



Discover Tomorrow's Leaders

Placement Handbook 2015-16



**4000+ Alumni across
28 Countries**

**50+ Successful Alumni
Ventures**

**Touching millions of
lives every day**

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ABOUT GREAT LAKES

Great Lakes Institute of Management is a top ranking business school with a vision to provide the corporate world with Business-ready leaders.

Great Lakes Institute of Management, founded in 2004 by Dr. Bala V. Balachandran, Professor Emeritus at Kellogg School of Management, is among India's leading business school with campuses in Chennai and Delhi-NCR. 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 11 years, emerged as a top-ranked Business school.

In 2014, Great Lakes was accredited by Association of MBAs (AMBA, UK) for its PGPM and PGXPM programs and became the youngest B-school in India to receive this prestigious international accreditation. 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 focus on Emerging Markets, Part Time Executive MBA Program, Weekend Executive MBA Program and Specialized sectoral management programs in Analytics and Energy.

2 Campuses (Chennai, Delhi-NCR)	1100 Students
9 Centers of Excellence	4 Intl. Research Conferences
50+ Permanent Faculty 70+ Academic & Industry Visiting Faculty	4000+ Alumni Network spread over 28 countries
30000+ Books 900+ Online Journals	25+ Global Visiting Faculty from Stanford, Kellogg, Yale, etc.
150+ Industry Leaders on Campus in 2014-2015	90+ Prizes won by Students at National & International Level in 2014-15
46 Industry Titans on Business Advisory Council	42 Global Thought Leaders on Academic Advisory Council
	8 Collaborations with Leading Global Institutions

Rankings in 2014:

7th in One Year Programs
by Outlook Magazine




7th among
Executive Programs
by Business Today



7th among
Top Private B-schools
by Careers 360



10th among Top B-schools
by Business India



17th among top B-Schools
by Business World



ASSOCIATIONS



ACCREDITATIONS





MESSAGE FROM THE DEAN



“A result-oriented positive attitude, enterprise, commitment and conscience and you have a pretty tall order. If this is the kind of talent you wish to equip yourself with, then you must visit Great Lakes.”

Dear Recruiter,

Competition and success go hand in hand. Usually competition fuels success. Similar to the laws of evolution, the survival of the fittest holds good in the economic world as well. A corporate entity that lives to see another day does so at the expense of another. The question is not about survival alone, but also the realization of the goals, mission and vision of the corporate entity and to ensure that the company is on the right track towards achievement of all this.

The need of the hour therefore is for companies to invest not just in natural talent but also skills that have been honed to perfection. And then there is the question of fitment and cultural mapping which are the other essential variables contributing to the success of people in any organization. Add to this a result-oriented positive attitude, enterprise, commitment and conscience and you have a pretty tall order. If this is the kind of talent you wish to equip yourself with, then you must visit Great Lakes.

Great Lakes is a case study in excellence. There is no scope for mediocrity. We want the best - be it with our LEED Platinum rated campus or our top-of-the-line faculty members or our cutting-edge research and development capabilities or our truly agile, innovative and globalized curriculum that reflects changes in management trends and best practices across the board. We have been certified as a premier b-school by internationally renowned authorities such as AMBA and AMDISA. It is therefore natural that only the best students make it to our programs. Here too, the principle of competition prevails - our admissions process is a carefully crafted exercise to ensure that the right talent finds their way into our two full-time programs - the two year PGDM for freshers and the one-year fast track PGPM for experienced candidates. The time they spend at Great Lakes allows them to understand the wheels of business and economics and also allows them to appreciate the fine balance of life. They are taught to value profit-making over profiteering, result-orientation over ruthlessness, healthy competition over animosity, problem solving over problem creation and most importantly responsible corporate leadership over and above managerial efficiency.

The future of your company and of India Inc. is in the hands of the next generation. You need to live to see the next day. You need to be sure that you have the right team of spirited youngsters who are ready to take the business and the competition to the next level. In short, you need Great Lakers in your team.

Best wishes,

Bala V Balachandran

J L Kellogg Distinguished Professor (Emeritus in Service) of Accounting and Information Management, Northwestern University, USA

Founder, Dean and Chairman, Great Lakes Institute of Management

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.

The current batch has a set of highly competent students, each carrying a minimum of two years of Industry work experience in diverse set of Industries like Aerospace, Analytics, Automobile, BFSI, Energy, IT, ITES, Manufacturing, Media, Pharma/Clinical Research, Travel/Tourism and Hospitality, Telecom. Selected through a rigorous admission process, these students represent top 5% of such talent available across the country.

Diversity Ratio
37%
 females in the current batch

Work Experience up to
2years
 in various sectors like Analytics, Automobile, Banking, Consulting, FMCG, IT/ITES, Manufacturing, Media, Oil & Gas, Pharma and Real Estate

Top
5%
 of talent available across the country

Work Experience
 Minimum of
2years
 of Industry work experience in diverse set of Industries like Aerospace, Analytics, Automobile, BFSI, Energy, IT, ITES, Manufacturing, Media, Pharma/Clinical Research, Travel/Tourism and Hospitality, Telecom

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. 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

The current batch has a healthy gender diversity ratio (37% female) and more than half of the class has up to two years of work experience in various sectors like Analytics, Automobile, Banking, Consulting, FMCG, IT/ITES, Manufacturing, Media, Oil & Gas, Pharma and Real Estate.

