint Health Care | ■ Xcode Lifesciences |
| ■ Eisai Pharma | ■ Khimji Ramdas LLC - Oman | ■ Propack Industries - Nairobi | |
| | | ■ Ramco Systems | |

FINANCE



Students aspiring to build their Careers in Finance opt for a specialization in the functional area leading them to gain the required knowledge and experience required for a Career in the corporate world. The courses in the field of Finance offer a congruence of business knowledge and practical application.

Great Lakes attracts best talents from the field of Finance with the batch consisting of a rich assortment of Chartered Accountants, Chartered Financial Analysts, NCFM and Financial Markets students.

A FEW SPECIALIZED COURSES ON OFFER

Name of Course	Faculty Name	Affiliation
Applied Macro-Economics	Dr. Bobby S. Srinivasan	Great Lakes Institute of Management
Financial Modelling	Prof. Raghu Iyer	SPJIMR
Financial Statement Analysis	Prof. Tarun Chaturvedi	Consultant, Former Professor at MDI
Game Theory Applications in Finance	Prof. Bappaditya Mukhopadhyaya	Great Lakes Institute of Management
Global Financial Markets	Prof. Sunil Parameswaran	TAPMI/IIMB
Investment Banking	Prof. P B Ramanujam	Consultant
Managerial Accounting	Dr. Bala V Balachandran	Founder, Chairman & Dean, Great Lakes Inst. Of Management, Chennai & Gurgaon, J.L. Kellogg Distinguished Professor (Emeritus in service) of Accounting and Information Management, Northwestern University, Evanston, Illinois, U.S.A
Mergers & Acquisitions	Dr. Narendra Rao	NorthEastern Illinois University
Options, Future & Derivatives	Prof. B Venkatesh	Founder, Navera Consulting
Project & Infrastructure Finance	Prof. R Kannan	IFMR/ICICI Bank
Strategic Financial Management	Prof. Sanjoy Sircar	Great Lakes Institute of Management

Union Bank Great Lakes Center for Banking Excellence

Union Bank Great Lakes Center for Banking Excellence has been established at Great Lakes Institute of Management with a corpus fund given by the Union Bank of India, to conduct research and training programs and undertake initiatives in the field of Banking and Financial Services sector. The Center consists of a panel of eminent leaders from the banking sector and from the academia. The advisory council consists of Dr. Y. V. Reddy (Former Governor, Reserve Bank of India), Mr. M. V. Nair, CMD, Union Bank of India, Dr. Bala. V. Balachandran, Founder, Dean, Great Lakes Institute of Management, Dr. Shyam Sunder (Yale University), Dr. Marti Subramaniam (NYU) and Dr. Raghuram Rajan (University of Chicago).

Union Bank Financial Conference

The Union Bank Financial Conference is an Annual day long event at Great Lakes Institute of Management conducted jointly by Union Bank and Great Lakes. The conference aims to bring insights on various financial aspects through speeches and panel discussions by distinguished guests on a chosen theme drawing inferences from their research papers.

Finance Committee

Great Lakes Institute of Management sponsors several events as a part of our Institute's brand building efforts and the students, who are part of several committees, participate with zest and enthusiasm in these events. One of the foremost and important committees, "FINCOM" makes a significant contribution during the L'Attitude event, which is held in the month of January every year. To enhance learning and to integrate concepts and applications in finance, a trading terminal – Shyam Sunder Turbo Energy Trading Terminal, has been established to facilitate real time experiential learning.

LISTED BELOW ARE FEW OF OUR TOP RECRUITERS FROM FINANCE AREA FOR PLACEMENTS & INTERNSHIP

- | | | |
|----------------------------------|--|---|
| ■ ADP India | ■ HDFC Bank | ■ Prizm Payments |
| ■ ANZ Bank | ■ ICICI Bank | ■ Propack Industries - Nairobi |
| ■ Axis Bank | ■ ICRA Limited | ■ Royal Bank of Scotland |
| ■ Bank of America | ■ iNautix Technologies | ■ Reserve Bank of India |
| ■ Barclays | ■ IndusInd Bank | ■ Scope International |
| ■ Cognizant Technology Solutions | ■ Infosys BPO | ■ Sivagroup |
| ■ Dell | ■ Intequant Advisors | ■ SMART Advisors |
| ■ Dun & Bradstreet | ■ International Infrastructure Consultants | ■ Sutherland Global Services |
| ■ First Source | ■ IRIS Business Services | ■ TransTrac Technology Services Pvt Ltd |
| ■ Hansa Cequity | ■ Isuzu Motors | ■ Wealth Advisors (India) Pvt. Ltd |
| ■ Hashi Energy, Kenya | ■ KPMG | ■ Wipro Ltd |
| | ■ Marmore Mena Intelligence Pvt Ltd | |

BUSINESS ANALYTICS

Decision-making across almost all domains is becoming increasingly data-driven. We at Great Lakes recognize that, therefore this year we have launched a specialisation in Business Analytics. This process is enabled by the easy accessibility and availability of data, termed Big Data by the popular and scholarly press alike. Business Analytics has come to stay as a growth driver for many new generation organizations. Gone are those days when managers made decisions on the basis of their own guts or by extrapolating macro-economic indicators and their likely impact on individual businesses. Decisions made in the absence of information and data have proven to be disastrous for many organizations. With the advent of information technology and geometric rise in the information processing capability of computers, managers are using multiple criteria, algorithms and structured programs to envision future of business and improve profitability of the enterprise.

A number of our students carry experience in Data Analytics, Business Intelligence, Data Mining, and Business Analysis. Our students come with this prior experience in Top Corporates like Ernst & Young, Oracle Financial Services and the like. Additionally we have students with specialized Certifications in niche areas like IIBA.

