



Great Lakes Institute of Management

Gurgaon Campus: Near Bilaspur Chowk, NH-8, Gurgaon - 122 413, Haryana

Gurgaon City Office: 14th Floor, Block B, Vatika Towers, Sector 54, Golf Course Road, Gurgaon - 122 002, Haryana

Chennai Campus: Dr. Bala V Balachandar Campus, ECR Road, Manamai, Tamil Nadu - 603 102

www.greatlakes.edu.in/gurgaon

WHY GREAT LAKERS?



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 Schools with campuses in Chennai and Gurgaon. Led by exceptional academic faculty, steered by an outstanding advisory council and buoyed by international collaborations, Great Lakes has within a short span of 13 years, emerged as a top-ranked Business School.

2 Campuses (Chennai, Gurgaon)	9 Centers of Excellence	25+ Global Visiting Faculty from the likes of Stanford, Kellogg and Yale	150+ Industry Leaders on Campus in 2016	46 Industry Titans on Business Advisory Council
5500+ Alumni Network spread over 28 countries	50+ Full Time Faculty	90+ Prizes won by Students at National & International Level in 2016-17	42 Global Thought Leaders on Academic Advisory Council	10 Collaborations with Leading Global Institutions

2016 Rankings*

1st among Top 10 Analytics Institutions (B-School) by **Analytics India**

5th among Top Private B-Schools by **CAREERS360**

6th among One Year MBAs by **OUTLOOK**

10th among top Business Schools by **Business India**

*Chennai Campus

Global Associations



GREAT LAKES, GURGAON

Great Lakes' Gurgaon campus offers cutting edge programs designed with industry relevance and adhering to global academic standards.

The strategic location in Delhi-NCR offers unparalleled access to the industry in the form of interactions with the finest thought leaders including CXOs, Policymakers, and Entrepreneurs. The Institute's activity now includes the full-time post graduate management programs, corporate training programs, consulting services and independent research to enhance the intellectual capital and knowledge base.



Why should you hire a Great Laker?



1

MENTORED BY WORLD CLASS FACULTY



Dr Himadri Das

Director – Great Lakes Gurgaon and Professor

Area – Finance & Information Systems



B.Tech and **MBA**, IIT Delhi

MS and **Ph.D.** University of Virginia, USA



Former Professor & Dean (Academic Affairs), IMI, New Delhi

12+ years of Corporate experience in the Technology space including as CTO & Co-founder



Dr Ahindra Chakrabarti

Director – PGDM and Professor

Area – Finance & Accounting, Energy



Master's in Commerce, University of Burdwan;

LLB, University of Delhi; **Ph.D.** University of Burdwan



Formerly undertaken consulting assignments of DFID, European Commission, ILO and World Bank.

Currently serving as Member Expert Committee for MOUs of the Department of Public Enterprises



Dr Umashankar Venkatesh

Director – PGPM and Professor

Area – Marketing



Master's in Management, Banaras Hindu University

Ph.D. in Consumer Behaviour, Vikram University



Former Professor of Marketing and Area Chair, IMI Delhi;

Professor & Dean, GD Goenka World University;

Vice Chancellor Designate, ITM Universe;

Advisor, Miebach Consulting India;

Authored a book – Readings in Services Management



Prof. Gourav Dwivedi

Senior Lecturer

Area – Operations Management



B.Tech, Harcourt Butler Technological Institute, Kanpur

Recently submitted his **FPM** thesis at IIM Lucknow

Worked in L&T for 6 years before joining IIM Lucknow



Dr Vikas Prakash Singh

Professor

Area – Energy & Economics



Ph.D. in Foreign Exchange Risk Management, University Business School, Punjab University, Chandigarh and SAA, Turin, Italy.

MBA from Bauer CT College, University of Houston

Master's in Economics from Dept. of Economics, Punjab University Chandigarh.



Delivered several lectures for senior executives of Indian Energy Sector majors like – IOCL, ONGC, Shell, Cairn, Jindal Steel & Power and HPCL etc



Dr Bappaditya Mukhopadhyaya

Program Director – PGPBA and Professor

Area – Analytics, Finance & Economics



Ph.D. in Financial Economics from Indian Statistical Institute, Kolkata



Visiting faculty at IIM Calcutta, University of Ulm Germany and SP Jain Centre for Management Singapore and Dubai.

Managing Editor of Journal of Emerging Market Finance, Journal of Infrastructure and Development and serves on the Editorial Advisory Board of International Research, Journal of Finance and Economics, International Bulletin of Business Administration, European Journal of Economics, Finance and Administrative Sciences and International Journal of Applied Economics and Finance.

Special Invitee on Board for Risk Management Committee, Punjab National Bank, Member Index Committee, NCDEX, Advisory Board Member, Asia Pacific Association of Derivatives (APAD), Member, Research Advisory Committee, NICR, and Special Invitee on Board for Risk Management Committee, IFCI.