Specializations Offered

Great Lakes works closely with industry in shaping the curriculum and has identified the following key functional areas for students to be business ready and to take up careers in the corporate world:

Marketing	Finance & Accounting	Operations & IT	Business Analytics	Consulting, OB & Strategy
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MARKETING

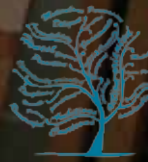
Marketing has been one of the most preferred areas of interest for students at Great Lakes where they gain enormous knowledge on courses offered in the specialized area. The course curriculum consists of various sub-disciplines of Marketing and Sales that provide exposure to the contemporary markets. 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 the Marketing Courses on offer:

B2B Marketing	Integrated Marketing Communication	Retailing Management
Brand Management	Market Research	Rural Marketing
Consumer Behaviour	Marketing Management-1	Sales & Distribution Management (CAP)
Consumer Focused Product Planning	Marketing Metrics	Sales and Distribution
Customer Relationship Management	Markstrat	Services Marketing
Digital Marketing	New Product Development	Social Media Marketing
E-Commerce	New Venture Planning	Sports Marketing
Enterprise Resource Planning	Product and Brand Management	Strategic Marketing
Financial Modeling	Project Management	



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.

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 that functions, 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.





Few of our Top Recruiters from Marketing area for Placements & Internships

Airtel	Akshaya Group	Amrita Group	Apollo Hospitals	Apparel Group UAE
BigBasket	Blue Ocean	Britannia	Caratlane	Castrol
Changepond	Cipla Ltd	Cloudcherry	Cognizant	Crayon Data
Credit Mantri	Cushman & Wakefield	Damco	Decathlon Sports India Ltd.	Defiance Technologies Ltd.
Eicher Motors	Elinfochips	Fresh Desk	FSS	GAEA Technologies
Galaxy Surfactants	Godrej	Gofrugal	Greatplace to Work	Greenlam Insutries Ltd.
HCL Talentcare	HCL Technologies	HDFC Life Insurance	HealthAsyst	Hindustan Coca Cola
IBM	IKen Solutions	IMaCS	India Property.com	IndusInd Bank
Infosys BPO	Interakt	Isuzu Motors	Jabong	Kaar Technologies
Kenafric Industries	Khazana Jewellery	Kotak Mahindra Bank	KPIT Cummins	KPIT Technologies
L&T - E&C Group	Lava International	Magma Fincorp	Manipal Group	Matrimony.com
Mauj Mobile	MeeturPro	Michelin	Mindtree	Mogae Media
MSD Merck	Natural Remedies	Next Education	Nippon Paints	Novartis
Orchid Pharma	People Matters	Photon Infotech	RainMaker Business Solutions	Robert Bosch
Royal Sundaram	Saksoft	Shopclues	Snapdeal	SPIC-AM International Holdings
Sun Edison	Tasty Bite Eatables Ltd	Tata Communication Transformation Services	Tata Communications	Tata Consultancy Services
TCS BPO	Techzone	Tenvic Sports	True Value Housing	TVS Logistics
TVS Motors	VBHC	Visteon Automobile System	Wipro Consumer Care & Lighting	Zuari Group
Zycus				

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, and TQM combined with our application-centric pedagogy, makes for a potent mix of excellent business skills.

List of courses under the field of Operations & IT:

Advanced Supply Chain Management	Macro Economics	Strategic Sourcing and Corporate Quality
Applied Macro Economics	Management Information Systems	Strategic Sourcing and Supply Chain Management
Business Process Re-engineering	Management Service Operations	Supply Chain Innovation (ADVANCED SUPPLY CHAIN MANAGEMENT)
Demand Planning and Forecasting	Micro Economics	Supply Chain Modelling
Enterprise Business Applications	Operations Management	Technology Operations and Marketing
International SCM	Optimization Business Model for Decision Making	Total Quality Management
IT for Managers	Production and Operations Management-1	
Logistics and Supply Chain Management	Quantitative Methods	



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, and Demand Planning;

Few of our Top Recruiters from Operations & IT area for Placements & Internships

Accenture	ADP India	Amazon	Astra Zenca	Barclays
Birlasoft	Bosch Engineering & Business Solutions	Cognizant	Congruent Technologies	CSC India
CSS Corp	DCM Shriram	Dell	Fiat India	Ford India
Financial Software Systems	Genpact	Hackett Group	HCL	HP
IBM	Infosys	Infotech Enterprises	ITC Infotech	L & T Infotech
Leitner Shriram	Mahindra Satyam	Mphasis	Optimal Strategix	Photon Infotech
Prakash Kochar & Co	Saksoft	Shopclues	Syntel	Tata Advanced Systems
TCS	Thought Works	TVS Logistics	TVS Motors	UST Global
Virtusa	Wabco India	Wipro	Zycus Infotech	

FINANCE & ACCOUNTING

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 being offered in Finance & Accounting:

Commodities Markets	Financial Management-II	Investment Banking	Quantitative Methods for Decision Making-2
Cost and Management Accounting	Financial Modelling	Management of Commercial Banks	Security Analysis & Portfolio Management
Equity Research	Financial Risk Management	Managerial Accounting	Strategic Financial Management
Financial Accounting	Financial Statement Analysis	Mergers & Acquisitions	Trading
Financial Accounting for Decision Making	Fixed Income Securities	Options, Future & Derivatives	Trading Practices-I
Financial Analysis - Risk, Transparency / Forensic Accounting	Game Theory Applications in Finance	Private Equity and Venture Capital	Trading Practices-II
Financial Management-I	International Finance	Project and Infrastructure Finance	Valuation



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.