BUSINESS ANALYTICS COURSES ON OFFER

Name of Course	Faculty Name	Affiliation
Advanced Business Analytics	Prof. Ram Janakiraman	Texas A & M
Business Analytics	Dr. Purba Rao	IIMA, IIM Ranchi & Great Lakes Institute of Management
Consumer Focused Product Planning	Dr. Seenu Srinivasan	Stanford University
Data Mining and Visualization	Prof. Mathew Thomas	ICAI
Decision Support Models for Banking and Finance	Prof. P K Vishwanathan	Great Lakes Institute of Management
Econometrics	Prof. Mathew Thomas	ICAI
Financial Risk Analytics	Prof. Jayatu Sen	American Express
Financial Risk Management	Prof. Bappaditya Mukhopadhaya	Great Lakes Institute of Management
Marketing Metrics	Prof. D Sriram	Great Lakes Institute of Management
Pricing Analytics	Prof. Ram Janakiraman	Texas A & M

Business Analytics Conference

This conference aims to bring academicians and industry practitioners across the globe to a common platform to discuss; debate and initiate a dialogue on application of business analytics in decision making and enhancing consumer profitability. Some of the key objectives of the conference include:

- To develop a common platform for industry and academia interface in the area of consumer and business analytics
- To facilitate research and research based knowledge sharing in the area of business and consumer analytics
- To discuss new methodologies in the emerging field of analytics, especially those methodologies that have been tried and tested in the domain of business decision making
- To explore and build collaborations among academicians and industry practitioners to undertake joint research work in the domain of business and consumer analytics

LISTED BELOW ARE FEW OF OUR TOP RECRUITERS FROM BUSINESS ANALYTICS AREA FOR PLACEMENTS & INTERNSHIP

- Blueocean Market Intelligence
- Dell
- Dolcera
- Fractal Analytics
- HP
- IBM
- Latent View Analytics
- Matrimony.com
- Musigma
- Optimal Strategix
- Royal Bank of Scotland
- Sutherland Global Services
- Virtusa

HUMAN RESOURCES

Human Resources is a very critical function of any organisation that hires the right talent, manages them by drafting and implementing policies, lays down a career path and provides a conducive environment for the employees to grow. In recent times, HR has ventured into the role of strategic decision making.

Human Resource is being offered as a separate specialisation at Great Lakes with excellent faculty and right talent pool for it.

HR SPECIALISED CORE COURSES ON OFFER

Name of Course	Faculty Name	Affiliation
Employee Relations	Prof. P. Dwarakanath	Senior HR Advisor, Great Lakes: Previously Director (South Asia) - GSK
HR's Role in Mergers and Acquisitions	Dr. Hema Bajaj	Great Lakes Institute of Management
International HRM	Prof. Anu Oza	Great Lakes Institute of Management
Learning and Development	Prof. R. S. Veeravalli	Great Lakes Institute of Management
Leveraging Diversity	Prof. Anu Oza	
Performance Management	Prof. C. R. Rajan	Great Lakes Institute of Management
Reward and Recognition	Dr. Zubin Mulla	Tata Institute of Social Sciences
Strategic Human Resource Management	Prof. Mahesh Doraisamy	Independent Education Management Professional
Talent Management	Dr. S. Swaminathan	Management Consultant, Previously Director HR, TVS- E Group

HR Conclave

An annual event since 2008, the Great Lakes Human Resource Conclave is envisioned as a platform to bring together the best HR leaders in the industry and the potentially great managers of the future. It is a platform to learn from the experiences of highly eminent HR leaders belonging to companies from various sectors. The event includes panel discussions and addresses by distinguished speakers on the central theme of the event.

Some of the themes discussed at length in the event is:

- | | |
|-------------|--|
| 2008 | Managing Human Capital in the Globalized Business Environment |
| 2009 | HR Challenges - Are We Geared Up For The Upturn? |
| 2011 | And It's Not Just About Work! |
| 2012 | Making Elephants dance: Transformational Role of HR in Large Organizations |
| 2013 | Strategic HR Impacting Business Results |
| 2014 | Talent Engineering : Impact of Technology on HCM |

LISTED BELOW ARE FEW OF OUR TOP RECRUITERS FROM

HUMAN RESOURCES AREA FOR PLACEMENTS & INTERNSHIP

- | | | |
|--------------------------|-------------------|------------------------------------|
| ■ Abbott Healthcare | ■ Great Learnings | ■ Polaris |
| ■ Altisource | ■ India Cements | ■ Unimity Solutions |
| ■ Coromandel Fertilizers | ■ Justeat | ■ Viveks |
| ■ CSS Corp | ■ My Parichay | ■ Wealth Advisors (India) Pvt. Ltd |
| ■ Dexler | ■ Philips | |
| ■ Gameshastra | ■ Photon Infotech | |

CONSULTING, OB & STRATEGY

Consulting has been among the most sought after functional area by B-School grads and we offer our students the best of knowledge in the area of Consulting for them to build their careers.

CONSULTING, OB & STRATEGY COURSES ON OFFER

Name of Course	Faculty Name	Affiliation
Information Technology Consulting	Prof. Vinit Thakur	Independent Consultant
International Business Strategy	Prof. Vaidyanathan K N	Xavier Institute of Management Studies and Research
International Entrepreneurship	Prof. Ashok Vasudevan	Chairman-Tasty Bites
Leadership, Influence and Power.	Dr. Venkat R. Krishnan	Great Lakes Institute of Management
Management Consulting as Career	Prof. Thomas Kuruville / Prof. Advait Kurlekar	Managing Director, Arthur D. Little / CEO Upohan Mgmt Consultant Pvt Ltd
New Product Development	Prof. Sridhar Ramaswamy	Iowa State University
New Venture Planning	Prof. K. C. John	Great Lakes Institute of Management
Strategy Execution	Dr. Suresh Srinivasan	Great Lakes Institute of Management

Yale-Great Lakes Center for Management Research

Yale-Great Lakes Center for Management Research aims to promote, facilitate and advance India centric management related research, which contributes to the development of basic and applied knowledge in the field of management. It has been organizing the Yale-Great Lakes Annual International Research Conference since 2006, in which several research papers have been presented on various areas of business and management including finance, human resources, marketing, operations management, organizational behaviour, and strategy.

Consult Com

The Consulting Committee, Consultcom, is a student run body in the consulting arena, under the guidance of esteemed faculty members. Its activities broadly include Management Consulting, Strategic Management, Risk Advisory, Process/Operations Consulting, IT Consulting, Marketing/Financial Consulting etc. The committee is a breeding ground for future consulting talent. The committee provides opportunity for liaising with Global Consultants, professionals, faculty and alumni members through organized activities, which helps students to prepare their career in consulting outside the classroom environment.