Ranked 3rd in the Analytics India Magazine's list of **"10 Most Prominent Analytics Academicians 2017"**



Dr Poornima Gupta

Associate Professor

Area – OB & HR



Ph.D. in Management, Jamia Hamdard

Post Graduate in Management and **BSc** in Statistics from Lucknow University



Conducted several MDPs for executives of North Delhi Power Ltd (NDPL), CSIR and FIEO

Authored 3 books on Organizational Behaviour



Dr Preeti Goyal

Professor

Area – Finance & Accounting



Ph.D. FMS, Delhi

MBA from the George Washington University, USA



Worked for leading firms in the area of Financial Services in India, US and Europe - with Fannie Mae in Washington DC and Deloitte & Touche's Capital Markets group in New York.

Finance Faculty at leading business schools including FMS and MDI



Prof. SK Palhan

Professor

Area – Operations Management



B.Tech, I.I.T Kharagpur

DIM and **MBA**, FMS, Delhi University



Conducted more than 250 programmes on Self Effectiveness & Team Building in large number of software companies, banks, leading management institutes, scientists of national labs and judges of Delhi courts.

Advisor to Centre for Joint Warfare Studies in Ministry of Defence and Managing Trustee of Pathfinder Trust.

Authored three books: "Managing Projects" published by New Dawn Press, Inc., USA, UK, and India; Self Effectiveness: The Power of Meditation; and co-authored Defence Industrial Base-2025 published by CENJOWS



Dr Satish Kalra

Professor

Area – Organisational Behavior



Ph.D. from Tata Institute of Social Sciences (TISS), Mumbai in Social Sciences.



Formerly associated with premier B-Schools like NITIE, IIM Lucknow (founding member), MDI, and IMI.

About 90 peer reviewed research publications in national and international journals.

Visiting Scholar at Fairleigh Dickinson University



Dr Jones Mathew

Professor

Area – Marketing



Ph.D. Indian Institute of Foreign Trade (IIFT)

MBA in Marketing, BIT-Mesra, Ranchi

B.A. Economics, Lucknow University



18 years of industry experience followed by 7 years of B-School academic experience.

Avid researcher with a plethora publications to his credit and has won various national and international level case study competitions like ISB-IVEY Global Case Competition



Dr Sridhar Telidevara

Associate Professor

Area – Analytics & Economics



Ph.D. in Economics, SUNY at Buffalo, USA

M.A. in Economics, SUNY at Buffalo, USA

B.ENG, Andhra University



10 plus years of teaching and research experience in India, USA and Dubai



Dr Mudit Kulshreshtha

Co-Director – Analytics Center of Excellence and Professor

Area – Analytics, Strategy & Economics



Ph.D. in Analytics & Econometrics, Indira Gandhi Institute of Development Research, Mumbai

BE, MNIT, Allahabad



Former Professor at IIM Kashipur

Previously worked at E&Y, Deloitte, Angel Broking & at Payback, a subsidiary of American Express as VP and Head of Analytics



Prof. KJ George

Director, Corporate & Career Services and Associate Professor

Area – Marketing



MBA in Retail Store Operations from Sikkim Manipal University

Pursuing Ph.D. in Retail



Former Placement Head at TAPMI, Welinkar & BIMTECH

Approximately 15 years of experience in the Retail Industry across a cross section of companies in senior sales roles

2

PERSPECTIVES FROM TOP INDUSTRY LEADERS

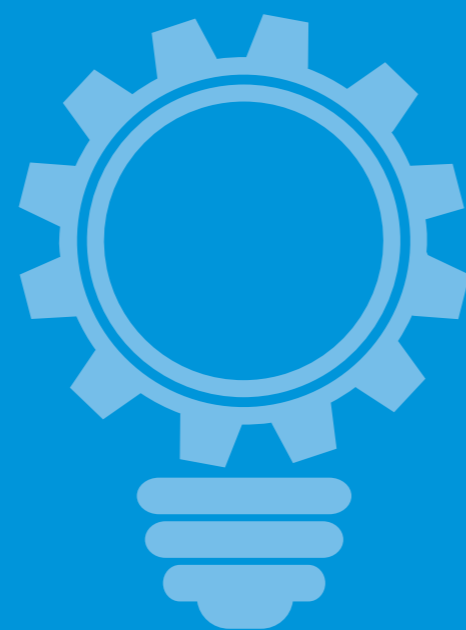
Our students interact and learn from the best in the industry