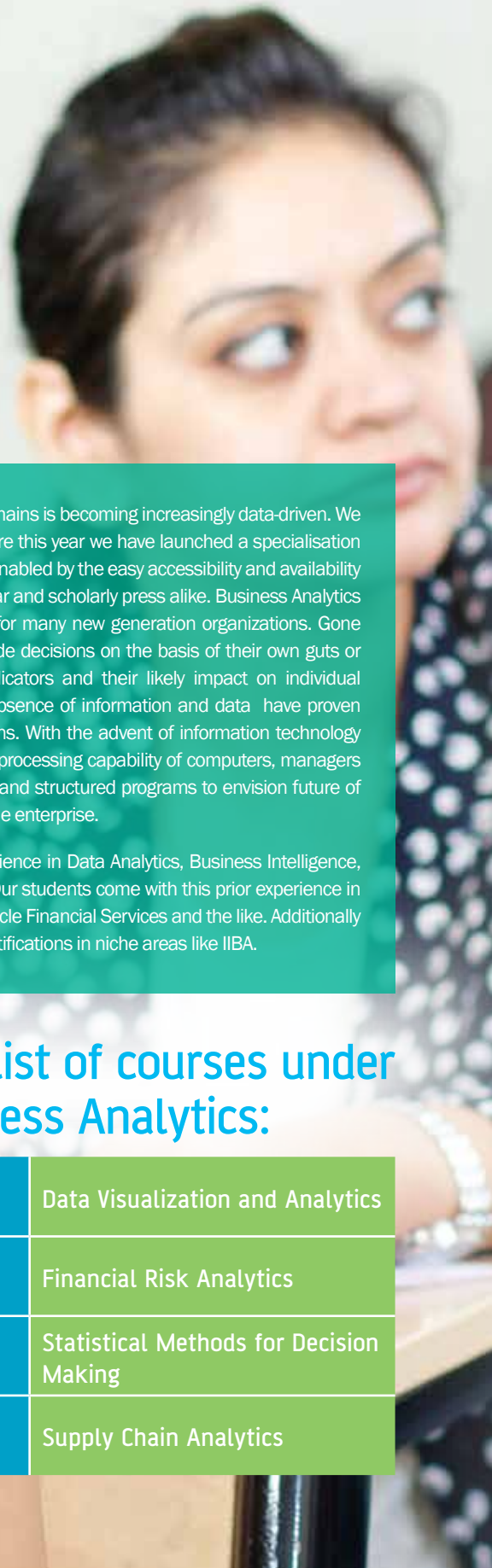




Few of our Top Recruiters from Finance & Accounting area for Placements & Internships:

Axis Bank	Bajaj Finserv	Bank of America
Barclays	Blue Ocean	Caspian Advisors
Citibank	Cognizant	CRISIL
Dell	Dunia Finance	E & Y
Fidelity Investments	Ford India	Hansacequity
HCL Technologies	HDFC Bank	HSBC Technologies
ICICI Bank	ICRA	IMRB
iNautix	Intequant Advisors	Irevna
Kotak Mahindra Bank	Madura Micro Finance	Merrill Lynch
Prizm Payments	PWC	RBS
Scope International Ltd	Spark Capital	Sutherland Global services
Vistasoft	Wealth Advisors	Yes Bank

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.

Following is the list of courses under the field of Business Analytics:

Big Data Management and Business Informatics	Data Visualization and Analytics
Business Analytics	Financial Risk Analytics
Business Intelligence	Statistical Methods for Decision Making
Data Mining and Visualisation	Supply Chain Analytics



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.

Few of our Top Recruiters from Business Analytics field include:

Blueocean Market Intelligence Pvt Ltd	Crayon Data	Dunia Finance Dubai
Fractal Analytics	Hansacequity	HP
IBM	Infiniti Research	Infosys
Latent View	Musigma	Optimal Solutions Consulting Pvt Ltd
Positive Integers	Sutherland Global Services	

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.

List of courses under the field of Consulting, OB & Strategy:

Business Government and Society	Intelligently Interacting with Others	Neuro Linguistic Programming
Business Communication	International Business Strategy	Organizational Behavior
Business Intelligence	International Entrepreneurship	Performance Management
Economics of Strategy	IT Consulting	Rewards & Recognition
Emerging Technology and Business Innovation	Lean Manufacturing & Process Management	Strategic Management
Enterprise Resource Planning	Management Science Consulting	Strategic Operations Planning
Human Resource Management Systems	Motivation Theory and EQ	Strategy Execution
Individuals in Organizations	Negotiation and Bargaining	Stress Management
Information Technology Consulting	Negotiation Skills and Strategy	



Great Lakes Center for Management Research

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 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.

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.





Few of our Top Recruiters from the Consulting Domain :

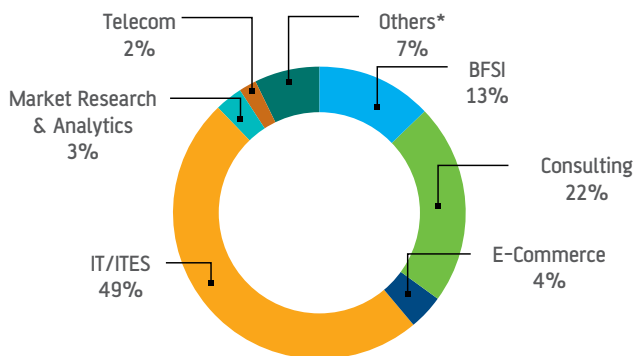
Accenture	Alliance Global Services	Amazon
Beroe	Blue Ocean	CGN & Associates
Cognizant	Deloitte US	Frost & Sullivan
HCL Technologies	ICRA	Infosys
Infotrellis	ITC Infotech	Kaar Technologies
KPIT Technologies	KPMG	L & T Infotech
Levers for Change	Mafoi Strategic	Maveric Systems
Mindtree	Photon Infotech	Prakash Kochar
PWC	Quess Corp. Ltd	Rapid Value Solutions
Secova	Syncore Consulting	Tata Consultancy Services
Universal Consulting	Valcon India	Virtusa
Wipro BPS	ZS Associates	