LISTED BELOW ARE FEW OF OUR TOP RECRUITERS FROM

CONSULTING, OB & STRATEGY AREA FOR PLACEMENTS & INTERNSHIP

- Cognizant Technology Solutions
- Deloitte US
- GAEA Technologies
- Great Place to work
- Infosys BPO
- ITC Infotech
- KPIT Technologies
- L & T Infotech
- Maveric Systems
- Mphasis
- POS Media Global,Dubai
- Thoughtworks
- TCS
- Universal Consulting
- Virtusa
- Wipro Ltd
- ZS Associates

OPERATIONS & IT

The Operations and IT curriculum has been designed keeping in mind the necessities and requirements of the future business world. The courses are planned so as to equip the students with the requisite skills to work their way into the future arena of operations and business administration. A mix of Technology, Project planning, and Quality management subjects provide for a mix of strong theoretical framework, whereas electives such as Demand Forecasting, Lean Management and Optimization modelling provide a rich hands-on hold on these concepts. The prior work experience of our students in ERP, Project Management, SCM, Quality Audit, TQM etc. combined with our application-centric pedagogy, makes for a potent mix of excellent business skills.

OPERATIONS AND IT

Name of Course	Faculty Name	Affiliation
Big Data Management and Business Informatics	Dr. Bhuvan Unhelkar	University of Sydney
Business Intelligence	Prof. Vinit Thakur	Independent Consultant
Demand Planning and Forecasting	Dr. Rakesh Singh	Great Lakes Institute of Management
Emerging Technology and Business Innovation	Prof. Subba Iyer	S P Jain School of Global Management
Enterprise Business Applications & Emerging Perspectives	Dr. Subba Iyer	S P Jain School of Global Management
Information Technology Consulting	Prof. Vinit Thakur	Independent Consultant
International SCM	Prof. Ganesh Ram	Mason School of Business
Logistics and Supply Chain Management	Prof. Arun Natarajan	Great Lakes Institute of Management
Strategic Operations Planning	Prof. B. Natarajan	National University of Singapore
Strategic Sourcing & Corporate Quality	Prof. M Rajamanickam	Trimentus Technologies, Chennai
Supply Chain Modeling and Analysis	Dr. Vaidy Jayaraman/Dr. Paulraj	Great Lakes Institute of Management/University of North Florida
Total Quality Management	Dr. Manu Vora	Northern Illinois University

Operations & Decision Science Club

This club has been actively involved in competency development in the field of operations. The recent workshop for Six Sigma Certification has attracted a large turnout. Apart from this, the club oversees the corporate interaction and training in the core operations areas like SCM, Demand Planning etc.

LISTED BELOW ARE FEW OF OUR TOP RECRUITERS FROM

OPERATIONS & IT AREA FOR PLACEMENTS & INTERNSHIP

- Accenture Services Pvt. Ltd
- ADP India
- Amazon
- ANZ Bank
- Barclays
- Cognizant Technology Solutions
- Congruent Solutions
- Coromandel Fertilizers
- Crayon Data
- Dabur India Ltd
- E & Y
- Episource
- First Source
- Greatplace to work
- HCL Technologies
- Infiniti Retail
- Infosys Limited
- Infotrellis
- Isuzu Motors
- Kone Elevators
- Kotak Mahindra Bank
- Mahle
- Manipal Healthcare
- Mphasis
- Ramco Systems
- RJ Corp
- Robert Bosch
- Sterlite Technologies
- Sutherland Global Services
- Syntel
- Tata Consultancy Services
- TVS Logistics
- Wealth Advisors (India) Pvt. Ltd

PGPM PLACEMENT SNAPSHOT 2014

AVERAGE CTC (Figures in ₹)

11.43 Lacs

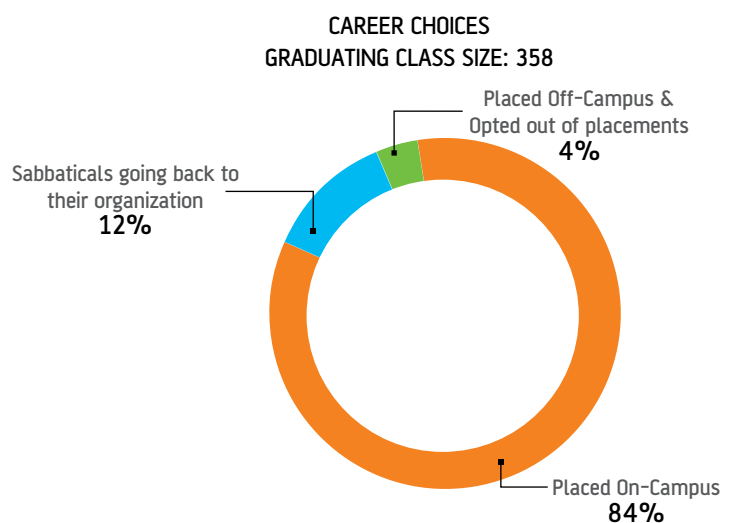
HIGHEST CTC
(Domestic) (Figures in ₹)

32.00 Lacs

HIGHEST CTC
(International) (Figures in US \$)

65,629 USD

15% increase in company participation in the placement season over the previous season with 231 corporates participating in the process



