

GREAT FOR BUSINESS

GREAT FOR BUSINESS



Great Lakes is not just another School of Business, but a holistic competency building centre. With a 360-degree learning system, we nurture and develop an exceptional pool of candidates who are “Business Ready”. Discover how the next generation of Business Leaders can help transform your business.



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ABOUT GREAT LAKES

Great Lakes Institute of Management, founded in 2004 by Dr. Bala V. Balachandran, Padma Shri awardee, is among India's leading business schools with campuses in Chennai and Gurgaon. Led by exceptional academic faculty, steered by an illustrious advisory council including some of the world's most renowned academicians, policy makers and business luminaries, Great Lakes has emerged as a top ranked business school within a short span of 14 years.



HIGHLIGHTS

2

Campuses

9

Centres of Excellence

10

Collaborations with leading international universities

25+

Global visiting faculty from Stanford, Yale, Kellogg and 50+ full time faculty

42

Renowned global academicians on Academic Advisory Council (AAC)

46

Industry titans on Business Advisory Council (BAC)

150+

Industry leaders on campus in 2017

7800+

Alumni members across 30 countries

GREAT LAKES RANKINGS 2017*

1st

by **ANALYTICS INDIA MAGAZINE**
(Top 10 Analytics Education Institutions)

3rd

by **OUTLOOK**
(One Year Programs)

4th

by **BUSINESS WORLD**
(One Year Programs)

4th

by **CAREERS 360**
(Private B-Schools)

9th

by **BUSINESS INDIA**
(Top B-Schools)

14th

by **BUSINESS TODAY**
(Top B-Schools)

GLOBAL ASSOCIATIONS*

Stuart School of Business
ILLINOIS INSTITUTE OF TECHNOLOGY

HKUST
BUSINESS SCHOOL
WORLD CLASS IN ASIA

UMKC
UNIVERSITY OF MISSOURI-KANSAS CITY

HHL
LEIPZIG GRADUATE SCHOOL OF MANAGEMENT

BAUER
COLLEGE OF BUSINESS
UNIVERSITY OF HOUSTON

UNIVERSITÉ DE BORDEAUX

ACCREDITATIONS*

ASSOCIATION OF AMBAs
ACCREDITED

SAQS
ACCREDITED

* Chennai Campus

WHY ARE GREAT LAKERS GREAT FOR BUSINESS?

Great Lakes has an unrelenting focus on being **Relevant for the Industry**. Right from enrolling experienced students to co-creating the curriculum with the best in the industry and ensuring our students get unparalleled access to industry leaders, we endeavor to transform Great Lakers into leaders who are ready to deliver organizational and functional impact from day 1.

BUSINESS-READY STUDENTS

Great Lakes is one of the first schools in India to have a flagship program exclusively for experienced students who can start delivering on their job post-MBA from day 1.

- Our PGPM students form a cohort that is diverse, has a head-start in business and an understanding of cross-functional collaboration
- A typical PGPM class at Great Lakes has over 500 years of collective work experience across diverse industries, functions, and geographies

CUTTING EDGE CURRICULUM

Great Lakers build their fundamentals through our curriculum that is constantly innovated to meet the emerging business requirements.

- One of the first B-schools in India *to pioneer Business Analytics* specialization for developing leadership skills, leveraging technology for business decision making, and gaining competitive advantage. Today Great Lakes' Analytics program is **ranked No.1 for three years** in a row
- First to introduce *Artificial Intelligence and Machine Learning* specialization in the curriculum

PERSPECTIVES FROM INDUSTRY LEADERS

Great Lakers meet, interact with and learn from titans of business, global academicians, policy makers throughout the year.

- 100+ CXOs and industry leaders shared perspectives with Great Lakers in 2017-18

SKILLS NURTURED THROUGH EXPERIENTIAL LEARNING

Great Lakers develop problem solving, team and leadership skills through experiential learning opportunities outside of the classroom.

- 40 live projects were taken up by the PGPM Class of 2018 across streams such as marketing, finance, analytics etc
- Karma-Yoga Experiential Leadership program helps nurture leadership skills including empathy, teamwork and inclusivity through community building

GUIDED BY THE BEST

Great Lakes is guided by some of the most outstanding individuals across the world who are committed to creating a business relevant academic experience for Great Lakers.