PGPM PLACEMENT SNAPSHOT 2015

AVERAGE CTC (Figures in ₹)

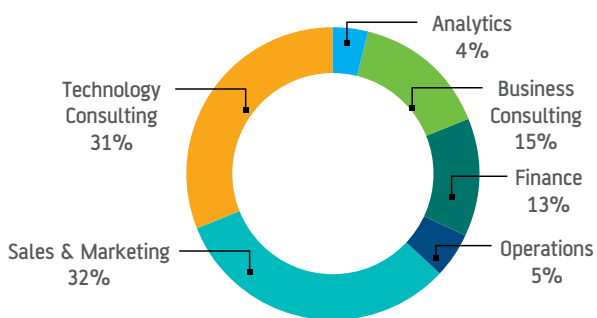
12.02 Lacs

INDUSTRY DISTRIBUTION



*Others include Advertising & Media, Education, Manufacturing, Pharma, Real Estate, etc.

FUNCTION DISTRIBUTION



32% of the batch offered Sales and Marketing profiles.

List of Recruiters 2015*

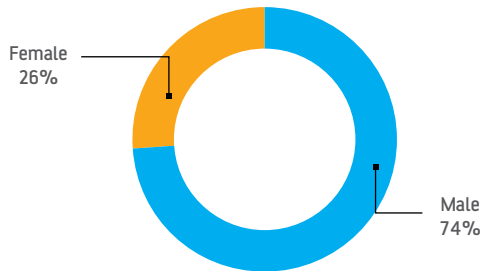
- Accenture
- Airtel
- Alliance Global Services
- Amazon
- Amrita Group
- Bank of America
- Blue Ocean
- Caratlane
- Changepond
- Cognizant
- Crayon Data
- Credit Mantri
- DCM Shriram
- Dell
- Deloitte US
- Dunia Finance
- elnfochips
- Fresh Desk
- FSS
- GAEA Technologies
- Galaxy Surfactants
- Genpact
- Greenlam Industries
- Hansacequity
- HCL Talentcare
- HCL Technologies
- HSBC Technologies
- iKen Solution
- IMaCS
- iNautix
- Indiaproperty.com
- Infiniti Research
- Infosys
- Infotrellis
- ITC Infotech
- Kaar Technologies
- KPIT Technologies
- KPMG
- L & T Infotech
- LatentView
- Lava International
- LeitnerShriram
- Mafoi Strategy
- Matrimony.com
- Mauj Mobile
- Maveric Systems
- Mindtree
- Mogae Media
- Musigma
- Natural Remedies
- Next Education
- People Matters
- Photon Infotech
- Prakash Kochar
- Rapid Value Solutions
- Saksoft
- Scope International
- Secova
- Snapdeal
- Sutherland Global Services
- Syncore Consulting
- Tata Consultancy Services
- TCS BPO
- True Value Housing
- TVS Logistics
- Universal Consulting
- VBHC
- Virtusa
- Wipro
- ZS Associates
- Zycus

*Partial List

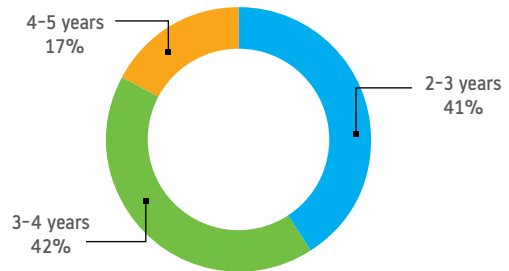


PGPM CLASS PROFILE 2015-16

GENDER

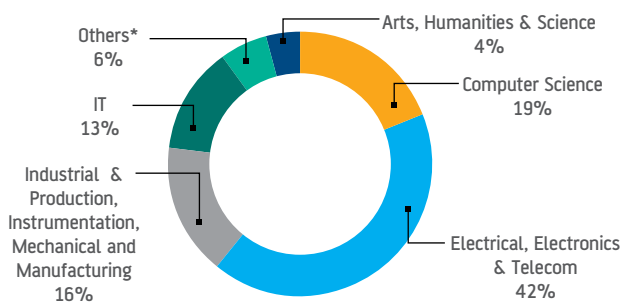


WORK EXPERIENCE



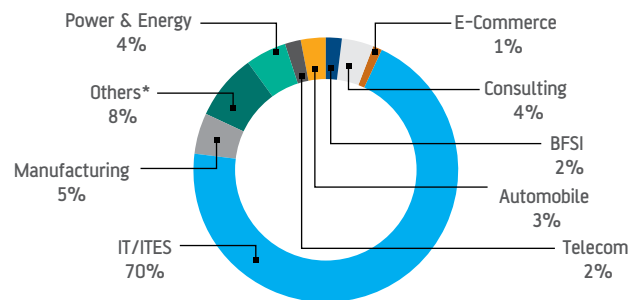
Range: Minimum of 24 months, maximum of 65 months.
Batch average work experience: 40 Months