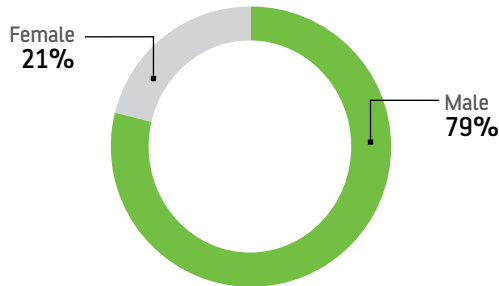
LIST OF RECRUITERS 2014*

- | | | | |
|----------------------------------|---------------------------------|-------------------------------|--|
| ■ Accenture | ■ Dun & Bradstreet | ■ Khimji Ramdas LLC - Oman | ■ Sterlite Technologies |
| ■ ADP | ■ Eureka Forbes | ■ KPIT Technologies | ■ Sutherland Global Services |
| ■ Altisource | ■ Fresh Desk | ■ KPMG | ■ Tata Communication Transformation Services |
| ■ Amazon | ■ GAEA Technologies | ■ L & T Infotech | ■ Tata Consultancy Services |
| ■ ANZ Bank | ■ Gameshastra | ■ Manipal Healthcare | ■ TVS Logistics |
| ■ Attune Technologies | ■ Gofrugal | ■ Maveric Systems | ■ Unimetry Solutions |
| ■ Axis Bank | ■ Great Place to work | ■ Mindtree | ■ Universal Consulting |
| ■ Bank of America | ■ Green Ply | ■ Mogae Media | ■ Virtusa |
| ■ Barclays | ■ Hashi Energy Ltd, Kenya | ■ Mphasis | ■ Wealth Advisors India |
| ■ Blue Ocean Market Intelligence | ■ HCL Technologies | ■ Musigma | ■ Wipro Consumer Care & Lighting |
| ■ Cognizant Business Consulting | ■ iken Solutions | ■ My Parichay | ■ Wipro Ltd |
| ■ Cognizant Technology Solutions | ■ iNautix Technologies | ■ Payoda Technologies | ■ Xcode Life Sciences |
| ■ Congruent Solutions | ■ India Property Online P. Ltd. | ■ Photon Infotech | ■ ZS Associates |
| ■ CSC India | ■ Infiniti Retail | ■ POS Media Global, Dubai | |
| ■ CSS Corp | ■ Infosys Limited | ■ Prizm Payments | |
| ■ Decathlon Sports India Ltd. | ■ Infotrellis | ■ Propack Industries, Nairobi | |
| ■ Deloitte US | ■ IRIS Business Services | ■ Ramco Systems | |
| ■ Dexler | ■ ITC Infotech | ■ Saksoft | |
| ■ Dolcera | ■ Jabong | ■ Scope International | |

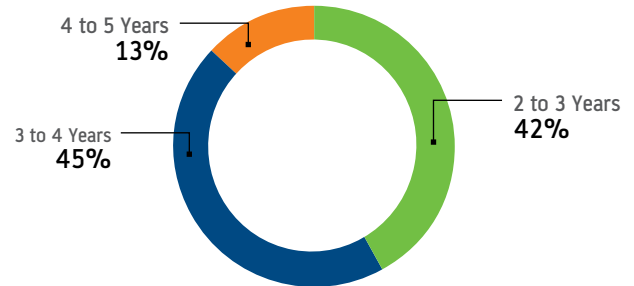
* Partial List

PGPM CLASS PROFILE 2014-15

GENDER

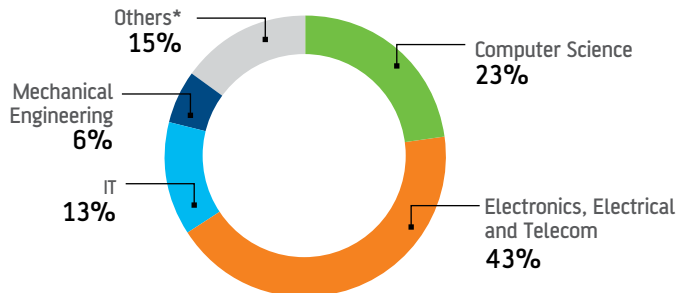


WORK EXPERIENCE



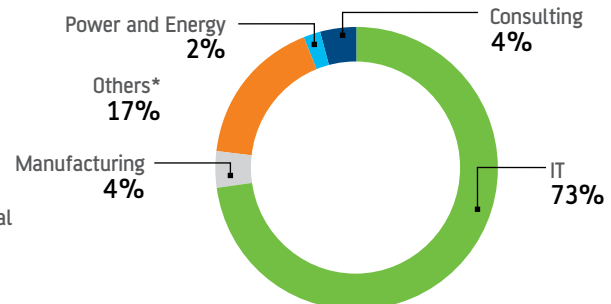
Range: Minimum of 24 months, maximum of 60 months.
Batch average work experience: 39 Months

UNDERGRADUATE SPECIALIZATION



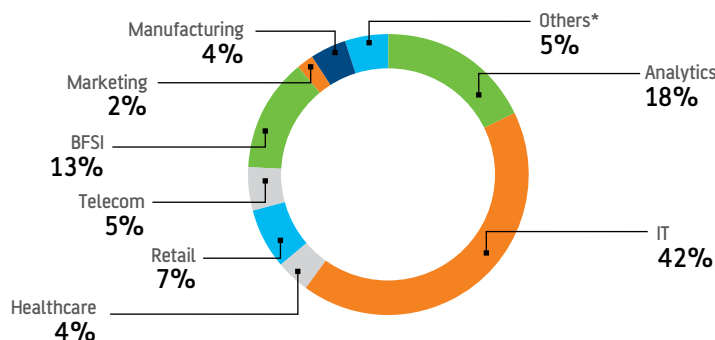
*Others: Accountancy, Apparel Production, Biomedical/Chemical/Civil Engineering

INDUSTRY DIVERSITY (PRE-MBA)



*Others: Financial Services, Banking, Retail, Shipping, FMCG, Travel & Tourism

DOMAIN EXPERIENCE (PRE-MBA)



*Others: Academics, Sales, HR, Insurance

The batch boasts a strong mix of individuals from variety of educational backgrounds including full time post graduates & professional certificate holders.

Master degrees: M.Tech Biotechnology, MBA Marketing, MCA, M.S Electrical Engineering, M.S Systems, M.Sc. Geology

Professional degrees: Chartered Accountant; Company Secretary, LLB

Certifications: Microsoft Certified Asp.Net Developer, SAP ABAP Certified analyst; Oracle Siebel certified business analyst, PRINCE2 Certification, Certified Scrum Master. Certificate program in business analytics for executives; Diploma in cyber law; NSE certified market professional (NCMP-LEVEL 1), AMFI CERTIFICATION, NCFM certification in Capital markets and Equity derivatives. Harvard Manage Mentor Certification; PeopleSoft Application Developer, IGBC AP - Indian green building accredited professional.