- The Business Advisory Council (BAC) is chaired by Dr. Ratan N. Tata and comprises of 46 industry titans
- The Academic Advisory Council (AAC) is chaired by Dr. Bala V Balachandran and comprises of 42 global thought leaders including Dr. Philip Kotler, Prof. Aswath Damodaran, Dr. Srikant Datar, Dr. Shyam Sunder, to name a few

STRONG ALUMNI NETWORK

Nearly 8000 Great Lakers work in over 30 countries across 5 continents, with many in leadership roles.



MESSAGE FROM THE DEAN

A value-based education is what we strive to deliver at Great Lakes and you will find our students exceptional not only in the quality of work that they do but in the ideas they bring to the table, the skill with which they implement them and the conscientiousness with which they deliver results.

For the last 14 years, Great Lakes has been in the business of grooming smart managers and exceptional leaders. Our rigorous selection process is designed to select those that have it in them to do what is expected of them and go the extra mile. Competition is cut-throat and ruthless go-getters are the order of the day. However, in the quest for material wealth, we often find ourselves wondering if we should cross the line to make a quick buck. The answer is of course obvious but this is easier said than done. Great Lakes takes pride in the fact that we also make this answer easily perceptible. Our award-winning Karma Yoga interventions are designed exactly to inculcate the qualities of sensitivity, sensibility and responsibility. Profit-making is certainly encouraged, but profiteering and greed are not. A value-based education is what we strive to deliver at Great Lakes and you will find our students exceptional not only in the quality of work that they do but in the ideas they bring to the table, the skill with which they implement them and the conscientiousness with which they deliver results.

I invite you to come to Great Lakes, see for yourselves and understand the work we do here. Take your time to evaluate what we have to offer. I guarantee you that you will need to look no further in order to find outstanding talent who have it in them to make a difference.

Bala V Balachandran

J L Kellogg Distinguished Professor of Accounting & Information Management, Northwestern University, USA

Founder, Dean & Chairman, Great Lakes Institute of Management, India
Founder & Chancellor, Great Lakes International University, Sri City, India



MESSAGE FROM THE DIRECTOR

A prime location, great faculty, cutting-edge curriculum and close industry relationship makes Great Lakes, Gurgaon a preferred destination for MBA aspirants and a responsive partner to businesses.

Great Lakes Institute of Management, Gurgaon, in a short span of 8 years has emerged as one of the most innovative and progressive B-schools of the country. Unlike most Indian educational institutions which are inward looking, from the inception our objective has been to fully integrate with the industry and cater to both its present and future requirements.

As a new age business school and in line with our goal of being the most industry responsive business school in the country, we have pioneered several initiatives. Great Lakes, Gurgaon, has been the first business school to introduce Analytics specialization in full time programs back in 2013 foreseeing that the future of decision making across fields will be driven by data. We have also designed and offered a cutting edge executive program in Business Analytics, PGPBABI (Post Graduate Program in Business Analytics and Business Intelligence) which has been consistently ranked No. 1 in the country ahead of all the top b-schools which are decades older! Not resting at that, we are again pioneering the introduction of a specialization in Artificial Intelligence and Machine Learning (AIML) given that these will be the critical tools for businesses going forward.

For a B-school to prosper there is a need for a good eco-system and close relationship with industry. Our very presence with a beautiful residential campus in the corporate hub of Gurgaon in Delhi NCR is a key enabler to achieve this objective of close engagement with the industry. We have been very successful in establishing a very vibrant engagement with corporates with a series of industry engagement activities such as Live Projects, Guest Lectures by CXOs, Industry conclaves, etc. Apart from internal faculty, the senior industry experts also play significant role in co-creating and co-delivering of our curriculum. The curriculum rich in cutting - edge areas and manifold platforms for industry engagement promise a highly rewarding learning environment for our students. Also being in the Delhi NCR region, we benefit from close proximity to a very diverse set of corporates ranging from new age startups to fortune 500 companies.

The biggest strength for Great Lakes, Gurgaon, however is our faculty who are among the most experienced and respected academicians in the country. Almost all our faculty have PhDs and most have taught at the very top business schools. Enabling them is a culture of openness and innovation which promotes close interaction with students as well as industry.

In summary a prime location, great faculty, cutting-edge curriculum and close industry relationship altogether makes Great Lakes, Gurgaon a preferred destination for MBA aspirants and a responsive partner to businesses from all over the country. I invite you to engage with us and experience a transformational educational journey.