UNDERGRADUATE SPECIALIZATION



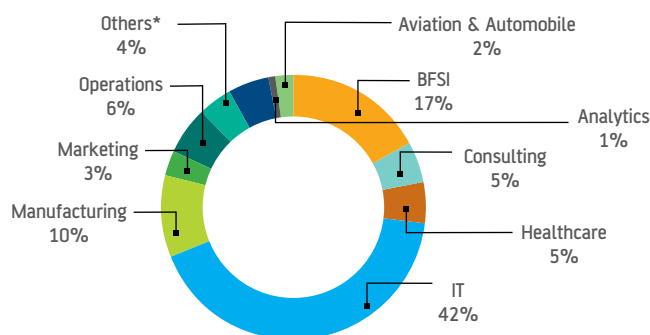
*Others includes, Bio Technology, Bio Informatics, Civil, Chemical & Energy, Economics, Hospitality & Hotel Administration, LAW, Pharma, Business Administration, Statistics, Zoology

INDUSTRY DIVERSITY (PRE-MBA)



*Others include, Analytics, FMCG, Retail, Healthcare, Logistics, Education, Media & Entertainment, Marine and Space Research, Pharma, Travel & Tourism, Construction, Oil & Gas

DOMAIN EXPERIENCE (PRE-MBA)



*Others include, Pharma, Academics, Accounts, Banking, Hospitality & Retail

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

Master degrees: M.Sc. in Biological Sciences, Clinical Research and Applied Genetics; Post Graduate Diploma in Actuarial Science, MA - Public Administration, M.Com - Business Management; LLB

Certifications: CFA Level1; Level 2, Certification in Finance Module of Microsoft Dynamics Navision, Statistical Learning - Stanford Online course, NSE NCFM Financial Markets Beginners Module, NSE NCFM Derivatives market Dealers Module Certification on Derivative exchange (BCDE)

Certified of Green Belt Six Sigma, Lean Six Sigma, Harvard Manage Mentor online certification; ISTQB Certified, VMware Certified Advanced Professional, UV India certified Internal Auditor, Project Management Professional Certification (PMP); ITIL Certified professional;

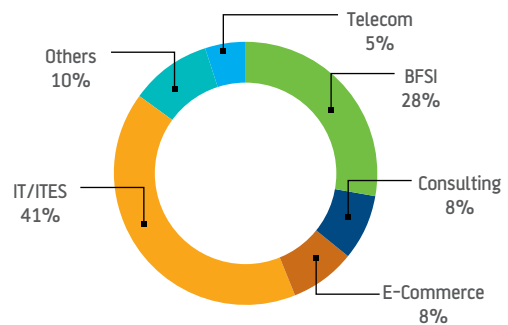
PGDM PLACEMENT SNAPSHOT 2015

AVERAGE CTC (Figures in ₹)

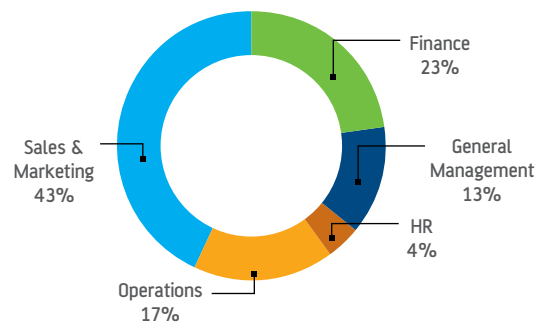
8.75 Lacs

43% of the batch offered Sales and Marketing profiles.

INDUSTRY DISTRIBUTION



FUNCTION DISTRIBUTION



List of Participating Companies*

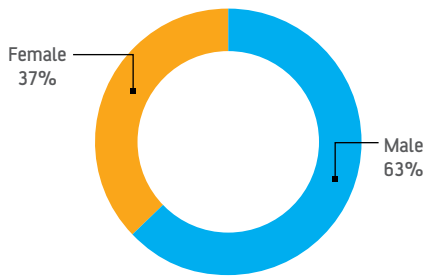
Industry	Companies
ANALYTICS / CONSULTING	Blue Ocean, Cloudchery, Great Place to Work, Hackett Group, HansaCequity, Kaar Technologies, Optimal Strategix, People Matters, Prakash Kochar, Quess Corp
BFSI	Axis Bank, Bajaj Finserv, Bank of America, Barclays, Dell, HDFC Bank, HDFC Standard Life Insurance, ICRA, IndusInd Bank, Kotak Mahindra Bank, Magma Fincorp
E-COMMERCE	IndiaProperty.com, Matrimony.com, MeeturPro, ShopClues, Snapdeal
IT/ITES	Accenture, Cognizant, FSS, Genpact, GoFrugal, HCL Talentcare, HealthAsyst, IBM, Infosys, Mindtree, Photon Infotech, Sutherland Global Services, Syntel, ThoughtWorks
TELECOM	Airtel, Lava International, Tata Communications
OTHERS (AUTO, FMCG, PHARMA, ETC.)	Akshaya Group, Ashok Leyland, Astra Zeneca, BioPalm Energy, Damco, Ford India, Hindustan Coca-Cola Beverages, Khazana Jewellery