PGDM PLACEMENT SNAPSHOT 2014

AVERAGE CTC (Figures in ₹)

8.07 Lacs

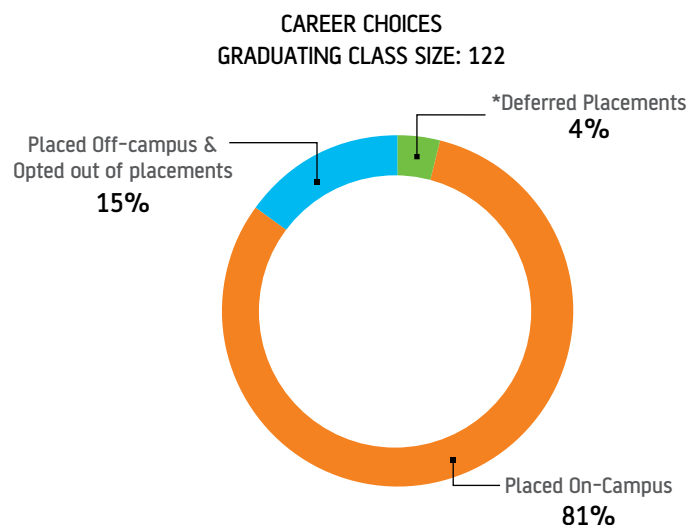
HIGHEST CTC
(Domestic) (Figures in ₹)

10.00 Lacs

HIGHEST CTC
(International) (Figures in US \$)

44,414 USD

129 corporates participated in the campus recruitment program, out of which 30 were first time recruiters.



**Students who have opted for deferred placements to pursue their higher studies or entrepreneurial dreams.*

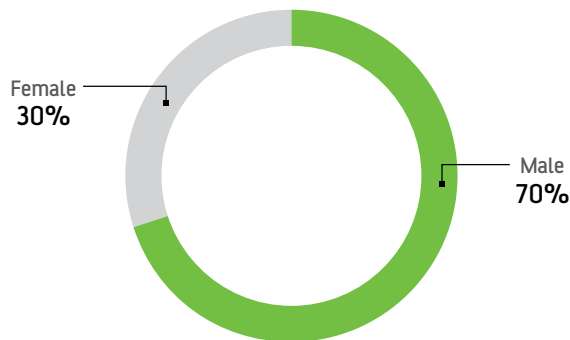
LIST OF PARTICIPATING COMPANIES*

Roles	Companies
CONSULTING	Cognizant, Infosys BPO, Optimal Strategix, Thought works
FINANCE	ANZ Bank, Axis Bank, Dell Finance, Hashi Energy, Hansa cequity, HDFC Bank, ICRA, Infosys BPO, International Infrastructure Consultants, Intequant Advisors, Indus Ind Bank, RBS, Siva group, Scope International
GENERAL MANAGEMENT	Abbott Healthcare, Dexler, Gameshastra, Photon Infotech, Viveks
HR	Altisource, Great Learnings, Polaris
OPERATIONS	First Source, Great Place to Work, Mahle Group
SALES & MARKETING	Bharti Airtel, Decathlon sports india, Eisai Pharma, Fresh Desk, Fun toot, Go frugal, Green ply, India Property.com, HDFC Bank, Kotak Mahindra Bank, Matrimony, TVS Motors, Sicagen, Smart Ideas
TECHNOLOGY	Cognizant, Episource, Ramco Systems, Syntel, Sutherland, Robert Bosch, TCS

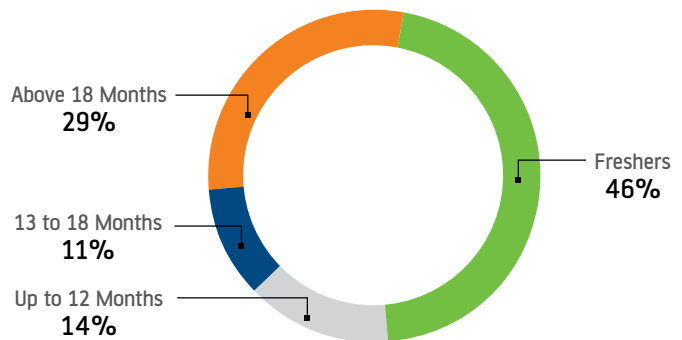
*Partial List

PGDM CLASS PROFILE 2013-15 (FINAL PLACEMENTS)

GENDER RATIO

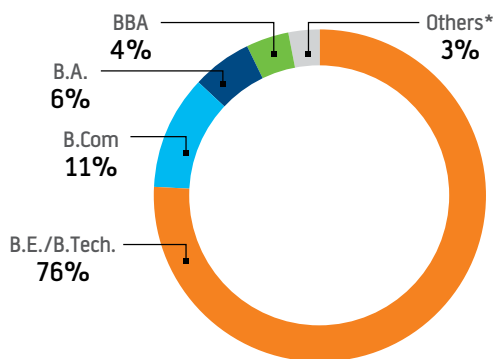


WORK EXPERIENCE



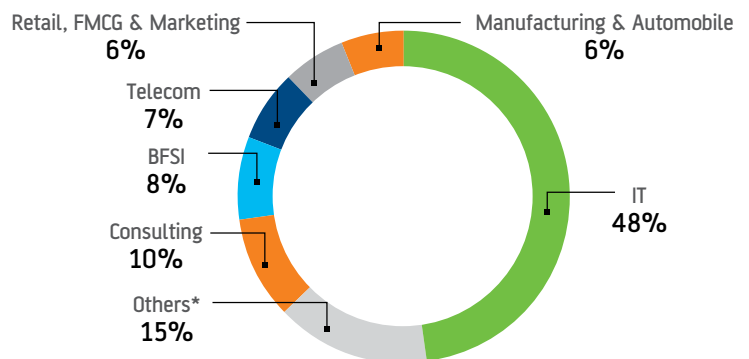
Work Exp. range: Minimum of 7 months, Maximum of 27 months.