Dr. Debashish Sanyal

Director, Great Lakes Institute of Management, Gurgaon



ACADEMIC EXCELLENCE WITH BUSINESS RELEVANCE

The Great Lakes MBA experience is designed to be industry-centric and business-relevant. The programs are co-created and co-delivered by some of the most accomplished business leaders of our time.

WORLD CLASS FACULTY

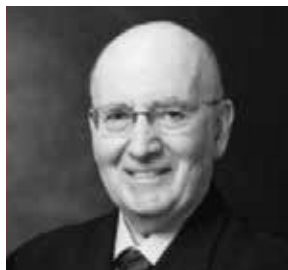
Our faculty members come with richly extensive academic and industry experience, bring real-world perspective and help students nurture their own.

- 50+ Full - time faculty
- 25+ International visiting faculty

ACADEMIC ADVISORY COUNCIL

The Academic Advisory Council (AAC) is chaired by Dr. Bala V Balachandran and comprises of 42 global thought leaders including Dr. Philip Kotler, Prof. Aswath Damodaran

Dr. Philip Kotler



S.C. Johnson & Son Distinguished Professor of International Marketing Kellogg School of Management, Northwestern University, Illinois, USA

Dr. Jagdish N. Sheth



Charles M. Kellstadt Chair of Marketing Goizueta Business School, Emory University, USA

Dr. Shyam Sunder



James L. Frank Professor of Accounting, Economics and Finance, School of Management, Yale University, USA

Prof. Aswath Damodaran



Professor of Finance Leonard N Stern School of Business, New York University, USA

Dr. Seenu V. Srinivasan



Adams Distinguished Professor of Management (Emeritus) Graduate School of Business, Stanford University, USA

CENTERS OF EXCELLENCE

The Centres of Excellence facilitate research, exchange of ideas, solutions to industry problems, and offer guidance to future decision makers.

- Kotler - Srinivasan Centre for Research in Marketing
- Centre for Excellence in Technopreneurship [CET]
- Union Bank Centre for Banking Excellence
- Great Lakes Centre For Management Research
- Centre For Excellence in Retail Management
- Centre for Excellence in Business Analytics and Business Intelligence
- Research & Analytics Centre of Excellence
- Digital & Internet Center of Excellence
- Centre for Energy Management & Research

LEADERSHIP PERSPECTIVES

Great Lakers regularly gain insights and perspectives from industry leaders, shaping them for future leadership roles.

Some of the names include senior level industry leaders from KPMG, Deloitte, Oracle, HDFC, Microsoft, RBI, Yatra, etc

- 100+ CXOs and industry leaders shared perspectives with Great Lakers in 2017 - 18

BUSINESS ADVISORY COUNCIL

The Business Advisory Council (BAC) is chaired by Dr. Ratan N. Tata and comprises of 46 industry titans including Mr. Narayana Murthy and Ms. Indra K. Nooyi

Dr. Ratan N. Tata



(Chairman - BAC) Chairman Emeritus Tata Sons Ltd.

Mr. Kumarmangalam Birla



Chairman Aditya Birla Group

Mr. Jamshyd N Godrej



Chairman & MD

Mr. Narayana Murthy



Executive Chairman and Additional Director, Infosys Ltd.

Mr. A. M. Naik



Group Executive Chairman Larsen and Toubro Ltd.

Ms. Indra K. Nooyi



Board Chairman and CEO Pepsi Co

MENTORED BY WORLD CLASS FACULTY

Dr Debashis Sanyal

Director – Great Lakes Gurgaon and Professor

Area – Finance

Ph.D. and M.Com from University of Calcutta.

- Prior to joining Great Lakes, Gurgaon, he was Vice Provost-Management and Dean of School of Business Management at NMIMS for over 7 years, where, he contributed significantly in launching new programs and leading initiatives for receiving international accreditation such as AMBA and AACSB

Dr Ahindra Chakrabarti

Professor

Area – Finance & Accounting, Energy

Masters 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

Masters 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 University
- Advisor, Miebach Consulting India
- Authored a book – Readings in Services Management

Prof. Ashish Kaushal

Assistant Professor

Area – Operations

M.Tech in Production & Industrial Engineering, Thapar University

B.Tech- Punjab Technical University

- Prof. Kaushal has worked in the capacity of a Teaching Assistant and comes with industry experience of working with NTPC- Koldam and ACC- Cements Ltd