*Partial List

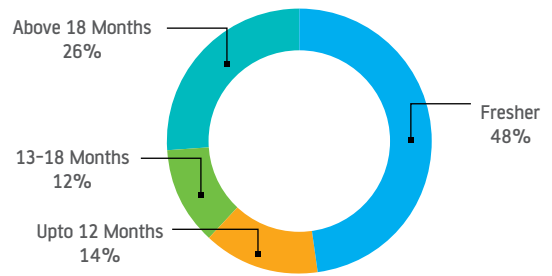


PGDM CLASS PROFILE 2014-16

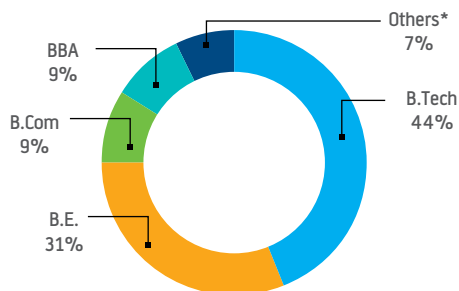
GENDER



WORK EXPERIENCE

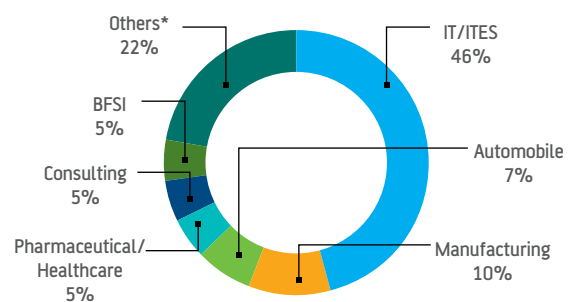


UNDERGRADUATE SPECIALIZATION



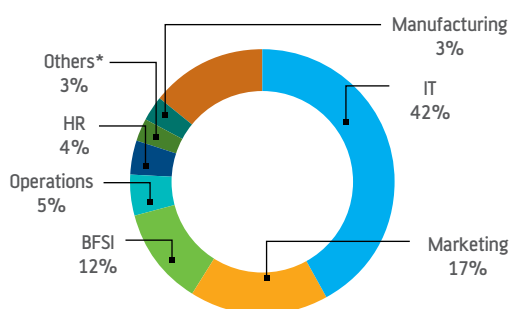
*Others includes, B.Pharm, BA, BBE, BBM, BMS, Bsc Economics, B.Sc Food Science & B.Sc Physics

INDUSTRY DIVERSITY (PRE-MBA)



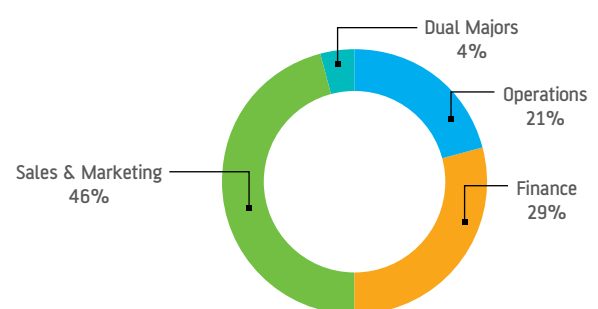
*Others includes: Advertising, Analytics, Aviation, E-Commerce, Education, FMCG, Oil & Gas, Realstate & Steel

DOMAIN EXPERIENCE (PRE-MBA)



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

SPECIALIZATION

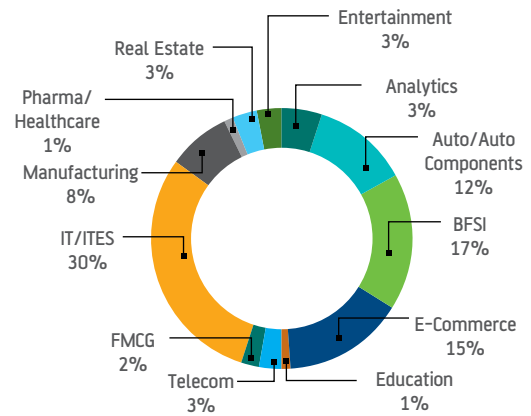


PGDM SUMMER INTERNSHIP 2015

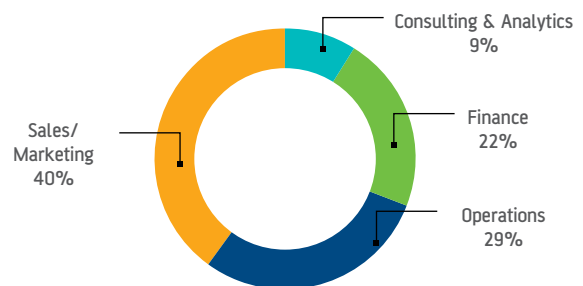
AVERAGE STIPEND (Figures in ₹)
44,844

40% of the batch offered Sales and Marketing profiles.

INDUSTRY DISTRIBUTION



FUNCTION DISTRIBUTION



List of Participating Companies*

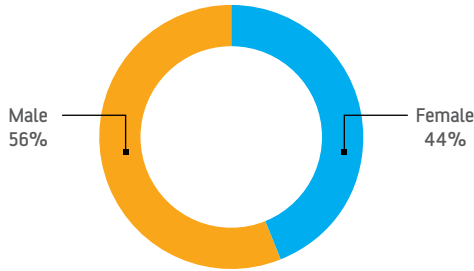
Industry	Companies
SALES AND MARKETING	Sales and Marketing lead the table with astounding offers made to 40% of the batch with corporates like Coca Cola, Isuzu Motors, Matrimony.Com, Michelin Tyres, TCS and Vodafone to name a few.
FINANCE & CONSULTING	The Finance domain also enjoyed a high flying internship season with several top banking and financial services corporates such as Axis Bank, Bajaj Finserv, Crisil, ICICI Bank, Ford financial services, Intequant Advisors, Isuzu Motors, Sutherland Global Services and Toyota Financial Services offering internships in this area, with astounding projects for the students.
OPERATIONS	Previous experience of many students in the IT industry attracted various industry giants in this sector to offer internships to our students. Among them prominent corporates were Amazon, Barclays, Bosch Engineering & Business Solutions, Dell, ADP India, Cushman & Wakefield, Fiat India, Royal Sundaram, Syntel, Tata Advanced Systems and Turbo Energy.
ANALYTICS	Analytics being the flavour of the market in the recent years, premium corporates such as TCS, Cloudcherry, Crayon Data and Positive Integers offered projects in consulting and analytics to students at Great Lakes.