UNDER GRADUATION



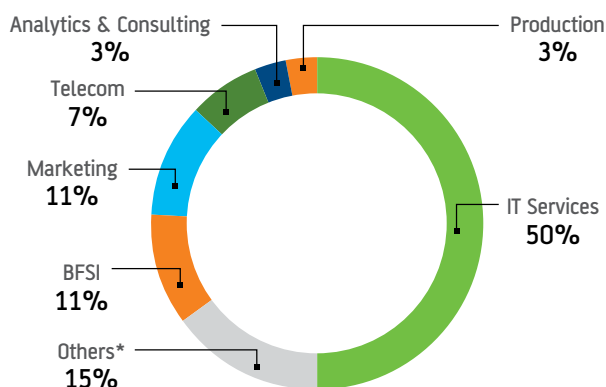
*Others: BBM, BMS and B.Sc

INDUSTRY DIVERSITY (PRE-MBA)



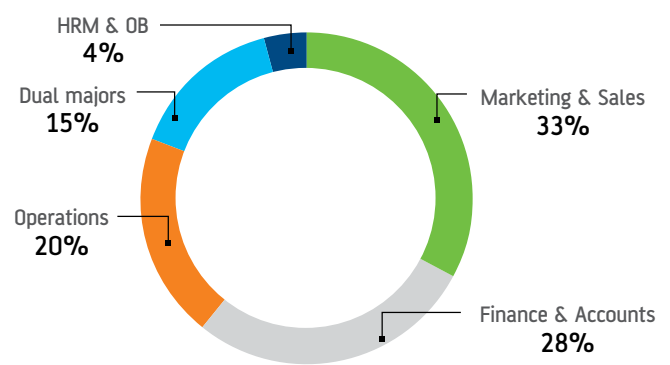
*Others: Advertising, Analytics, Education, Medical Instruments, Petrochemicals Power & Shipping.

DOMAIN EXPERIENCE (PRE-MBA)



*Others: Business Development and Tendering, Education, Engineering, Oil & Gas, Power & Energy, HR, Finance, Supply Chain and R & D

SPECIALIZATION



The batch boasts a strong mix of students from variety of educational backgrounds including full time post graduates & Certificate holders.

Master Degrees: M.Com, M.A, PGDIFA

Certifications: Certificate Program in Business Management, Ericsson professional Certification in Tele-Communications, CCNA, Certified Automation Engineer in PLC, Certified in Process Engineering, CFA Level 1, IRDA CERTIFICATION, 7 certificates in NSE, Six Sigma (G.B.), Lean Management and Diploma in French (DELF- A1)

PGDM SUMMER INTERNSHIP 2014

AVERAGE Stipend Offered
(Figures in ₹)

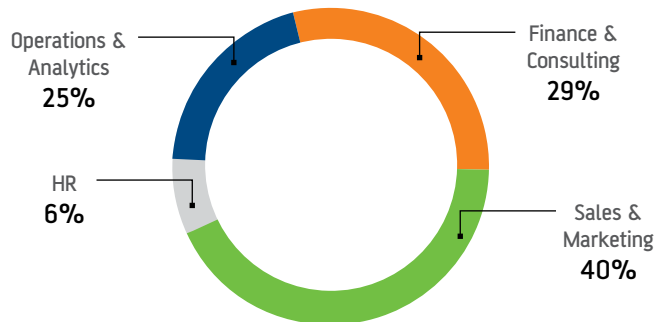
32,000

HIGHEST Stipend Offered
(Figures in ₹)

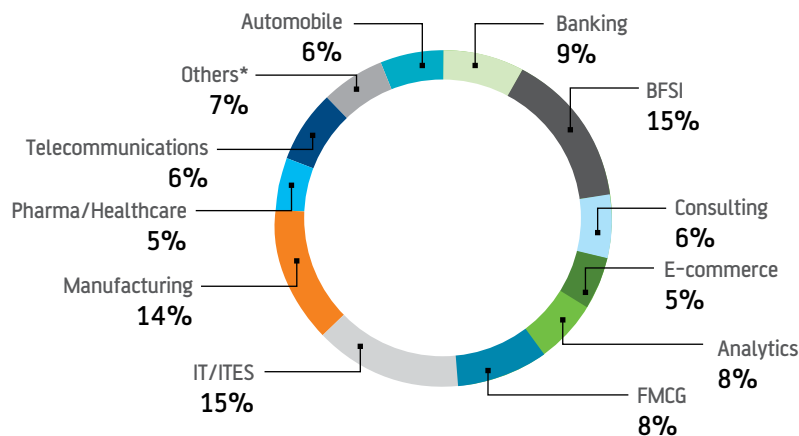
1,15,000

60 top corporate houses across various industries participated in the process

FUNCTION WISE CLASSIFICATION



INDUSTRY CLASSIFICATIONS



*Others: Logistics, Media & PR, Retail & Consumer durables

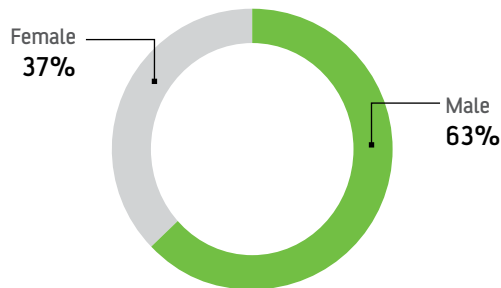
CORPORATES OFFERING INTERNSHIPS AT A GLANCE

Industry	Companies
SALES AND MARKETING	CavinKare, Coke, ITC, Wipro Consumer Care & Lighting, Michelin Tyres, Isuzu Motors, MphasiS, Ramco Systems, Optimal Strategix, Matrimony.Com, Vodafone, Edelman, Symrise
FINANCE& CONSULTING	Barclays Bank, ICICI Bank, Reserve Bank of India, ADP India, Smart Advisors, Dell, First Source, Sutherland Global Services and Wealth Advisors
OPERATIONS& ANALYTICS	Apollo Hospitals, Coromandel Fertilizers, Crayon Data, Kone Elevators and TVS Logistics
HUMAN RESOURCE	Accenture, Coromandel Fertilizers, India Cements and Philips

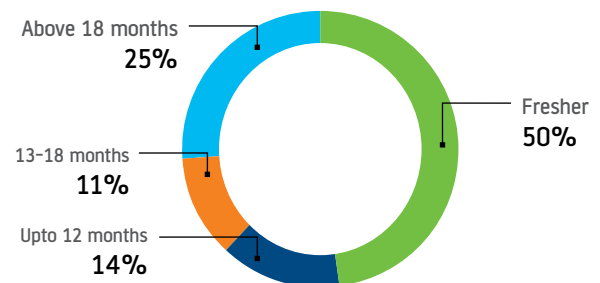
*Partial List

PGDM CLASS PROFILE 2014-16 (SUMMER INTERNSHIPS)

