



INSPIRING  
TRANSFORMATION

# INDEX

- 02 About Great Lakes
- 03 Message from the Dean
- 04 Full Time MBA Programs
- 06 Faculty Spotlight
- 08 PGPM Curriculum
- 10 PGDM Curriculum
- 12 Marketing
- 16 Operations & IT RESOURCE CENTRE
- 18 Finance & Accounting
- 20 Business Analytics
- 22 Consulting, OB & Strategy
- 25 PGPM Class Profile 2016-17
- 27 PGDM Class Profile 2015-17
- 29 PGDM Class Profile 2016-18
- 30 Student Achievements
- 31 Alumni Speak
- 32 Recruiters Speak
- 33 Placement Calendar

**5000+**

Alumni across 28 Countries

**50+**

Successful Alumni Ventures

Touching  
**MILLIONS  
OF LIVES**  
every day



# ABOUT GREAT LAKES

Great Lakes Institute of Management is a top ranked 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 Gurgaon. Led by exceptional faculty, steered by an outstanding advisory council and buoyed by the International collaborations, Great Lakes has within a short span of 12 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 an one year full time MBA for experienced professionals, a two year MBA, a Part Time Executive MBA program, a weekend Executive MBA program and specialized sectoral management programs in Analytics and Energy.

## GREAT LAKES RANKINGS (2015)

**1<sup>st</sup>** among Top 10 Analytics Education Institutions (B-Schools) in India by



**5<sup>th</sup>** among Private B- schools by



**6<sup>th</sup>** among One Year Programs\* by



\*2016 Ranking

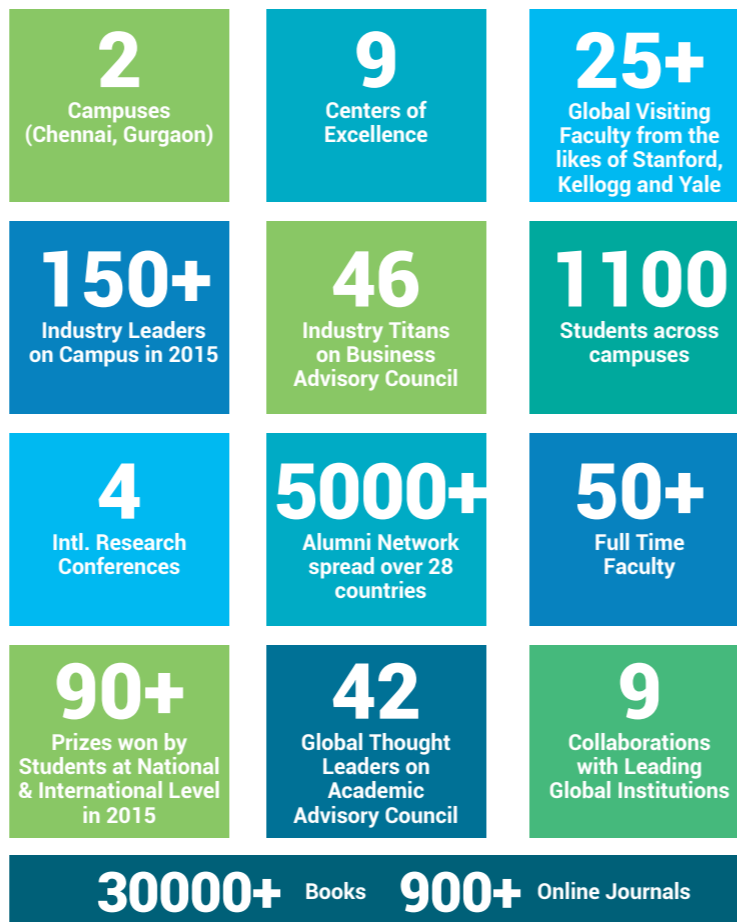
**7<sup>th</sup>** among Executive programs by



**9<sup>th</sup>** among One Year Programs by



**10<sup>th</sup>** among Top B-Schools by



## GLOBAL ASSOCIATIONS



## ACCREDITATIONS



# MESSAGE FROM THE DEAN



“

Equipped with a great attitude, Great Laker are willing to roll up their sleeves and rise to the challenge; they are bred in a culture that emphasizes values and ethics and they are trained to be responsible leaders; they are quick on the uptake and are excellent decision makers; they are go-getters but are not reckless; Overall, they are excellent hires since that is the business of Great Lakes and we do it well.

I suppose that in this day and age, it will not be totally inappropriate to add another line to his wise counsel – “Are we doing the RIGHT THINGS or are we doing THINGS RIGHT?”

This is the essence of many issues that we are dealing with today - amidst these turbulent times of change due to disruptive technologies, disruptive business models, Robotics and Artificial Intelligence, unmanned trucks, trains, automobiles, cargo planes and what not! What seemed like a thoroughly sound and great business plan yesterday seems to have gone bust today. This is the doing of disruptive technologies, disruptive business models, Country and Industry risk (like the Oil and Gas industry), Design Thinking or Information deficiencies, now BREXIT and the like. Companies that are at the top of their game end up at the rock bottom rather quickly. We live in a new world governed by VUCA (Volatile, Uncertain, Complex and Ambiguous) variables and vastly different and unconnected events like the subprime crisis in 2008 (economic), the Arab spring (political) or the commercial viability of Shale Gas Liquefaction (technological) are able to generate far-reaching consequences all over the world. Companies like Uber, Facebook, Google, Amazon, Apple etc. have changed the rules of the game in such a revolutionary manner that it is all that one can do even to keep up.

The ramifications of these slow but steady developments are far and wide-reaching. The consequent impact on spending and investments, economic aspects and political situations will pave the way for the creation of a new economic world order. We are well on our way to experiencing a totally different manifestation of capitalism. The ability to mutate well enough and well-ahead of the emerging scenario will decide the fate and future of corporations.

Skillssets are changing; the new world order may not require those that are in vogue now; competition, sourcing and distribution etc. will be vastly different from what we are used to now. In such an environment, are you prepared to do what needs to be done to ensure that your organization can withstand this upheaval? Do you have talented personnel? Do your people have the skills, mind-set and attitude to evolve and up the ante? Do your people know their business? Do your personnel care enough to contribute to the success of the company?

It all boils down to this – it is the human resource that will decide the future of your organization. It is therefore a no-brainer that you should surround yourself with professionals who are ready to weather the storm. Those who have a sound background/skillset, are resourceful, enterprising, hard-working, value-centric and flexible will emerge the ultimate winners.