115

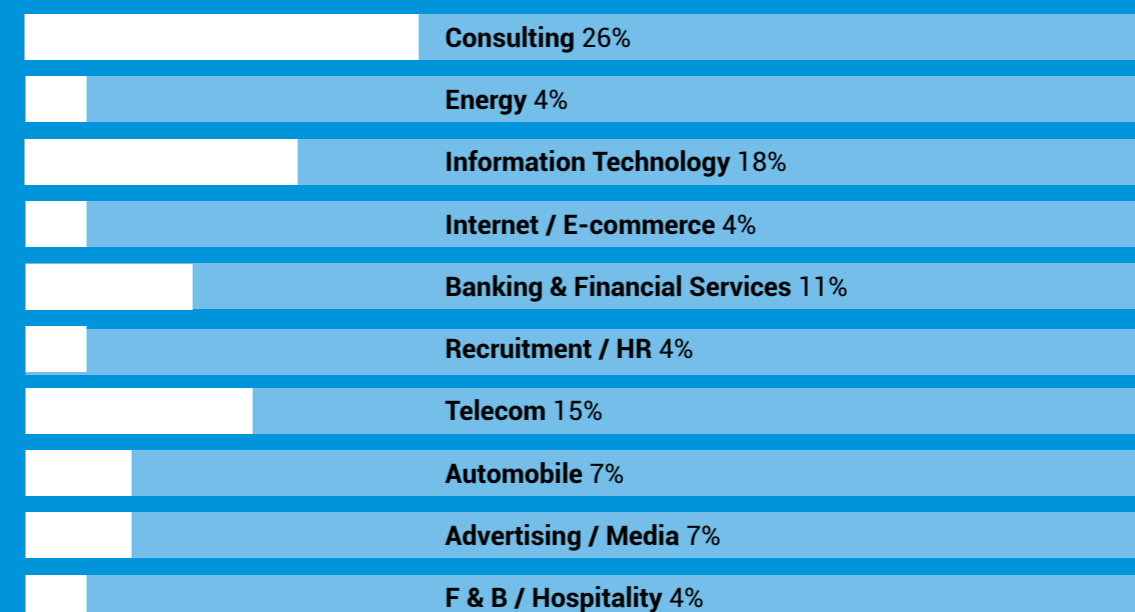
Corporate Guest Lectures in 2016-17

27

CXOs visited the campus in 2016-17



CXO Talk Series 2016-17



Some prominent Industry Leaders who interacted with the students in the past year



Ankur Warikoo,
Founder & CEO



Kamlesh Kumar,
AVP



Vipul Soni,
VP (SAP)



Manish Dewan,
Head Retail Sales



Sirini
Sriperumbuduri,
Partner



Anu Yadav,
Head HR



R Balachander,
Partner & National Leader
(Accounting, Compliance &
Reporting)



Sachin Bhatia,
Co-founder & CEO



Dr Mulkul Jain,
Consultant



Viswapriya Kochhar,
Associate Director &
Business HR Head



Saurabh Sharma,
Employer Branding
Leader



Virender Gaur,
GM (Business
Excellence)

3

STUDENT QUALITY

Our admissions process includes rigorous evaluation of candidates based on standardized test scores, profile, analytical writing test and personal interview to ensure a high quality and diverse student body

270

Students across programs

3.3

Years Average Work Exp. in PGPM

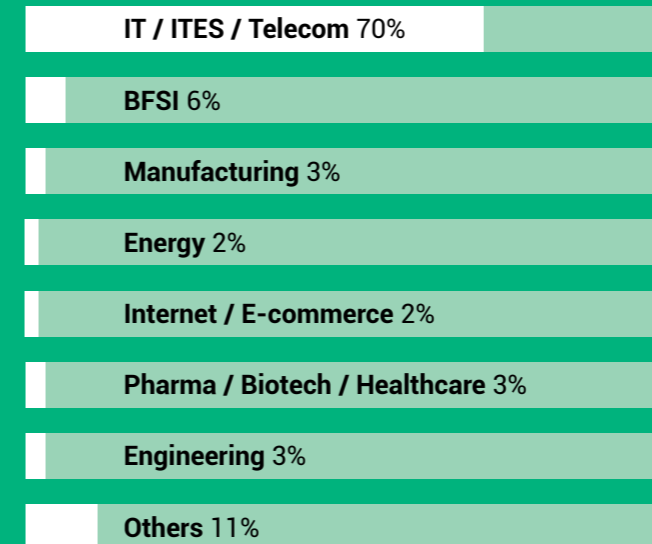
2.1

Years Average Work Exp. in PGDM



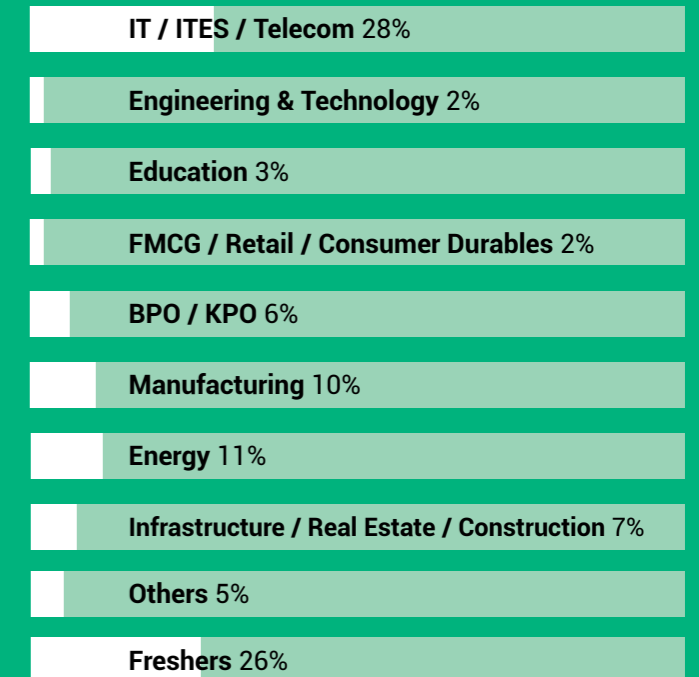
PGPM

Industry



PGDM

Industry



Organizations

A representative list of organizations our PGPM and PGDM students have come from

Accenture	Bank of Baroda	Capgemini India	Cognizant Technology Solutions
General Motors	HCL	Headstrong Services India	Hewlett Packard Enterprise
Hindustan Coca-Cola Beverages	Huawei	ICICI	IIT Indore
Infosys Technologies	Larsen & Toubro	Mars Enterprises and Catering	Mobius
Nestle India	Punjab National Bank	Regency Yamuna Energy	Robert Bosch Engineering and Business
Solutions Limited	Solaris Power	Tata Bluescope Steel	TCS
Tech Mahindra	Wipro Group	Wipro Technology	WNS Global Services