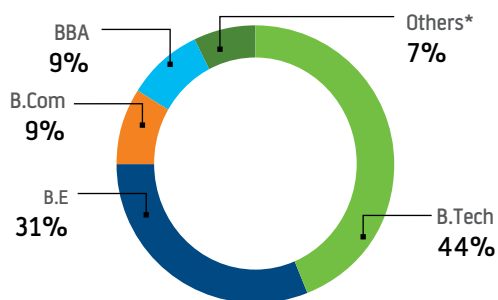
GENDER



WORK EXPERIENCE

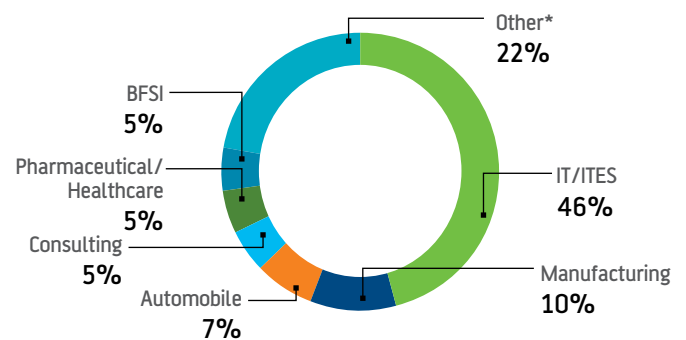


UNDERGRADUATE SPECIALIZATION



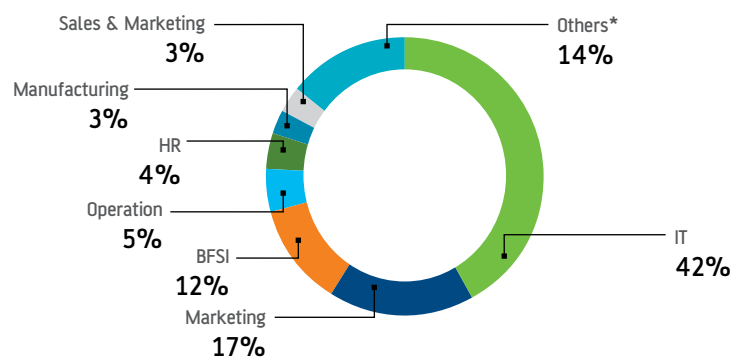
**Others: B.Pharm, BA, BBE, BBM, BMS, Bsc Economics, B.Sc Food Science & B.Sc Physics*

INDUSTRY DIVERSITY (PRE-MBA)



**Others: Advertising, Analytics, Aviation, E-Commerce, Education, FMCG, Oil & Gas, Realstate & Steel*



















DOMAIN EXPERIENCE (PRE-MBA)



**Others: Analytics, consulting, e-commerce FMCG, Healthcare, Production & Retail*

STUDENT ACHIEVEMENTS

Some of the major achievements of Chennai Great Lakers – Progressive Pallavas (PGPM Class of 2014) and Pallavas (PGDM Class of 2015)

-  Winners, “Best Marketing paper award”, National Research paper conference - Symposio ‘14 conducted by SIBM Bangalore
-  Winners, “Simulate Operations Event” conducted by IIM Trichy
-  Winners, Re engineering case study competition organized by NIT Trichy
-  Winners of First prize in Table tennis sport at an event conducted by IFMR, Chennai.
-  Winners of BRAZUCA – The Operations Management event held as part of CHRYSALIS 2014 at LIBA
-  Winners of 2nd prize for “Shadow Act” performance in Twist n Tales event held at cultural fest- UNMAAD held at IIM Bangalore
-  Winner of Article Writing Competition, MarkEdge Magazine of Maxim, the marketing club of XIMB
-  Winner, International Drucker Challenge - Essay contest, Student Category
-  Winners, MPower Business Study Competition, XIMB-Xpressions13, Annual B-School Fest of XIMB, Bhubaneswar
-  Winners, Amazon Live Project Competition & PPI
-  Winner, ‘Case-Wiz’, Tata Consultancy Services
-  Winners, La Rascasse, a Sports franchise management competition, Department of Management Studies, IIT-Madras
-  Winners, Ad-o-Mania, Live Project by the Sponsor – Recharge Delight, IMT
-  Finalist in Indian Advertising League conducted by Adverb – NarseeMonjee Institute of Management Studies.
-  Finalists, Udyam B-Plan Competition, IIM Raipur
-  Runners up, Concoct B-Plan Competition, FORE School of Management, New Delhi
-  Runners, “OPERATIUS Simulation game”, Excelsior Management fest of IIM Kashipur
-  Finalist among top 7 teams in All India Business Analytics competition, SJMSOM IIT Mumbai

Some of the major achievements of Gurgaon Great Lakers – Titans (PGPM Class of 2014) and Vulcans (PGPM Energy Class of 2015)

- Selected for the Finals of 'Amazing Champions of Energy' hosted by CAIRN India
- Paper on Interchangeability of Energy Certificates published in Energy Next magazine
- Selected to attend four week course at UN Headquarters in Tokyo, Japan
- 2nd Prize in The OYSTER B-Plan Competition, Great Lakes
- 3rd Prize in Global Indian Entrepreneur 2014
- Selected among Top 15 INFOCOM Future Leaders
- Paper accepted for International Conference on Sustainable Development 2013 organized by OIDA, CANADA
- Selected for Climate Reality Leadership Corps, a unique 3 day training program with former US Vice President and Nobel Laureate Mr. Al Gore in Istanbul, Turkey
- Project selected by CII and Planning Commission for Innovation Showcase at Clean Energy Ministerial-4
- 1st prize at 'The One Side Challenge' organized by Brandwagon at IIFT Delhi
- Best Recommendation prize at 'Amazing Champions of Energy' hosted by CAIRN India





ALUMNI SPEAK



“An excellent education coupled with strong Values and good culture lead to a positive self-esteem, attitude and confidence to take on any challenge which comes your way during the journey of life. Great lakes have given me more than I could hope for when I joined this esteemed institution all those years back. One can never predict the future, but you can look back to connect the dots that have led to where you stand today, and a large part of this success I attribute to great lakes institute of management.”