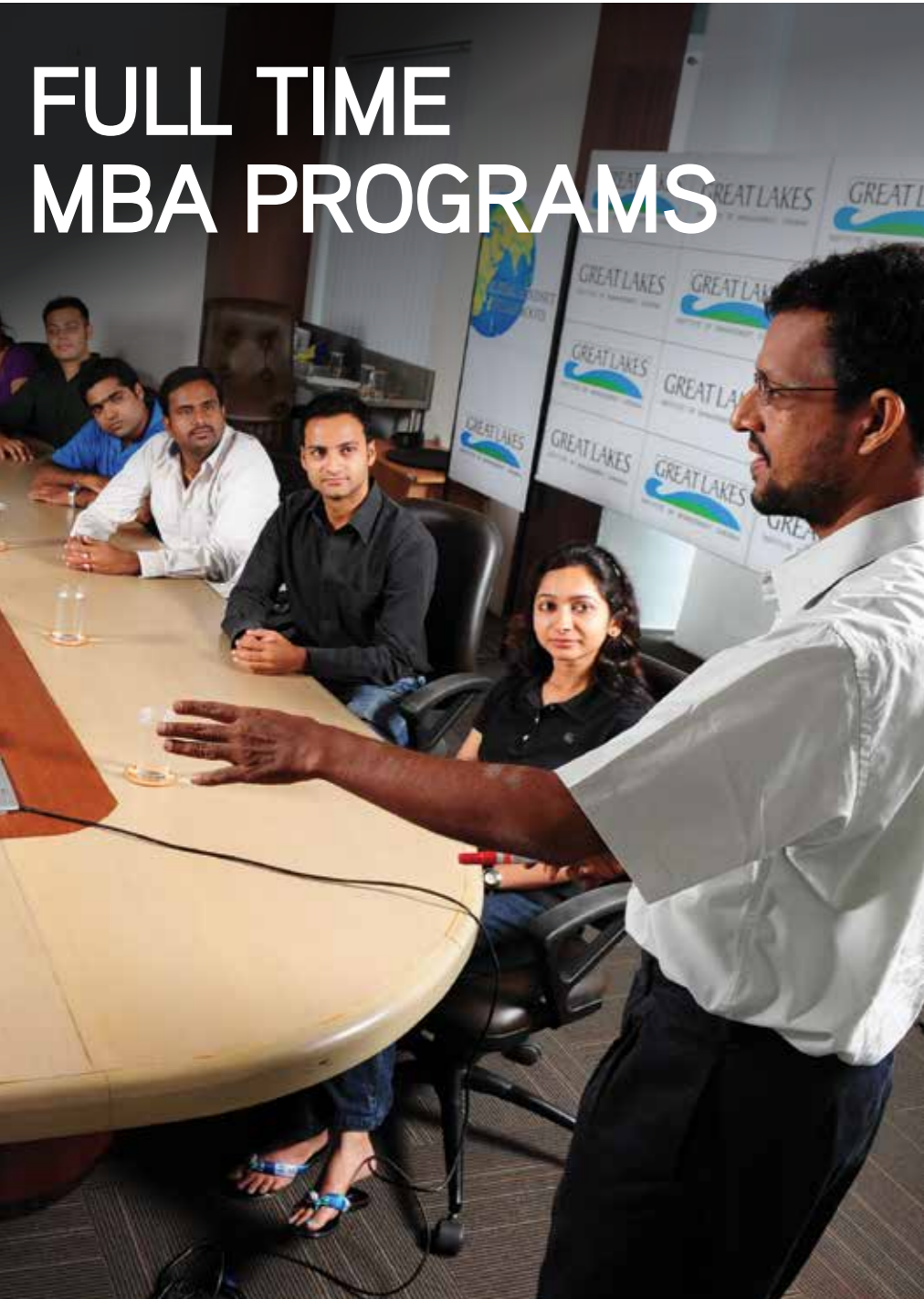
The good news is that your search for such an exceptional breed of managers ends here. At Great Lakes, we not only ensure the best quality of instruction and education, but also take special care to develop the overall personality of our students. Equipped with a great attitude, Great Laker are willing to roll up their sleeves and rise to the challenge; they are bred in a culture that emphasizes values and ethics and they are trained to be responsible leaders; they are quick on the uptake and are excellent decision makers; they are go-getters but are not reckless; Overall, they are excellent hires since that is the business of Great Lakes and we do it well.

As a staunch believer in customer astonishment, I invite you to Great Lakes to experience this. We are different and thus, we make a difference. We believe in offering our customers (whether the student seeking education or the corporate entity looking to hire) the best proposition and I am certain that you will find the best talent in the country at Great Lakes. I look forward to welcoming you to our campus soon.

**Prof. Bala V Balachandran**

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

Founder, Dean & Chairman, Great Lakes Institute of Management, India



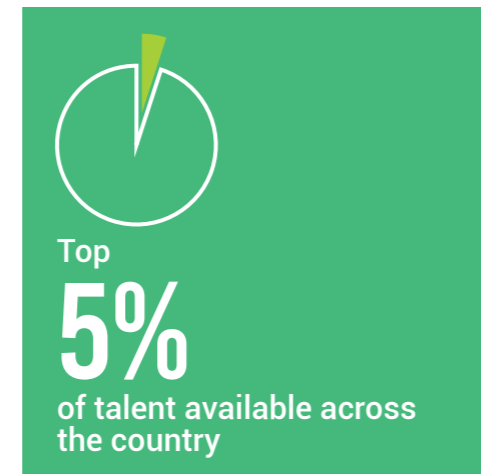
# FULL TIME MBA PROGRAMS

## 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 businessready 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 Automobiles, BSFI, Consulting, Finance, IT/ITES, Power & Energy and Manufacturing. Selected through a rigorous admission process, these students represent top 5% of such talent available across the country.

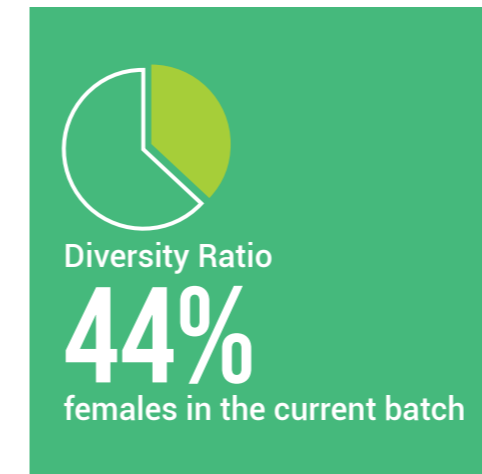


## PGDM - TWO YEAR PROGRAM

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 marketplace.

The current batch has a healthy gender diversity ratio (44% female) and more than half of the class has up to two years of work experience in various sectors like Advertising/Media/Sports, Automobiles, BSFI, Consulting, E-Commerce, Energy Power, IT, Education and Manufacturing.



## 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

# FACULTY SPOTLIGHT

Our experts bring a real-world perspective, share their original thought provoking ideas and help students nurture their own.



**Dr. P. K. Viswanathan**  
(Ph.D - University of Madras, India)

*Professor of Analytics & Operations & Director - PGPBABI, Great Lakes Institute of Management, Chennai*

## ANALYTICS

Business Analytics plays a pivotal role in decision making within organizations with technology and software as great enablers to sift insights from data both structured and unstructured including natural language processing (NLP). In my course on Statistical Methods for Decision Making (SMDM) and Predictive Analytics for Marketing (PAM), I emphasize on how Analytics should be positioned in the ambit of the four pillars-Description, Diagnosis, Prediction, and Prescription so that the students can straightaway understand the need of the corporate and swiftly move into action for strategic decisions.