*Partial List

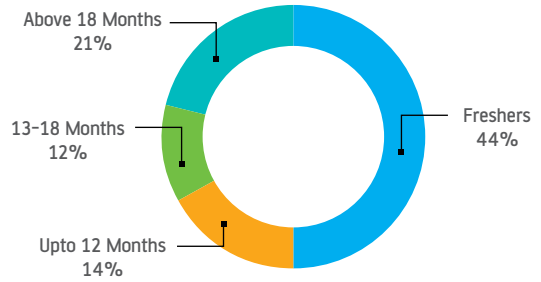


PGDM CLASS PROFILE 2015-17

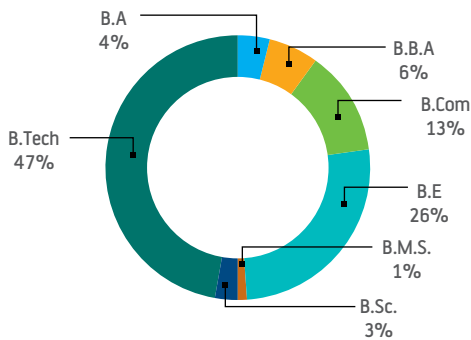
GENDER



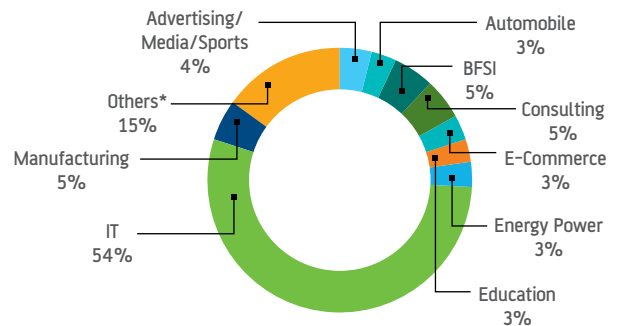
WORK EXPERIENCE



UNDERGRADUATE SPECIALIZATION

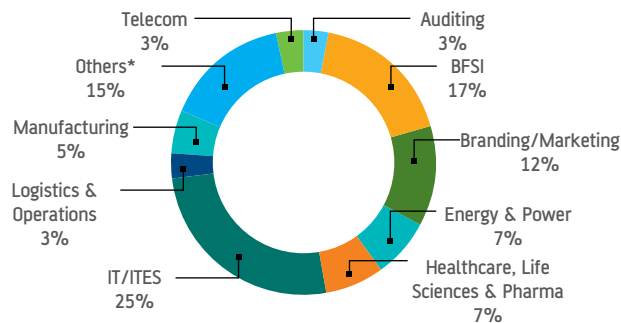


INDUSTRY DIVERSITY (PRE-MBA)



*Others: Audit, Construction, FMCG, Healthcare, HR Services, Logistics, Real Estate, NGO

DOMAIN EXPERIENCE (PRE-MBA)



* Others: Analytics, Construction, Consulting, Facilities Management, FMCG, Garmets, HR Consulting, NGO

STUDENT ACHIEVEMENTS



#1 WINNERS OF NATION-WIDE SOCIAL MEDIA MARKETING CONTEST

Tushank and Prateek Varshney (PGPM 2015 batch) have won 1st prize in a Nation-wide Social Media Marketing contest for one of the big budgeted movie in India - Happy New Year. They were invited to hotel Taj Lands End, Mumbai, to receive the awards from actor Shah Rukh Khan and be a part of Happy New Year's Official Game Launch party.



#2 GREAT LAKERS SUCCESSFUL STINT AT WIPRO'S CHENNAI MARATHON

Great Laker Simanta B completed 42.195 km mark successfully while Vignesh Ravi from the Cholas batch participated in the half marathon category (21.097 km) for the first time and completed it in 1:56 hours.

13 more Great Lakers - Arvind V, Ankit Vora, Malhar Lakdawala, Dharmik Gopani, Ganeshkumar Balasubramanian, Shubham Jain, Poojan Vasudev, Nishanth Ashok, Ridhima Arora, Varuna Mittal, Harsh Pandya, Rohit Kumar Goel, Keerthi Siva Murugan from Pallavas batch participated in the 10 km category, most of them for the first time and all of them completed the marathon within 90 minutes.



#3 WINNER - CRISIL YOUNG THOUGHT LEADER - 2014 SWAGATAM BASU (PGPM 2015)

Swagatam Basu of PGPM 2015 batch has won the "CRISIL Young Thought Leader Award - 2014" for the research article titled - Does FDI promote sustainable economic growth?

Swagatam's article has emphasized on the channels through which FDI can potentially cause positive externalities. References have been made to researches done in the area to ascertain the validity of those avenues.

Consequently, Swagatam has made an effort to compare the economies of two growing nations - China and India to ascertain what are the underlying reasons that are pivotal in defining the extent to which FDI can cause sustainable economic growth through increase in productivity.



#4 WINNERS OF SOUTH ZONE - "TEAM GLIM WIZS" IN DELOITTE MAVERICK SEASON III

These students represented Great Lakes in the National finals held at Deloitte Hyderabad campus

Amal Jose, Chembak Venkadam and Pradeepta Mohan (PGDM 2015)

Over 13,500 management students from 54 premier business schools participated in the 8-week long business challenge competition. Team GLIM WIZs were among the top 12 teams that made it to the final round. The finalists of Maverick are also part of the Campus Management Advisory council (MAC) of Deloitte. It is an initiative to make students a part of boardroom discussions that include the top leadership at Deloitte U.S. India offices.