4

BUSINESS RELEVANT CURRICULUM

Our Curriculum is co-created and co-delivered with academicians & Industry leaders

ACADEMIC ADVISORY COUNCIL *

Dr Philip Kotler	Kellog School of Management, Northwestern University
Dr Seenu Srinivasan	Graduate School of Business, Stanford University
Dr Shyam Sunder	School of Management, Yale University
Dr Aswath Damodaran	New York University
Dr Lakshmanan Shivakumar	London Business School
Dr Jitendra V. Singh	Wharton – University of Pennsylvania
Dr Srikant M. Datar	Harvard Business School
Dr V.S. Arunachalam	Carnegie Melon University

BUSINESS ADVISORY COUNCIL *

Dr Ratan Tata	Chairman Emeritus, Tata Sons
Mr Jamshed Godrej	Chairman & MD, Godrej & Boyce Mfg. Co.
Mr Narayan Murthy	Founder, Infosys
Mr Rahul Bajaj	Chairman & MD, Bajaj Group
Ms Indra K. Nooyi	Board Chairman & CEO, Pepsi Co.
Mr S. Ramadorai	Vice Chairman Tata Consultancy Services
Mr Kumaramangalam Birla	Chairman, Aditya Birla Group
Mr Roger Nelson	Former Chairman, EY Consulting

*Partial List



INDUSTRY VISITING FACULTY

Subject	Visiting Faculty	Affiliation
Quantitative Methods	Dr Subhash Datta	Director, Centre for Inclusive Growth and Sustainable Development
Critical Analytical Thinking, Business Consulting	Prof. Sujit Kumar	Management Consultant
Management Information Systems	Dr Ram Sriram	CRT Distinguished Professor of Accounting, Georgia State University
Business Analytics Using R	Mr MV Yugandhar	Consultant, Analytics
Web and Social Media Analytics	Mr Samraat Kakkar	Head Digital, Team Airtel
Digital Marketing	Mr Apurva Chamaria	VP & Head - Corporate Marketing, HCL Tech
Business Intelligence	Mr Vinit Thakur	Consultant, IT
Internet Business	Mr Ankur Warikoo	Co-founder & CEO, NearBuy
	Mr Bharanidharan Viswanathan	Co-founder & CEO, 91mobiles.com
	Mr Ankur Dhawan	Chief Business Officer-Resale Transactions, PropTiger.com
	Mr Rajpal Duggal	Group President - Long Term Strategy & Planning, Oxygen
	Mr Deepak Batra	Director-Real Estate, Olx.com
	Mr Apar Sureka	VP-Online Products, Makemytrip.com
	Mr Pratik Singhla	Associate Director-Merchant Strategy, Shopclues
	Mr Nitin Pandey	Founder & CEO, Parentune.com
Mr Manu Malhotra	Digital Marketing Consultant, Adobe	
Marketing and Retail Analytics	Mr Rajarshi Pandit	Co-founder, AnkAnalytics
Managing B2B Sales	Mr Jitendra Bhardwaj	VP, NIIT Technologies Limited
Strategic Sourcing of Services & Corporate Quality	Prof. M Rajamanickam	Consultant, ProXL Consulting

5

LIVE INDUSTRY PROJECTS

All our students work on live counseling projects with organizations to help solve real life business problems

29

Live Projects taken up by 126 Students in 2016-17



Live Project Domains undertaken last year



Marketing
16%



Market Research
32%



Supply Chain Management
12%



Analytics
8%



Finance /
Financial Modeling
8%



Digital Marketing
8%



Operations & Analytics
8%



Credit Modeling /
Risk Analytics
8%

Some of the projects undertaken over the years

Adventure Nation

Market research and analysis to study the feasibility of launching an Adventure Gear website

Amazon India

The federal tax structure of India and its impact on e-commerce companies

Delhivery

Evaluation of operational sites for ISO readiness and design a process manual for the ERP system of Delhivery

DTDC

Market research and business development for DTDC International Courier Services; Studying the floor operations in the international division of DTDC facility and increasing the process efficiency of the shipments

GMR Sports (Delhi Daredevils)

Retail strategy for sports merchandise in NCR via Consumer and Retailer Research

Happay

Business expense management Systems

HCL Technologies

Tracking digital touch points of customers across channels and suggesting Multi-Channel Attribution using Google analytics

Jindal Saw

A report on financial restructuring of TATA steel

Maruti Suzuki

Reducing lead time by analyzing supply chain management system of Maruti Suzuki Ltd.