**Dr S. Bharadhwaj**  
(Ph.D. – University of Maryland, USA)

*Distinguished Professor of Marketing & Director of Research, Great Lakes Institute of Management, Chennai*

## MARKETING

Being research active is a great boon in the class as well. Prof Bharath is able to explain relevant statistical techniques (in my Marketing Research class) due to constant use. Moreover, he applies them in real-world research issues; students get to learn not just the techniques but also their application, and this helps them during the placement process. His research typically involves an extensive review of the literature and thus, he is able to impart cutting edge knowledge to students, which helps them gain an edge in the marketplace.



**Dr. Vaidy Jayaraman**  
(Ph.D.-The Ohio State University, USA)

**Bala V. Balachandran & Vasantha Balachandran**  
*Distinguished Professor of Supply Chain Analytics & Operations, Associate Dean - Faculty Affairs and Graduate Programs, Great Lakes Institute of Management, Chennai*

## OPERATIONS & IT

Prof Vaidy's research, teaching and consulting expertise in the areas of Supply Chain Analytics and Operations provides him with a unique perspective on how companies need to manage global supply chains. Though most supply chains were built to manage high-volume, stable production, companies now need to shift to smaller, agile/nimble entities that are better prepared to handle high levels of uncertainty and complexity. Students are able to understand how with better visibility into Supply Chain operations, companies can achieve higher efficiency gains and profitability and also manage in this VUCA world.



**Dr. Bobby Srinivasan**  
(Ph.D. - Case Western University, USA)

*Distinguished Professor of Finance & Trading & Director of Great Lakes Publishing House, Great Lakes Institute of Management, Chennai*

## FINANCE

The course titled "Experiential Trading" is a true skill builder using the knowledge acquired in the various economic and financial courses. The student can see how theory and practice blend together. With this skill engaging in the local financial market successfully, will become the long term objective. Basically the course is built upon financial knowledge, skill and finally its implementation in the work place.

# PGPM CURRICULUM

## CORE COURSES

**TERM 1**

- **Intelligently Interacting with Others**
- **Micro Economics**
- **Statistical Methods for Decision Making**
- **Business Communication**
- **Marketing Management-I**
- **Financial Accounting**

**TERM 2**

- **Market Research**
- **Macro Economics**
- **Organizational Behavior**
- **Managerial Accounting**
- **Financial Management-I**
- **Operations Management**
- **IT for Managers**

**TERM 3**

- **Financial Management-II**
- **International Entrepreneurship**
- **Quantitative Methods**
- **Strategic Management**
- **Human Resource Management Systems**
- **Management Information System**
- **Business Analytics**
- **Marketing Management-II**

## TERM 4 TO TERM 7: ELECTIVES

### MARKETING

- Services Marketing
- Consumer Behaviour
- Sales and Distribution Management
- Brand Management
- Marketing Metrics
- Advanced Multivariate Modeling for Marketing
- B2B Marketing
- Digital Marketing
- Integrated Marketing Communications
- CRM
- Advanced Business Analytics
- Social Media Analytics
- Consumer Focused Product Planning
- Retailing Management
- New Product Development
- Sports Marketing
- Strategic Marketing
- Markstrat Simulation
- Rural Marketing
- Internet of Things

### FINANCE

- Analysis of New Generation Investment Products
- Applied Macro-Economics
- Behavioral Finance
- Current Issues in International Finance
- Economic Crisis & Resolution
- Financial Analysis - Risk, Transparency / Forensic Accounting
- Financial Modeling
- Financial Statement Analysis
- Fixed Income Securities
- Game Theory Applications in Finance
- Global Financial Markets
- Investment Banking
- Management of Commercial Banks
- Mergers & Acquisitions
- Options, Future & Derivatives
- Project & Infrastructure Finance
- Security Analysis & Portfolio Management
- Strategic Cost & Profitability Management
- Strategic Financial Management
- Trading Practices-I
- Trading Practices-II
- Valuation

### BUSINESS ANALYTICS

- Advanced Issues in Supply Chain Analytics
- Big Data Management and Business Informatics
- Business Intelligence in Financial Services
- Consumer Focused Product Planning
- Data Mining and Visualisation
- Data Visualization and Analytics
- Decision Support Models for Banking and Finance
- Econometrics
- Financial Risk Analytics
- Financial Risk Management
- Marketing Metrics
- Pricing Analytics
- Supply Chain Operations & Analytics

### OPERATIONS & IT

- Advanced Issues in Supply Chain Analytics
- Big Data Management and Business Informatics
- Business Intelligence
- Data Visualization and Analytics
- Demand Planning and Forecasting
- Emerging Technology and Business Innovation
- Enterprise Business Applications
- Enterprise Resource Planning
- E-tailing and Retail Supply Chain
- Finance and Risk Management Applications in Supply Chain Management
- Information Technology Consulting
- International SCM
- Lean Manufacturing & Process Management
- Logistics and Supply Chain Management
- Management Science Consulting
- Modeling of Manufacturing Systems
- Project Management
- Services Operations Management
- Strategic Operations Planning
- Supply Chain Innovation
- Sustainable Business Operations
- Technology Operations and Marketing
- Total Quality Management
- Supply Chain Operations & Analytics

### OB & STRATEGY

- Design Thinking & Innovation
- Economics of Strategy
- Leadership, Influence & Power
- Negotiation & Bargaining
- Strategy Execution
- New Venture Planning
- Emerging Market Strategy
- International Entrepreneurship
- Management Consulting
- Emotional Intelligence for Managerial Effectiveness
- International Business Strategy
- Business Strategy Simulation (Board Room)
- Entrepreneurship in Agri Business
- Strategic HRM
- Social Entrepreneurship
- Business Ethics & Corporate Governance

# PGDM CURRICULUM

## CORE COURSES

TERM 1	TERM 2	TERM 3	TERM 4	TERM 5	TERM 6
<ul style="list-style-type: none"> <li>• Micro Economics</li> <li>• Financial Accounting for Decision Making</li> <li>• Marketing Management-I</li> <li>• OB-I</li> <li>• Written Analysis Communication</li> <li>• Quantitative Techniques-I</li> <li>• HRM</li> <li>• Karma Yoga</li> <li>• Chinese</li> </ul>	<ul style="list-style-type: none"> <li>• Macro Economics</li> <li>• M.I.S</li> <li>• Financial Management-I</li> <li>• Marketing Management-II</li> <li>• VAC (Verbal Communication)</li> <li>• Quantitative Techniques-II</li> <li>• Production and Operations Management</li> <li>• Chinese</li> </ul>	<ul style="list-style-type: none"> <li>• Cost and Management Accounting</li> <li>• Financial Management-II</li> <li>• Marketing Research</li> <li>• OB-II</li> <li>• Optimization Models for Business Decision Making</li> <li>• Strategic Management</li> <li>• Business Analytics</li> <li>• Empirical Study</li> <li>• Summer Internship</li> </ul>	<ul style="list-style-type: none"> <li>• Stress Management</li> <li>• Understanding Emerging Markets</li> </ul>	<ul style="list-style-type: none"> <li>• Business, Government and Society</li> <li>• Board Room Simulation</li> </ul>	<ul style="list-style-type: none"> <li>• Business Law</li> <li>• Emerging Market Strategies</li> </ul>