Nischal Ram

Assistant Vice President – Global Strategic Alliances, GENPACT



“Being an alumnus myself I am delighted to see the progress at Great Lakes. I have been hiring from Great Lakes campus for last couple of years and the experience has been awesome. It is good to see the enthusiasm and right attitude displayed by the students. Great Lakes Management Graduates bring onboard good business acumen and leadership skills. Thanks to untiring efforts by Uncle Bala, Great Lakes Management and Campus Placement team, doing business here is always a pleasure. I look forward to sourcing talent from Great Lakes in future as well.”

Sundara Reddy

Vice President – Delivery Excellence & Innovation, Accenture BPO



“Great Lakes is a perfect nurturing ground where each individual hones his/her skills to be a unique proposition for any industry. Freedom, backed with guidance, to experiment with new ideas and execute them with precision and professionalism brings out the best from the students. Equipped with the right learning, skill-set and a focused outlook, these managers are a ‘must have’ for any forward-looking organization. In my start-up, I have been utilizing every bit of exposure that I gained at Great Lakes.”

Rahul Prakash

Head – Marketing & Alliances, IKen Solutions Pvt. Ltd.



“The value of a b-school is measured by the quality of placement opportunities it offers and while Great Lakes is moving from Good to Great, so are its placements. The college, especially the Placement cell supported us to the best of its abilities to ensure each one of us gets a job in hand, and it did achieve the benchmark of 100% placements this year by placing us in some of the best companies. Coming from a Non-IT background I did not anticipate getting placed so early, but Great Lakes with its excellent courses , faculty and a committed placement cell got me a job I desired so much. I am sure our college will continue to grow and offer the best opportunities possible. All the best!”

Aashima Sharma

Functional Consultant, Deloitte US India

RECRUITERS SPEAK

“We hire consultants each year from the top Indian business schools, and have recruited at GLIM for the past 3 years. The GLIM students we have hired demonstrate excellent business, consulting and leadership skills, and we look forward to continuing our relationship with the school and its students.”

Mr. Ramkumar Moorthy

Director & Office Managing Principal, ZS Associates India Pvt. Ltd.

“We are very pleased with our hires from Great Lakes. We are quite impressed with their professionalism, attitude to work and learn, and overall general management skill sets. Overall, this reiterates and reinforces our positive perception about the quality of graduates from Great Lakes.”

Ms. Aarti Jalpota

AVP – HR, Blueocean Market Intelligence Pvt. Ltd. and Borderless Access Panels Pvt Ltd.

“Candidates from Great Lakes have relevant work experience. It’s not easy to find such candidates at other management institutes. The one-year duration of the program is a major advantage that draws aspirants who have greater than 2-3 years of experience and want to get back to a better career in a short duration.”

Mr. Uday Sreeram

Deloitte Consulting India Pvt. Ltd.

“Wonderful interacting with students at Great Lakes. As usual we find them very open, ready to learn and interactive. We will continue to engage with your campus for future lives @ Tecnova.”

Mr. Ashit Ranjan,

VP, Tecnova India Pvt. Ltd.

“I want to see every year 25% of the students to become entrepreneur. More doing is needed, students need direction and we need to measure, monitor and manage their entrepreneurial ideas.”

Mr. Muki Regunathan

Founder & CEO, Peppersquare

“Well Attended, Students were paying attention. Good questions & Write ups. Looking forward for more collaboration with Great Lakes.”

Mr. Thangarathnam Manikandan

Senior Manager, Amazon

PLACEMENT CALENDAR

Campus Placement 2014-15: Important Dates

Pre-placement Talks:

- Days: Thursdays
 - Dates: October 2, 9, 16, 23, 30; November 6, 13, 20, 27; December 4, 2014
 - Slots: 10.00 a.m. to 8.00 p.m. (2 hour duration)
- (Depending on Recruiting Organization's convenience, the slots for the PPTs can be provided on other days as well.)

Placement Week (Final Placements):

(a) One year flagship Post Graduate Program in Management (PGPM 2014-15)

- Students with pre-MBA industry experience. Minimum 24 months & Maximum 60 months; Average Experience: 39 months
- Day 0-4: December 8, 2014 to December 12, 2014 (Monday to Friday)
- Rolling placements: December 13, 2014 – January 31, 2015

(b) Two year Post Graduate Diploma in Management (PGDM 2013-15)

- Final year students from 0-24 months' pre-MBA work experience with about 50% fresh graduates
- Placement Week: Day 0-2: November 27, 2014 to November 29, 2014 (Thursday to Saturday)
- Rolling placements: December 1, 2014 – January 31, 2015

Summer Internship Selection Process:

PGDM 2014-16 (1st Year Students):

Rolling process as per corporates' convenience.

Internship period – 1st April to 30th June 2015 (3 Months)

Please contact Mr. Balaji (balaji.mani@greatlakes.edu.in, M: +91 99620 28046) to confirm your participation or for requesting any further information.

It would help us schedule your session in a better manner if you can confirm the same by first week of October 2014, for Final Placements.

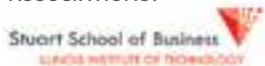
Please note that the preliminary screening exercises, if any, may be completed before the commencement of the placement week.





LEED Platinum Rated Green Campus

ASSOCIATIONS:



Great Lakes Institute of Management

Chennai Campus : Dr. Bala V Balachandar Campus, ECR Road, Manamai, Tamil Nadu - 603 102 | Tel. : +91 44 3080 9000 | Fax : +91 44 3080 9001

Chennai City Office : 2nd Floor, NPL Devi Building, No. 111, Kalki Krishnamoorthy Salai (LB Road), Thiruvannamipur, Chennai - 600 041
Tel. : +91 44 2441 2450 | Fax : +91 44 2441 2458

Gurgaon Campus : 815, Udyog Vihar V, Sector 19, Gurgaon, Haryana - 122 016 | Tel. : +91 124 493 4000 | Fax : +91 124 493 4001

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