Murugappa Group

Evaluating new business development opportunities and market research for cholamandalam's general insurance

NIIT Technologies

To introduce Core Banking Solution into the market

Samsung

Impact analysis of samsung's "make for india" advertisement campaign

Snapdeal

Increasing awareness about Snapdeal through Advertising & Recognizing the sectors and verticals for Exclusive Launches

Shopclues

Analyzing the buying pattern, trend and profiling of the Customers in Shopclues.com

Standard Chartered

Factoring & receivables financial solutions for SMEs in India

Oxigen

Applications of Blockchain Technology in Financial Services

MANAGEMENT CONCLAVE: SAPIENCE

Sapience is Great Lakes Gurgaon's Annual Management Conclave which focuses and addresses a chosen theme every year. Last Year's theme was Building Sustainable Businesses through Profitable Growth.

The conclave had a keynote session followed by four panel discussions. The keynote session addressed the conclave's theme at a macro level and set the tone for the panel discussions to follow. Each panel had around 6-7 members. The panels discussed a specific topic pertaining to the chosen theme.

Each panel discussion was preceded by a 10 minute presentation by a Great Lakes student introducing the topic and summarizing the context for the panel discussion to follow. The conclave was graced by Mr Hitesh Oberoi, Co-Promoter, Managing Director & CEO, Info Edge India and 23 eminent industry leaders who participated in panel discussions on building sustainable businesses in the key areas viz. Internet Business, Digital Marketing, Analytics and Renewable Energy.



SAPIENCE 2016 PARTICIPANTS

KEY NOTE SPEAKER: Hitesh Oberoi, Co-Promoter, Managing Director & CEO, Info Edge India

PANEL 1: Internet Business - Shift in Focus From Cash Burns to Profits

Vikrant Mudaliar	Chief Marketing Officer, Yatra (Panel Moderator)	Rishabh Malik	Co-founder & VP, Business Development, Droom
Atul Tewari	Chief Operating Officer, Quikr	Ankur Dhawan	Chief Business Officer, Prop Tiger
Irwin Preet Singh	Chief Operating Officer, OLX	Nitin Kochhar	VP - Category, Shopclues

PANEL 2: Financial Services - Growing the Market while Lowering Costs

Ahindra Chakrabarti	Professor & Program Director, Great Lakes (Panel Moderator)	Rajat Mathur	Sr. Vice President - Products, Marketing & Strategic Partnerships, GE SBI Cards
Rajpal Duggal	Group President - Long Term Strategy & Planning, Oxigen	Subho Ray	President, Internet & Mobile Association of India (IMAI)
Abhishek Bondia	Co-founder, SecureNow	Bhupesh Arya	Senior Vice President, DHFL Primarica Insurance

PANEL 3: Analytics - Uncovering Insights to Drive Profitability

Vishal Aggarwal	Senior Director, Cognizant Technologies (Panel Moderator)	V Shekhar Avasthi	Chief Data Scientist & Principal Consultant, Facts-n-Data
Nitin Aggarwal	Vice President, Smart Cube	Swati Jain	Vice President - Decision Analytics, EXL Service India
Nanak Banerjee	Vice President - Data Analytics, RateGain	Vivek Pran Chowdhury	Managing Consultant, IBM

PANEL 4: Renewable Energy - Unravelling the Riddle

Ravi Segal	Managing Director, GE Energy Consulting (Panel Moderator)	Prodyut Mukherjee	AGM, IDAM Infra
Ashootosh Sharma	Director, Equis Funds	Gagan Pal	Vice President - Operations, TATA Power
Sandeep Das	Principal Consultant & Renewable Energy Expert, Feedback Infra		



ABOUT PGPM

The Great Lakes PGPM is uniquely designed to deliver customer-centricity, meritocracy and corporate ethics in one year.

The PGPM facilitates students' understanding of the dynamics between the various functional areas of a business system and offers specializations in the areas of Marketing, Finance, Operations & Analytics thereby appreciating the need for developing cross functional perspectives in business. With emphasis on leadership, team work, inclusivity principles and value based management, PGPM makes the students capable of responding to complex business requirements that arise in a changing global business environment.



Program Highlights

One year fast-track MBA program in Management

Diverse and experienced peer group provides access to unparalleled peer learning

Specific focus on emerging areas like Internet Business and Analytics

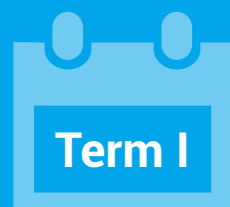
Global perspectives from renowned international faculty and globally benchmarked curriculum

Based in the Corporate Hub of Gurgaon



PGPM CURRICULUM

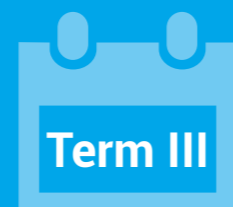
CORE COURSES



- Marketing Management-I
- Financial Accounting
- Organizational Behaviour
- Business Communication
- Statistical Methods in Decision Making
- Micro Economics



- Financial Management-I
- Marketing Management-II
- Human Resource Management Systems
- Managerial Accounting
- Macro Economics
- Quantitative Methods
- Personal Effectiveness
- Critical Analytical Thinking



- Strategic Management
- Market Research
- Intelligently Interacting with Others
- Management Information Systems
- Financial Management-II
- Business Analytics (Using R & SAS)
- Operations Management