## LIST OF ELECTIVES

### MARKETING

- B2B Marketing
- Consumer Behaviour
- Services Marketing
- Sales and Distribution Management
- Brand Management
- Strategic Marketing
- Customer Relationship Management
- Retailing
- Digital Marketing
- Integrated Marketing Communications
- International Marketing
- Marketing Metrics
- Markstrat
- Sports Marketing
- Rural Marketing
- New Product Development

### FINANCE

- Financial Statement Analysis
- International Finance
- Corporate Financial Strategy
- Mergers and Acquisitions
- Options, Futures and Derivatives
- Investment Banking
- Security Analysis and Portfolio Management
- Financial Modeling
- Trading
- Financial Risk Analytics
- Equity Research
- Financial Institutions and Markets
- Commodities Markets
- Retail Banking
- Corporate Valuation
- Entrepreneurial Finance
- Project and Infrastructure Finance
- Investment and Finance in Emerging Markets

### OPERATIONS & IT

- Logistics and Supply Chain Management
- Enterprise Business Applications
- IT Consulting
- Database Visualization and Analytics
- Managemnet Services Operations
- Strategic Sourcing and Corporate Quality
- Project Management
- Supply Chain Operations & Analytics
- Enterprise Resource Planning
- Strategic Sourcing and Supply Chain Management
- Advanced Analytics Model
- Business Intelligence
- International SCM
- Total Quality Management
- E-Commerce

### OB & STRATEGY

- Design, Thinking and Innovation
- Leadership, Influence and Power
- Strategic HRM
- Talent Acquisition
- Motivation Theory & EQ
- Strategy Execution including Economics of Strategy
- New Venture Planning
- Management Consulting
- Performance Management
- Rewards and Recognition
- International Business Strategy
- Negotiations and Bargaining
- Managerial Counselling
- Learning and Development

# 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.



## 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

- ▶ ACT
- ▶ Aditya Birla Sunlife
- ▶ Airtel
- ▶ Akshaya Group
- ▶ Amrita Group
- ▶ Apollo Hospitals
- ▶ Apparel Group UAE
- ▶ Bajaj Finserv
- ▶ BigBasket
- ▶ Blue Ocean
- ▶ Britannia
- ▶ Capital First
- ▶ Caratlane
- ▶ Castrol
- ▶ Changepond
- ▶ Cipla
- ▶ Cloudcherry
- ▶ Cognizant
- ▶ Crayon Data
- ▶ Credit Mantri
- ▶ Cushman & Wakefield
- ▶ Damco
- ▶ Decathlon Sports India
- ▶ Defiance Technologies
- ▶ Eicher Motors
- ▶ Einfochips
- ▶ Episource
- ▶ Fresh Desk
- ▶ FSS
- ▶ GAEA Technologies
- ▶ Galaxy Surfactants
- ▶ Godrej
- ▶ Gofrugal
- ▶ Greatplace to Work
- ▶ Greenlam Industries
- ▶ HCL Talentcare
- ▶ HCL Technologies
- ▶ HDFC Bank
- ▶ HDFC Life
- ▶ HealthAsyst
- ▶ Hindustan Coca Cola
- ▶ IBM
- ▶ IDBI Capital
- ▶ IFMR Capital
- ▶ iKen Solutions
- ▶ IMaCS
- ▶ India Property.com
- ▶ IndusInd Bank
- ▶ Infosys BPO
- ▶ Isuzu Motors
- ▶ Jabong
- ▶ Janalakshmi Financial Services
- ▶ Kaar Technologies
- ▶ KEF Holdings
- ▶ Kenafri Industries
- ▶ Khazana Jewellery
- ▶ Kotak Mahindra Bank
- ▶ KPIT Technologies
- ▶ L & T - E & C Group
- ▶ Lava International
- ▶ Magma Fincorp
- ▶ Manipal Education & Medical Group
- ▶ Matrimony.com
- ▶ Mauj Mobile
- ▶ Michellin
- ▶ Mindtree
- ▶ Mogae Media
- ▶ MSD Merck
- ▶ Natural Remedies
- ▶ Next Education
- ▶ Nippon Paints
- ▶ Novartis
- ▶ Orchid Pharma
- ▶ Payoda Technologies
- ▶ People Matters
- ▶ Photon Infotech
- ▶ Robert Bosch
- ▶ Royal Sundaram
- ▶ SADIG
- ▶ Saksoft
- ▶ Shopclues
- ▶ Snapdeal
- ▶ SPIC-AM International Holdings
- ▶ Sun Edison
- ▶ Sutherland
- ▶ Tasty Bites
- ▶ Tata Communication Transformation Services
- ▶ Tata Communications
- ▶ Tata Consultancy Services
- ▶ TCS BPO
- ▶ Tech Process
- ▶ Techzone
- ▶ Tenvic Sports
- ▶ Tolexo
- ▶ True Value Housing
- ▶ TVS Credit Services
- ▶ TVS Logistics
- ▶ TVS Motors
- ▶ VBHC
- ▶ Visteon Automobile System
- ▶ Wipro Consumer Care & Lighting
- ▶ Xanadu Reality
- ▶ Xpanion.com
- ▶ Zee Entertainment Enterprises
- ▶ Zify
- ▶ Zuari Group
- ▶ Zycus



Philip Kotler, Professor - Marketing, Kellogg School of Management addressing students during his visit to Great Lakes

# 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.

**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 Zeneca
- ▶ Barclays
- ▶ Birlasoft
- ▶ Bosch Engineering & Business Solutions
- ▶ Cognizant
- ▶ Congruent Technologies
- ▶ CSC India
- ▶ CSS Corp
- ▶ DCM Shriram
- ▶ Dell
- ▶ Emerio Corp
- ▶ EPAM Systems (Alliance Global Services)
- ▶ Fiat India
- ▶ Ford India
- ▶ FSS-Financial Software Systems
- ▶ Genpact
- ▶ Hackett Group
- ▶ Happiest Minds
- ▶ HCL
- ▶ HP
- ▶ HSBC Technologies
- ▶ IBM
- ▶ Infosys
- ▶ Infotech Enterprises

- ▶ ITC Infotech
- ▶ JP Morgan
- ▶ L & T Infotech
- ▶ Leitner Shriram
- ▶ Mahindra Satyam
- ▶ Mindtree
- ▶ Mphasis
- ▶ NIIT Technologies
- ▶ Olam
- ▶ Optimal Strategix
- ▶ Photon Infotech
- ▶ Prakash Kochar & Co
- ▶ RocketKommerce
- ▶ Saksoft
- ▶ Scope International
- ▶ Shopclues
- ▶ Syntel
- ▶ Tata Advanced Systems
- ▶ TCS
- ▶ Thought Works
- ▶ Tolexo
- ▶ TVS Logistics
- ▶ TVS Motors
- ▶ UST Global
- ▶ Vatech Wabag
- ▶ 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.