#5 AATMAN- GREAT LAKES' ROCK BAND AT THE FINALS OF MTV'S COLORS OF YOUTH

Maruti Suzuki in association with MTV organized 'Colors of Youth'- a talent hunt in business Schools & professional colleges across 200 colleges in 10 cities for identifying best talents in singing, dancing, comedy, painting, and many other categories. Great Lakes "Aatman" Band made it to the finals. Another team from Great Lakes "Parchayi-the shadow act group" also participated in the zonal competitions and won appreciation for their unique concept.



#6 GREAT LAKERS WIN GOLD MEDALS IN SPORTS

Great Lakes won the College Runners Up Trophy at the inter college Sports Fest organised by XLRI Jamshedpur at their campus.

Great Lakes sports team won the Gold Medal for Cricket, Badminton (Female), Badminton (Mixed-doubles), Carrom (doubles) and Silver Medal in Table Tennis (Male) and Football.

Sports team from various top B-Schools participated in the event with XLRI as the overall winner and Great Lakes being the Runners up.



#7 GREAT LAKERS AT THE TOAST MASTERS INTERNATIONAL

Great Lakers moving to division level contests in Toast Masters International. Congratulations Monica Banerjee (PGDM 2016), Sambhav Rathore (PGPM 2015) and Anjul Hans (PGPM 2015) to have won at the Area Level Contests! Great Lakes' club would now be competing at the Division level in both International Speech Contest and Table Topics Contest. The competence shown by the club in its maiden year is truly commendable.

ALUMNI SPEAK

"Identifying the right career as well as accelerating it depends a lot on individual personality coupled with the value driven from the education and peer group. I attribute most of my success to the excellent faculty I interacted with as well as my fellow students at Great Lakes. I also agree that MBA is less about flipping through pages and crunching numbers but a lot more about building a sense of understanding on how to transact in this dynamic enterprise-led ecosystem, which dawns upon you the moment you step into Great Lakes."

Sachin Bhagwata

Vice President – Strategic Accounts, Photon Interactive, New York

"In just 10 years, Great Lakes has carved a name for itself as one of the top B-schools in the country. This has been possible only due to the quality of faculty, diversity of the students and exceptional placements. The fact that it's a student-run institute helps a great deal in the outside world, as they become complete managers possessing the right blend of business and people skills. All of my hires so far have received positive recognition within the team and across the organization."

Soumya Subramanian

Head - Solution Analytics, Blueocean Market Intelligence

"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

"I loved my time at Great Lakes. Apart from the quality of education and exposure, the sense of belonging to the Great Lakes family continues to guide us in our careers. The industry over time has come to value our institution and the graduates. I have been getting great opportunities across industries as I continue to grow professionally."

Rohant Shyam

Associate Vice President, Operations, Zomato

"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.

"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

"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

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

Mr. Thangarathnam Manikandan
Director – Kindle, Amazon India

“We have had very good experience in recruiting the graduates of GLIM for a few years now. The institute does a great job of imparting not only quality management education to its students, but more importantly, the skills that are essential for a successful career. We have found GLIM students to have very good attitude, networking skills and team work. We are very happy with the GLIM graduates working in our organization as they bring a positive environment and contribute well to the teams and client organizations they work with. My congratulations and best wishes to GLIM and its students to keep up the high standards.”

Mr. Madhavan
Vice President – Global Head of Presales and Practise head –
Business Consulting and BPM, Asia, Virtusa

“I am happy to say that the student, whom we hired from your campus this year is performing well so far. I am sure that he will go a long way in building his career in SynCore with his valuable contributions to the consulting assignments.”

Javin Bhide
Director & Co-founder, SynCore Consulting Group

“We have been hiring students from Great Lakes for many years now. The consistency of academic and professional excellence which the students maintain is commendable. The institute does a good job in providing industry exposure through unique initiatives.”

Ashish Tanwar
Manager, Dell, Global University Relations

“Great Lakes was a fantastic experience, both in terms of the student quality and recruitment process. The placement team is exceptionally well-trained and is backed by great infrastructure.”

Swetha Kochar
Management Consultant, Prakash Kochar & Co.





PLACEMENT CALENDAR

Campus Placement 2015-16: Important Dates

Pre-Placement Talks:

- Days: Thursdays
- Dates: October 1, 8,15,22,29; November 5,12,19,26; December 3, 2015
- 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 2015-16)

- Students with pre-MBA industry experience. Minimum 24 months & Maximum 60 months; Average Experience: 40 months.
- Day 0-4: December 7, 2015 to December 11, 2015 (Monday to Friday).
- Rolling placements: December 13, 2015 – January 31, 2016.

(b) Two year Post Graduate Diploma in Management (PGDM 2014-16)

- Final year students with 0-24 months' pre-MBA work experience.
- Placement Window: Day 0-2: November 26, 2015 to November 28, 2015 (Thursday to Saturday)
- Rolling placements: November 30, 2015– January 31, 2016.

Summer Internship Selection Process:

PGDM 2015-17 (1st Year Students):

- Rolling process as per corporates' convenience.

Internship Period – 1st April to 30th June 2016 (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 2015, for Final Placements.**

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



CHENNAI PLACECOM TEAM



LEED Platinum Rated Green Campus



ASSOCIATIONS



Great Lakes Institute of Management

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Chennai City Office : 2nd Floor, NPL Devi Building, No. 111, Kalki Krishnamoorthy Salai (LB Road), Thiruvanmiyur, 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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