TERM 4 TO TERM 7 : ELECTIVES



Marketing

- Web & Social Media Analytics
- Digital Marketing
- Consumer Behaviour
- Marketing & Retail Analytics
- Sales & Distribution Management
- Product & Brand Management
- Customer Relationship Management
- Services Marketing



Finance

- Security Analysis & Portfolio Management
- Financial Statement Analysis & Valuation
- Banking Management
- Financial Modeling
- Derivatives & Risk Management
- Risk & Fraud Analytics
- International Finance
- Mergers & Acquisitions



Operations & IT

- Business Intelligence
- Internet Business
- Project Management
- Supply Chain Modeling & Analysis
- Service Operations Management
- Enterprise Resources Planning
- Demand Planning & Forecasting
- Strategic Sourcing & Corporate Quality



Business Analytics

- Business Intelligence
- Marketing & Retail Analytics
- Web & Social Media Analytics
- Machine Learning
- Derivatives & Finl. Risk Mgt.
- Financial Analytics
- Demand Planning & Forecasting
- Other Domain Applications



Other Electives

- Entrepreneurship
- Leadership Effectiveness Through Self Awareness
- Managing B2B Sales
- Legal & Ethical Aspects of Business
- Corporate Governance & Responsible Business
- Contemporary Pricing Strategies



ABOUT PGDM

The PGDM helps its participants transform into Business-Ready Managers capable of responding to complex business requirements.

The two year PGDM is an exceptionally industry oriented program. In addition to a full-time 10 week summer internship, it also has a compulsory academic requirement of a 6 month industry live project in parallel with coursework during the last 6 months of the two year program. This is graded equivalent to two full compulsory courses. In these projects students acts as consultants to the companies they do projects for. They not only derive significant industry relevant learning but also add value to companies they work with.



Program Highlights

Two Year fully residential program with rigorous 10 weeks summer internship

Curriculum designed and developed in collaboration with the industry ensuring the right skill, knowledge and attitude development

Distinguished faculty with Ph.D.s or MBAs from top business schools and extensively engaged in research and consulting in the industry

Student access to wide variety of industry sites including projects, manufacturing and control facilities

Based in the Corporate Hub of Gurgaon

PGDM CURRICULUM



CORE COURSES

Term I

- Financial Accounting for Decision Making
- Micro Economics
- Marketing Management-I
- Individuals in Organizations (OB-I)
- Quantitative Methods for Decision Making-I
- Business Communication
- Management Information Systems

Term II

- Cost and Managerial Accounting
- Macro Economics
- Marketing Management-II
- Production & Operations Management
- Quantitative Methods for Decision Making-II
- Financial Management-I
- Critical Analytical Thinking

Term III

- Financial Management-II
- Groups in Organizations (OB-II)
- Human Resource Management
- Optimization Models for Business Decision Making
- Business Research Methods
- Personal Effectiveness
- Financial Modeling

Term IV

- Business Analytics
- Strategic Management
- Business Consulting
- Corporate Governance & Business Ethics
- Elective-1
- Elective-2
- Elective-3

Term V

- Research Project
- Business, Government and Society
- Leadership
- Elective-4
- Elective-5
- Elective-6

Term VI

- Research Project cont.
- Business Negotiation
- Elective-7
- Elective-8
- Elective-9

LIST OF ELECTIVES



Marketing

- Digital Marketing
- Consumer Behaviour
- Sales & Distribution Management
- Product & Brand Management
- CRM
- Services Marketing



Finance

- Security Analysis & Portfolio Management
- Financial Statement Analysis & Valuation
- Banking Management
- Financial Modeling
- Derivatives & Risk Management
- Mergers & Acquisitions



Operations

- Internet Business
- Project Management
- Supply Chain Modeling & Analysis
- Service Operations Management
- Demand Planning & Forecasting
- Enterprise Resources Planning



Analytics

- Web & Social Media Analytics
- Marketing & Retail Analytics
- Business Intelligence