## 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:

- ▶ Arcesium (DE Shaw)
- ▶ Axis Bank
- ▶ Bajaj Finserv
- ▶ Bank of America
- ▶ Barclays
- ▶ Biopalm
- ▶ Caspian Advisors
- ▶ Citibank
- ▶ Cognizant
- ▶ CRISIL
- ▶ DCB Bank
- ▶ Dell
- ▶ Deloitte US
- ▶ Dunia Finance
- ▶ EY
- ▶ EID Parry
- ▶ Fidelity Investments
- ▶ Ford
- ▶ Hansacequity
- ▶ HCL Technologies
- ▶ HDFC Bank
- ▶ Hitachi Payments
- ▶ HSBC Technologies
- ▶ ICICI Bank
- ▶ ICRA
- ▶ IMRB
- ▶ iNautix
- ▶ Intequant Advisors
- ▶ Irevna
- ▶ Kotak Mahindra Bank
- ▶ Madura Micro Finance
- ▶ Merrill Lynch
- ▶ PWC
- ▶ RBS
- ▶ Scope International
- ▶ 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 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 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
- ▶ Cartesian Consulting
- ▶ Crayon Data
- ▶ Dell
- ▶ Dunia Finance
- ▶ Fractal Analytics
- ▶ Genpact
- ▶ Hansacequity
- ▶ HP
- ▶ IBM
- ▶ Infiniti Research
- ▶ Infosys
- ▶ Latent View
- ▶ Musigma
- ▶ Optimal Solutions Consulting
- ▶ Positive Integers
- ▶ Quadrant4
- ▶ Sutherland Global Services
- ▶ Tiger Analytics
- ▶ Vestas

# 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.

## 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.

## Human Capital Management Conference (HCMC)

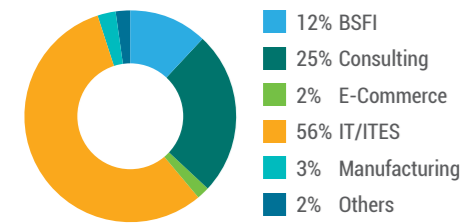
An annual event since 2008, the Great Lakes HCMC is a platform that brings together the best HR leaders in the industry and the potentially great managers of the future. It is a platform to learn from the experiences of highly eminent HR leaders belonging to companies from various sectors. The event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

## Few of our Top Recruiters from the Consulting Domain:

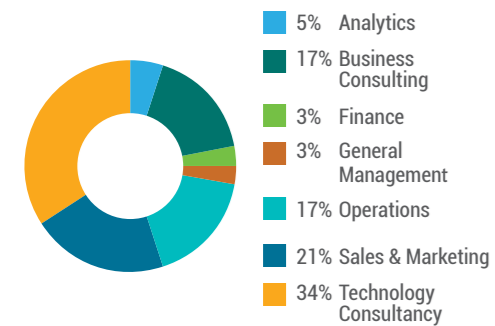
- ▶ Accenture
- ▶ Amazon
- ▶ Beroe
- ▶ Blue Ocean
- ▶ Cartesian Consulting
- ▶ CGN & Associates
- ▶ Cognizant
- ▶ Deloitte US
- ▶ EPAM Systems (Alliance Global Services )
- ▶ Ernst Young
- ▶ Frost & Sullivan
- ▶ HCL Technologies
- ▶ ICRA
- ▶ Infosys
- ▶ Infosys BPO
- ▶ Infotrellis
- ▶ ITC Infotech
- ▶ Kaar Technologies
- ▶ KPIT Technologies
- ▶ KPMG
- ▶ L & T Infotech
- ▶ Levers for Change
- ▶ Ma Foi Strategy
- ▶ Maveric Systems
- ▶ Mindtree
- ▶ Nesh Technologies
- ▶ Photon Infotech
- ▶ Prakash Kochar
- ▶ PWC
- ▶ Quadrant4
- ▶ Qess Corp
- ▶ Ramco Systems
- ▶ Rapid Value
- ▶ Rapid Value Solutions
- ▶ Secova
- ▶ Syncore Consulting
- ▶ Tata Consultancy Services
- ▶ Tiger Analytics
- ▶ Universal Consulting
- ▶ Valcon India
- ▶ Virtusa
- ▶ Wipro
- ▶ Wipro BPS
- ▶ ZS Associates

# PGPM PLACEMENT SNAPSHOT 2016

## Classification By Industry



## Classification By Function



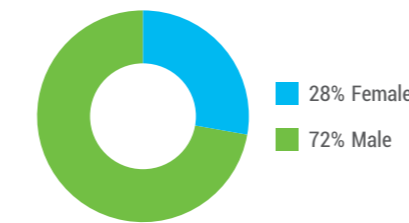
## List of Recruiters\*

- ▶ Aditya Birla Financial Services
- ▶ Accenture
- ▶ Alliance Global
- ▶ Amazon
- ▶ Caratlane
- ▶ Cartesian Consulting
- ▶ Cognizant
- ▶ Crayon Data
- ▶ CSS Corp
- ▶ DCM Shriram
- ▶ Dell
- ▶ Deloitte
- ▶ Dunia Finance
- ▶ EY
- ▶ EID Parry
- ▶ Episource
- ▶ Expansion.com
- ▶ FSS
- ▶ Galaxy Surfactants
- ▶ Genpact
- ▶ Hansacequity
- ▶ Happiest Minds
- ▶ HCL Technologies
- ▶ HSBC Technologies
- ▶ IFMR Capital
- ▶ iNautix
- ▶ Infosys
- ▶ Infotrellis
- ▶ ITC Infotech
- ▶ Janalakshmi Financial Services
- ▶ Kaar Technologies
- ▶ KEF
- ▶ KPIT Technologies
- ▶ L & T Infotech
- ▶ Lava International
- ▶ Levers for Change
- ▶ Mafoi Strategy
- ▶ Manipal Education & Medical Group
- ▶ Maveric Systems
- ▶ Nesh Technologies
- ▶ Payoda Technologies
- ▶ Photon Infotech
- ▶ Quadrant4
- ▶ Ramco Systems
- ▶ Rapid Value
- ▶ RocketKommerce
- ▶ SADIG
- ▶ Scope International
- ▶ Sutherland
- ▶ Tasty Bites
- ▶ TCS
- ▶ Tech Process
- ▶ Tiger Analytics
- ▶ Tolexo
- ▶ VA Tech Wabag
- ▶ Vestas
- ▶ Virtusa
- ▶ Wipro
- ▶ Xanadu Realty
- ▶ ZS Associates

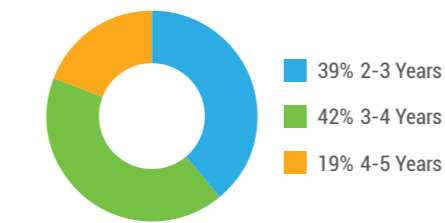
\*Partial list

# PGPM CLASS OF 2016-17

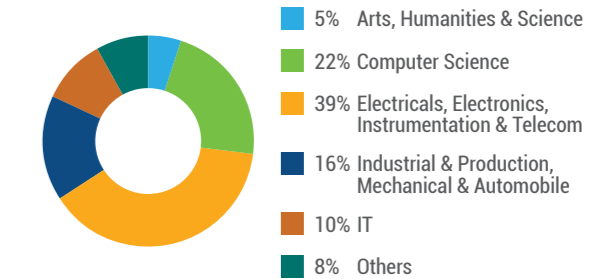
## Gender



## Work Experience

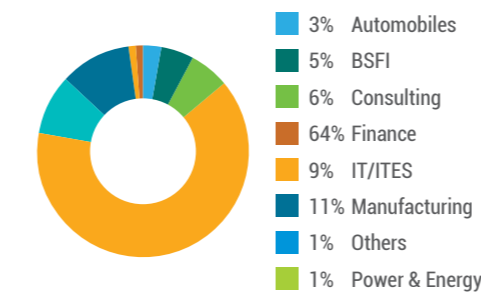


## Undergraduate Specialization



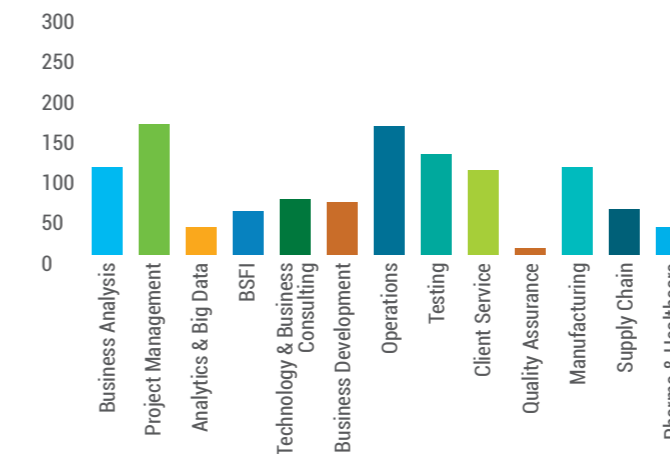
**Others includes:** Bio-Technology, Aeronautics, Civil, Chemical, Petroleum, Power System and Metallurgy, Apparel Production & Information Technology Arts & Humanities includes: Accounting & Finance, Commerce, History, Economics, Marketing, Pharma, Finance and Investment Analysis, Cost and Works Accounting.

## Industry Diversity (Pre-MBA)



**Others:** Analytics, Real Estate, E-commerce, Aerospace, Construction, Oil & Gas, VLSI, Market Research, FMCG, Shipping, Mergers & Acquisition Advisory, Retail, Textile, Pharma, Consumer Durables, Healthcare, Logistics and Education

## Domain Experience (Pre-MBA)



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

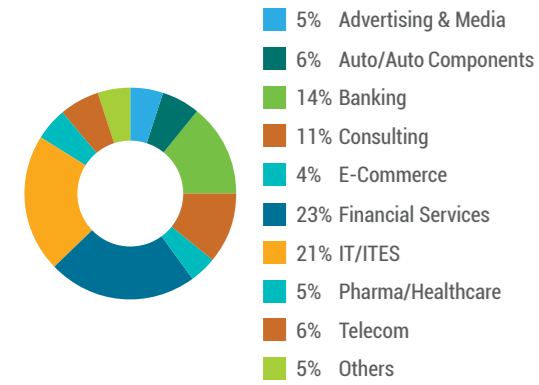
**Master degrees:** M.Tech Biotechnology, MSc IT, PG Diploma in Power Plant Engineering, MS Telecommunication Engineering, Sustainable Energy Technology, M.Tech Construction Technology and Mgmt, M.Com Business Administration, M. Pharm - Pharmacology, PG Diploma in Banking, PG Diploma in Advanced Financial Planning and Wealth Management, M.A. Ancient Indian History, Culture and Archaeology, PG Diploma in Patent Law

**Certifications:** CFA Level1; Level 2, Level 3 completed, PMP, DBA- OCA/OCP certified, Certified Foundation Level Business Analyst(CFLBA), ITIL Certified professional, NISM - Mutual Fund Distributors Certification Examination, NISM - Currency Derivatives Certification Examination,

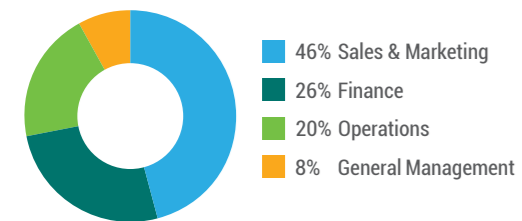
LEAN Six Sigma Green Belt, Certified Supply Chain Professional (APICS), Language Proficiency in Japanese, German and French

# PGDM PLACEMENT SNAPSHOT 2016

## Classification By Industry



## Classification By Function



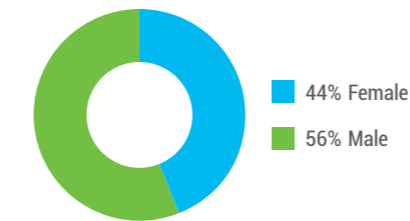
## List Of Recruiters\*

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>▶ ACT</li> <li>▶ Arcesium (D.E Shaw)</li> <li>▶ Astra Zeneca</li> <li>▶ Axis Bank</li> <li>▶ Bajaj Finserv</li> <li>▶ Capital First</li> <li>▶ Cognizant Technologies</li> <li>▶ Crayon Data</li> <li>▶ DCB Bank</li> <li>▶ Dell</li> <li>▶ Deloitte</li> <li>▶ Emerio Corp</li> <li>▶ Ford</li> <li>▶ HCL Technologies</li> <li>▶ HDFC Bank</li> <li>▶ HDFC Standard Life</li> <li>▶ HSBC Technologies</li> <li>▶ ICRA</li> <li>▶ IDBI Capital</li> </ul> | <ul style="list-style-type: none"> <li>▶ Infosys BPO</li> <li>▶ Infosys Technologies</li> <li>▶ Janalakshmi Financial Services</li> <li>▶ JP Morgan</li> <li>▶ Lava International</li> <li>▶ Matrimony.com</li> <li>▶ Michelin</li> <li>▶ Mindtree</li> <li>▶ Nesh Technologies</li> <li>▶ NIIT Technologies</li> <li>▶ Olam</li> <li>▶ Photon Infotech</li> <li>▶ Scope International</li> <li>▶ TVS Credit Services</li> <li>▶ TVS Logistics</li> <li>▶ TVS Motors</li> <li>▶ Xanadu Reality</li> <li>▶ Zee Entertainment Enterprises</li> <li>▶ ZS Associates</li> </ul> |
|---|---|