PGPM 2016-17 PLACEMENT



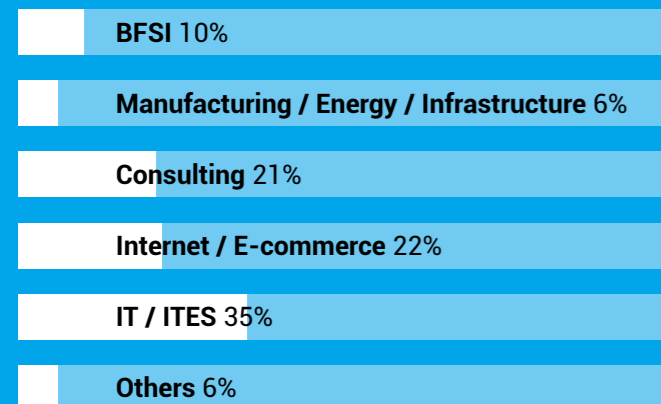
₹ **10.51**

Lacs p.a.
Average CTC

₹ **15.50**

Lacs p.a.
Highest Domestic offer

Industry Classification



Domain Classification



PGPM 2017-18 CLASS PROFILE

FINAL PLACEMENTS

3.3

Years Average
Work Experience

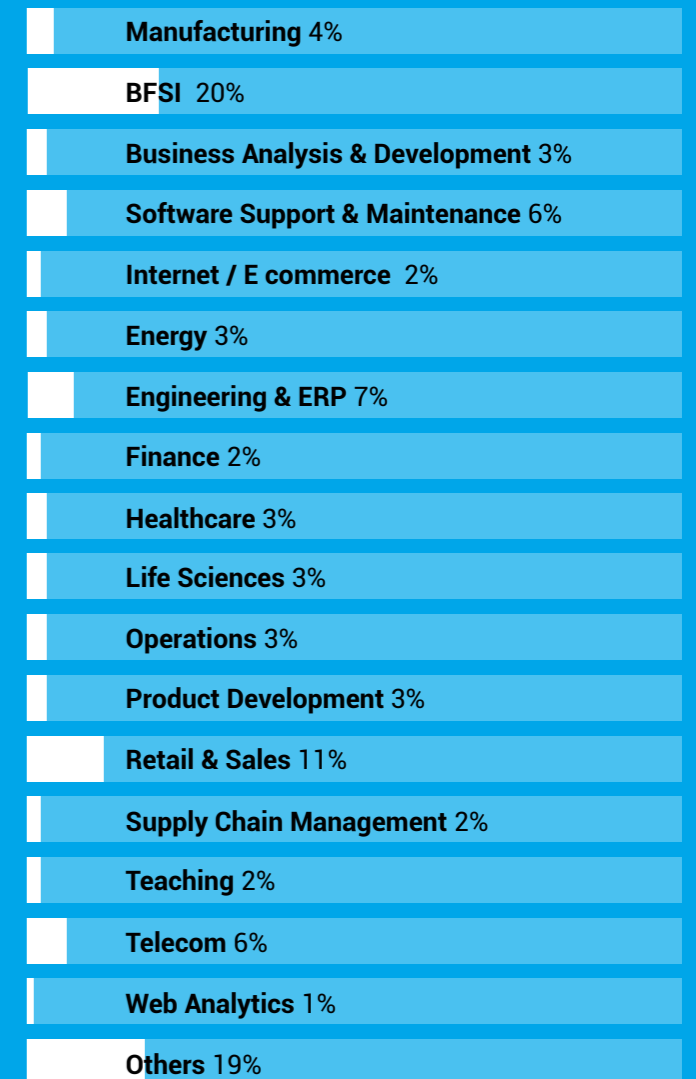
24%

Women
in the Batch

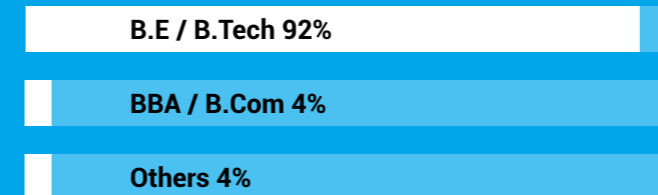
70%

Class has a background
in Technology

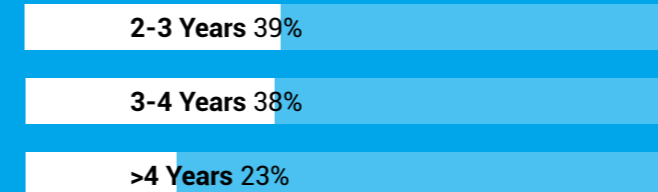
Domain Classification



Graduation



Work Experience



PGDM 2015-17 PLACEMENT



₹ **9.1**

Lacs p.a.
Average CTC

₹ **13.5**

Lacs p.a.
Highest Domestic offer

PGDM 2016-18 CLASS PROFILE

FINAL PLACEMENTS

2.1

Years Average
Work Experience

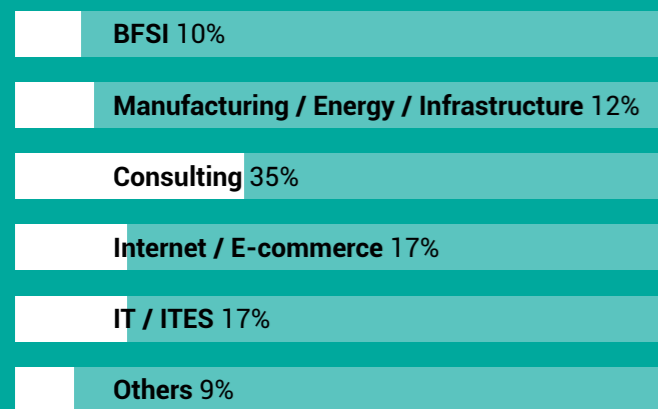
25

Years
Average Age

30%

Women
in the Batch

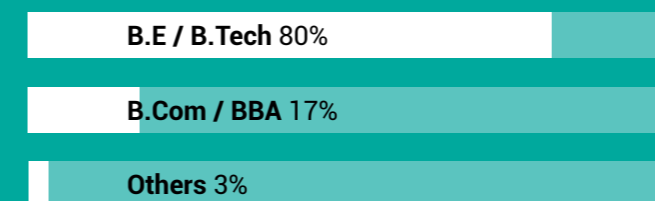
Industry Classification



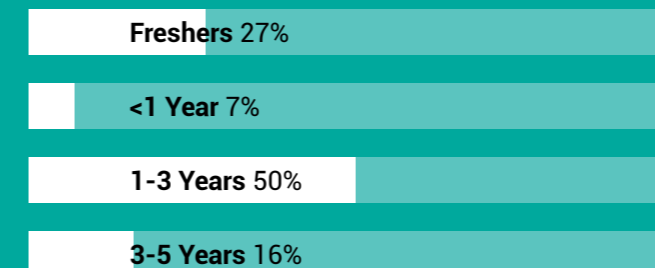
Domain Classification



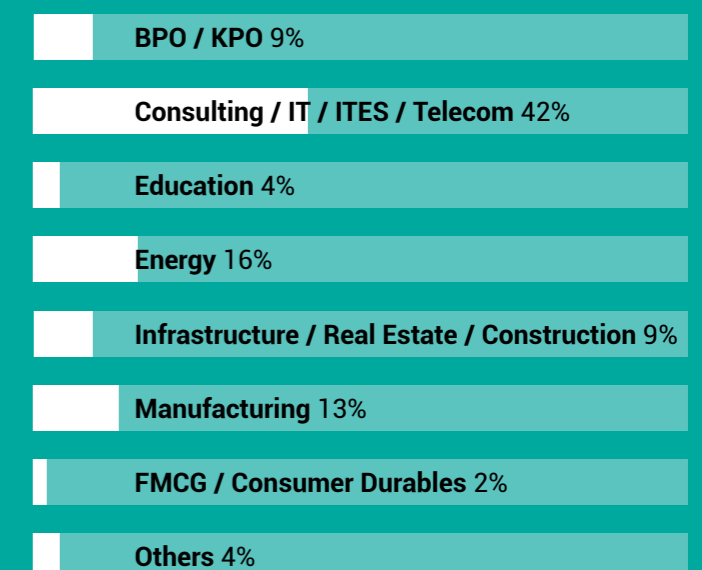
Graduation



Work Experience



Industry Distribution



PGDM 2017-19 CLASS PROFILE

SUMMER INTERSHIPS

1.7

Years Average
Work Experience

23.2

Years
Average Age

32%

Women
in the Batch

Graduation

B.E / B.Tech 49%

BBA / B.Com Hons / B.Com 39%

Others 12%

Work Experience

Freshers 57%

<1 Year 7%

1-2 Years 25%

2-4 Years 11%

Industry Distribution

BFSI 8%

BPO / KPO 8%

Consulting 13%

Energy 5%

Family Business 11%

FMCG / Retail / Consumer Durables 5%

Infrastructure / Real Estate / Construction 11%

IT/ ITES / Telecom 21%

Manufacturing 13%

Auditing 3%

E-commerce 3%



CORPORATE ENGAGEMENT



Industry Lectures

Great Lakes Institute of Management, Gurgaon believes in continuous engagement with the business leaders across verticals and functions to facilitate learning and development of the students in both PGPM and PGDM programs. There is a perpetual challenge of keeping each classroom session fresh and interactive. Guest lectures are opportunities for the corporate to interact with the students and understand the mindset, while it's a great opportunity for students as well to learn from the industry experts about the latest trends and what is it that they look in while talking to future managers.



Live Projects