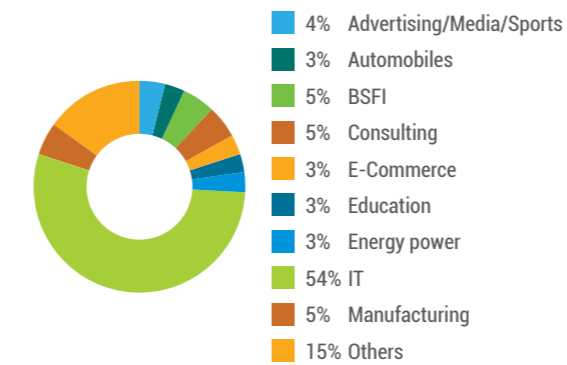
\*Partial list

# PGDM CLASS OF 2015-17

## Gender

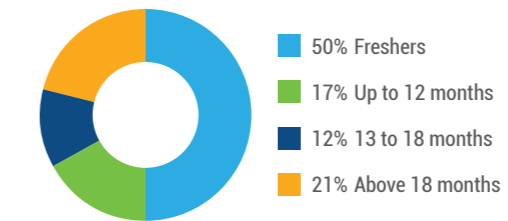


## Industry Diversity (Pre-MBA)

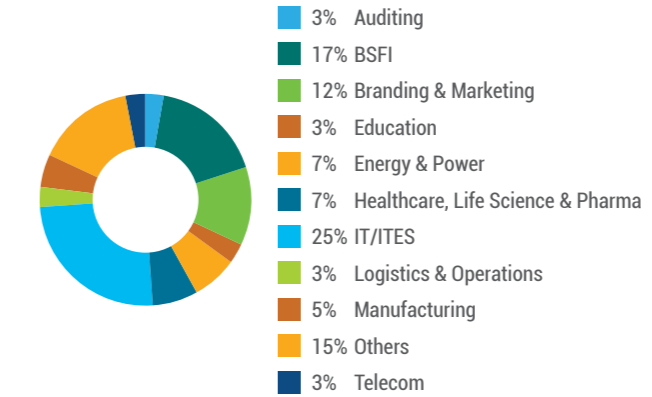


*Others: Audit, Construction, FMCG, Healthcare, HR Services Logistics, Real Estate, NGO*

## Work Experience

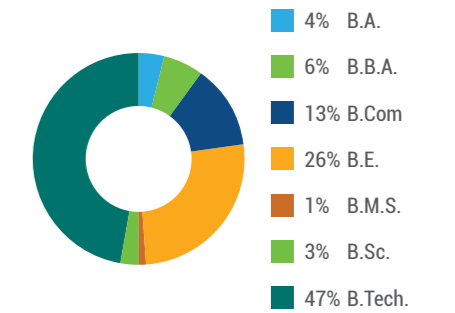


## Domain Experience (Pre-MBA)

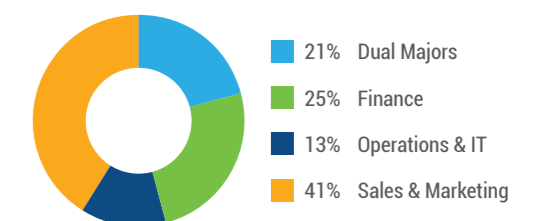


*Others: Analytics, Construction, Consulting, Facilities Management, FMCG, Garments, HR Consulting, NGO*

## Undergraduate Degree

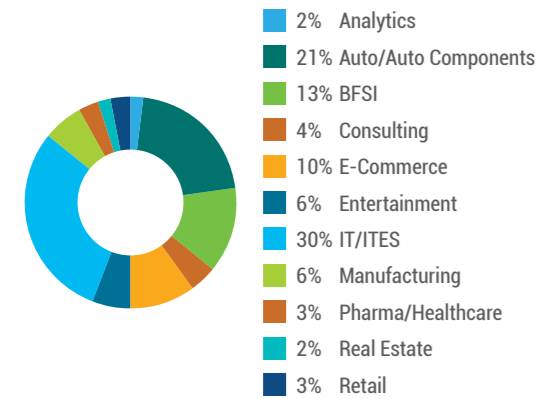


## Specialization

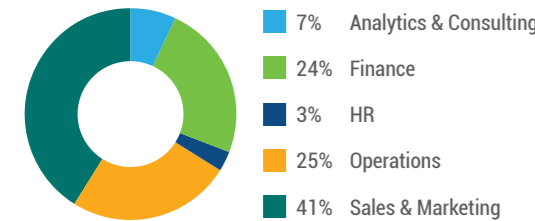


# PGDM SUMMER INTERNSHIP 2016

## Industry Classification



## Function Classification



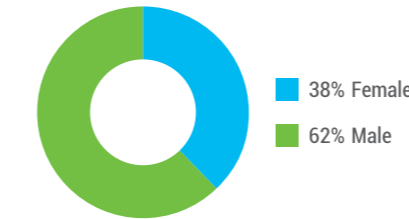
## List of Recruiters\*

- ▶ ADP India
- ▶ Amazon
- ▶ Apollo Hospitals
- ▶ Ashok Leyland
- ▶ Axis Bank
- ▶ BeWo Technologies
- ▶ Blazeclan
- ▶ CAMS Online
- ▶ Caratlane
- ▶ Cartesian Consulting
- ▶ Cushman & Wakefield
- ▶ Dell
- ▶ Fiat India
- ▶ Ford
- ▶ Hit Wicket
- ▶ Hitachi Payments
- ▶ IFMR Capital
- ▶ Infotrellis
- ▶ Kaar Technologies
- ▶ Mafoi Group
- ▶ Matrimony.com
- ▶ Metis Family Office Services
- ▶ Mindtree
- ▶ MSD (Merck)
- ▶ ORIX Auto Infrastructure Services
- ▶ PP Merchandising Services
- ▶ Prakash Kochar
- ▶ Reserve Bank of India
- ▶ Royal Sundaram
- ▶ Shutter Down
- ▶ Smart Advisors
- ▶ Spneos
- ▶ SPI Cinemas
- ▶ Sutherland Global Services
- ▶ Tata Advanced Systems
- ▶ Tiger Analytics
- ▶ Trigyn Technologies
- ▶ Turbo Energy
- ▶ TVS Electronics
- ▶ TVS Motors
- ▶ Virtusa
- ▶ Wabco India

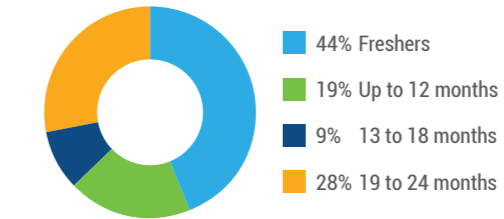
\*Partial list

# PGDM CLASS OF 2016-18

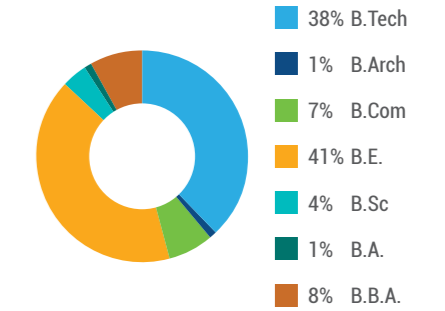
## Gender



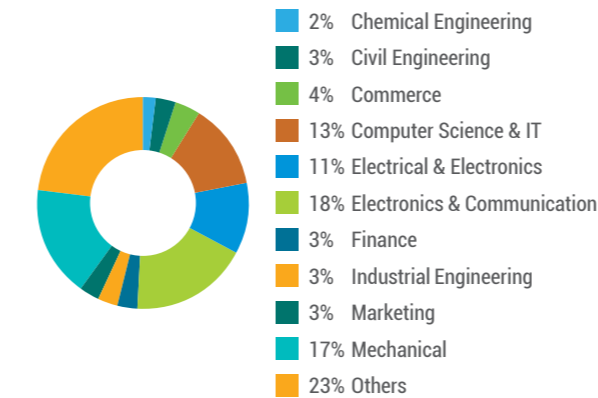
## Work Experience



## Undergraduate Degree

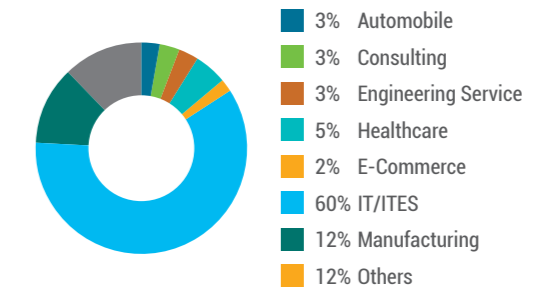


## Undergraduate Specialization



**Others:** Aeronautics, Aerospace, Automobile, Applied Electronics & Instrumentation, Architecture, Bio-Medical, Bio Technology, Chemical Science & Technology, Electronics & Instrumentation, Electronics, Industrial Production, Information Science, Arts & Humanities, Advertising & Public relations, Bank management, Chemistry (Hons), Computer Applications, Economics, General Management, Human Resources, Marketing & International Business

## Industry Diversity (Pre-MBA)



**Other Include:** Construction & Real estate, Hospitality, Facility Management, Marketing & Communication



# STUDENT ACHIEVEMENTS

## First Prize “Actapult” organized by ACT.

Shefali Bhatia and Somya Goyal  
(PGDM 2016)



## Winners – First Prize “The Senate” at IFMR

Himanshu Khandelwal, Purti Arora,  
Rahul Aggarwal (PGPM 2016) and Esha  
Aggarwal (PGDM 2016)

## First Prize “Provokta” at IIM – Raipur

Himanshu Khandelwal and Rahul  
Aggarwal (PGPM 2016)

## Second Prize “Mark-E-Diction – Case Study Challenge” at DMS, IIT – Delhi

Gargi Chatterjee and Ritika Kharola  
(PGDM 2017)

## Second Prize and overall runners-up trophy “XLerate” at Annual Fest of XLRI, Jamshedpur

Football – Gold; Tennis – Gold;  
Badminton – Gold; Table tennis – Gold;  
Volley Ball – Gold; Basketball – Gold;  
Dance – Gold; Cricket- Silver; Carrom – Silver



## Second Prize “Riding the Tide-Business Solutions” at IIM Shillong

Aman Arora and Varun Maheshwari  
(PGPM 2016)



## First Prize “MapmyMatchify” conducted by Matrimony.com

Hemanth Gopi, Uma Priya and Yaksh  
Ahluwalia (PGPM 2016)

## Second Prize “Sutra” at NMIMS, Mumbai

Shanthipriya N and Vishnu V Unni  
(PGDM 2017)

# ALUMNI SPEAK

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. I have been getting great opportunities across industries as I continue to grow professionally.

*Rohant Shyam (Batch 2005-06)  
Business Head - Zomato*

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 (Batch 2004-05)  
Global Lead, Supply Chain Management, Accenture BPO*

Great Lakes was found 12 years back and it is ranked the best among B-schools of our country. The main reason for the success in a short span can be attributed to the campus placements team's hard work, outstanding faculty and the values that are taught to us by Uncle Bala, who is the founder of this prestigious institution.

*Bharath Repaka (Batch 2014-15)  
Consultant – Deloitte Consulting India Pvt. Ltd.*

I attribute most of my success to the excellent faculty I interacted with as well as my fellow students at Great Lakes. 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 (Batch 2006-07)  
Vice President – Strategic Accounts, Photon Interactive*

In just 12 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 (Batch 2008-09)  
Capillary Technologies*

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 (Batch 2005-06)  
Assistant Vice President – Global Strategic Alliances, GENPACT*

# RECRUITERS SPEAK

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

*Thangarathnam Manikandan  
Director – Engineering, Amazon*

"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  
University Relations Country Manager,  
Dell*

"In a short span, Great Lakes has touched heights and has become visible in the eye of recruiters across industries. Students from Great Lakes are "Business Ready" managers and they symbolize excellence, creativity and growth – values which are in line with ZEEL's strengths. The quality of marketing and research students who have joined us from the institute is excellent and matches our expectations in every way."

*Nirmal Nair  
Vice President Talent Acquisition,  
Zee Network*

"The students come in with the right mix of quality and years of experience. Also the placement process is handled seamlessly. Overall a very engaging experience."

*Sivani Nanda  
HR Business Partner, Tiger Analytics*

"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 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."

*Madhavan Seshadri  
Senior Vice President, Virtusa*

# PLACEMENT CALENDAR

## Campus placement 2016-17: Important Dates

### Pre - Placements Talk:

- ▶ **Days:** Thursdays
- ▶ **Dates:** October 6, 13, 20, 27; November 3, 10, 17, 24; December 1, 2016
- ▶ **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 2016-17)**
  - ▶ Students with pre-MBA industry experience. Minimum 24 months & Maximum 60 months; Average Experience: 40 months.
  - ▶ Day 0-4: December 5, 2016 to December 9, 2016 (Monday to Friday).
  - ▶ Rolling placements: December 12, 2016 – January 31, 2017.
- (b) **Two year Post Graduate Diploma in Management (PGDM 2015-17)**
  - ▶ Final year students with 0-24 months pre-MBA work experience.
  - ▶ Placement Window: Day 0-2: November 21, 2016 to November 23, 2016 (Monday to Wednesday).
  - ▶ Rolling placements: November 24, 2016– January 31, 2017.

### Summer Internship Selection Process:

#### PGDM 2016-18 (1<sup>st</sup> Year Students):

- ▶ Pre-MBA Experience: 0-24 months; 50 % of the batch is fresher
- ▶ Internship Selection Window: Day 0-2: October 20, 2016 to October 22, 2016 (Thursday to Saturday)
- ▶ Rolling process: From October 24, 2016 - December 31, 2016
- ▶ Internship period – 1<sup>st</sup> April to 30<sup>th</sup> June 2017 (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 to schedule your session in a better manner if you can confirm the same by first week of October 2016, 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



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

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

[info@greatlakes.edu.in](mailto:info@greatlakes.edu.in) | [www.greatlakes.edu.in](http://www.greatlakes.edu.in)