Hands-on or applied learning is of critical importance for developing competent management professionals. We at Great Lakes, create this practice based opportunity by making our students go through a compulsory Consulting project termed as live project with a company, while working in small groups. The problems that we undertake may be functionally aligned (viz. Marketing/Sales/Finance/Operations etc.) or cross-functional in nature.

Given that most of our students have prior work experience ranging from 2 to 6 years – it is a clear opportunity for companies to engage with energetic human resource

representing cutting-edge knowledge and skills on one hand and a creative problem solving métier on the other.

In the past we have had a variety of companies with different kinds of problem statements participating in this program such as:

- Amazon
- HCL Technologies
- Safe express
- TAFE
- Samsung
- Viom Networks
- Ritu Kumar
- Delhivery
- 91 Mobiles
- Rehnus Logistics



Special Interest Groups

In the era of continuous improvement, we try to understand and meet the needs of students. Special Interest Groups are focus groups of clearly defined audience. Professional SIGs at Great Lakes, Gurgaon are groups of people who are similar in one or more ways, and are guided through a facilitated discussion on a clearly defined topic to gather information.

The goal of the SIG is self disclosure, in addition to connecting students with other students who have similar

interests. SIGs are platform for students to adopt and interact with the mentors in the field of interest. Following are the 8 SIGs through which Corporates mentor students:

- Analytics
- BFSI
- Consulting
- Energy
- IT/ITES
- Internet Business
- Logistics/SCM
- Marketing

CONTACT US

CORPORATE & CAREER SERVICES (CCS) TEAM

For information and queries related to Guest Lectures, Internships, Live Projects, Final Placements, please write to placements@greatlakes.edu.in

Prof KJ George
Director - CCS
george.k@greatlakes.edu.in
+91 8197725224


Sandeep Ranjan
Associate Director - CCS
sandeep.ra@greatlakes.edu.in
+91 9582922284

Shailaja Sharma
Assistant Director - CCS
shailaja.s@greatlakes.edu.in
+91 8826004413


Anil Kumar
Assistant General Manager - CCS
anil.k@greatlakes.edu.in
+91 9654961593




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 <http://greatlakesgurgaon.wordpress.com>