Dr Vikas Prakash Singh

Director – PGDM and 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

Masters 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 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

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 4th in the Analytics India Magazine's list of **"20 Most Prominent Analytics Academicians 2018"**

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

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 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

Prof. Anirban Chaudhuri

Associate Professor

Area – Marketing

MBA from Jadavpur University

- Prior to joining Great Lakes, Gurgaon, he was Senior Vice President & Executive Planning Director J. Walter Thompson, Delhi

- He has an illustrious industry experience of 19 years

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

Prof. Sam Placid

Director Corporate Learning & Development

Area – Business Management

MBA in Marketing and Finance from XLRI Jamshedpur

Pursuing Ph.D. in Retail

- Prof Placid is a versatile enterprise and business leader with over 30 years of experience across Automotive, FMCG, Education, and Retail
- He has previously held Senior and Board level positions in leading Indian and Multinational companies such as Olam, Maruti Suzuki, Yamaha Motors, MRF, Subhiksha and NIIT

Prof. KJ George

Director, Corporate & Career Services and Associate Professor

Area – Marketing

MBA in Retail Store Operations from SMU

Pursuing Ph.D. in Retail

- Former Placement Head at TAPMI, Welingkar & BIMTECH
- Approximately 15 years of experience in the Retail Industry across a cross section of companies in senior sales roles

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. Vinod Kalia

Professor

Area – Marketing

Alumnus of IIT Delhi and IIM Ahmedabad

- Prior to joining Great Lakes, he served as a management professor at MDI, Gurgaon for 15 years

PERSPECTIVES FROM TOP INDUSTRY LEADERS

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

100+
Corporate Guest Lectures
in 2017 - 18

75
CXOs on campus in
2017 - 18

ORGANIZATIONS WHOSE LEADERS INTERACTED WITH OUR STUDENTS



SOME PROMINENT SPEAKERS

Dhruv Shringi
Co-founder & CEO, Yatra.com

Priyankur Malik
Associate Director- IT Advisory & Risk
Consulting, KPMG India

Pramod Sadarjoshi
Sr. Director- HCM Strategy &
Transformation, Oracle

D Shivakumar
Group Exec. President- Corporate Strategy &
Business Development, Aditya Birla Group

Avnish Sabharwal
M.D, Accenture Ventures

Dr CS Mohpatra
Advisor- Ministry of Finance, India

Anjali Amar
Director- Telecom & Media, Microsoft

Rahul Bhattacharya
V.P, Accenture

Sumant Sinha
CEO, ReNew Power



Ajay Shriram
Chairman and Senior MD, DCM Shriram



Dr Ram Charan
World Renowned Business Guru



Amarjit Singh Batra
Ex-CEO, OLX India

STUDENT QUALITY

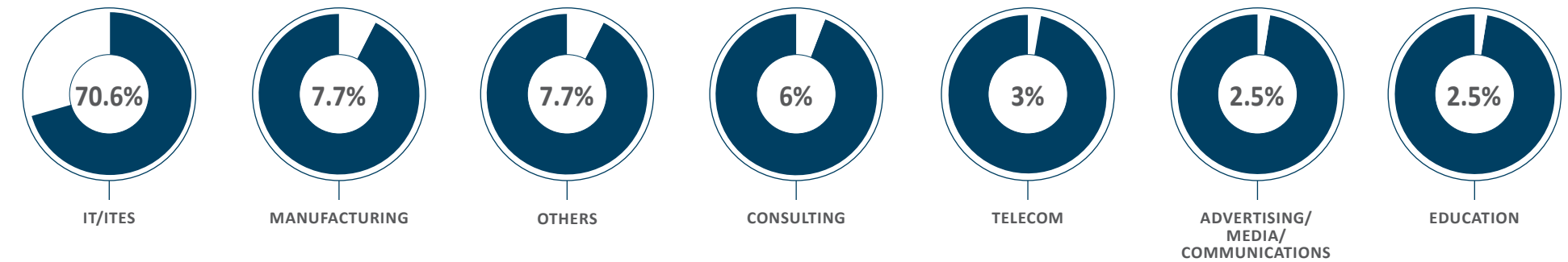
Our admissions process includes rigorous evaluation of candidates based on standardized test scores, profile, analytical writing test, and personal interview to ensure a high quality and diverse cohort.



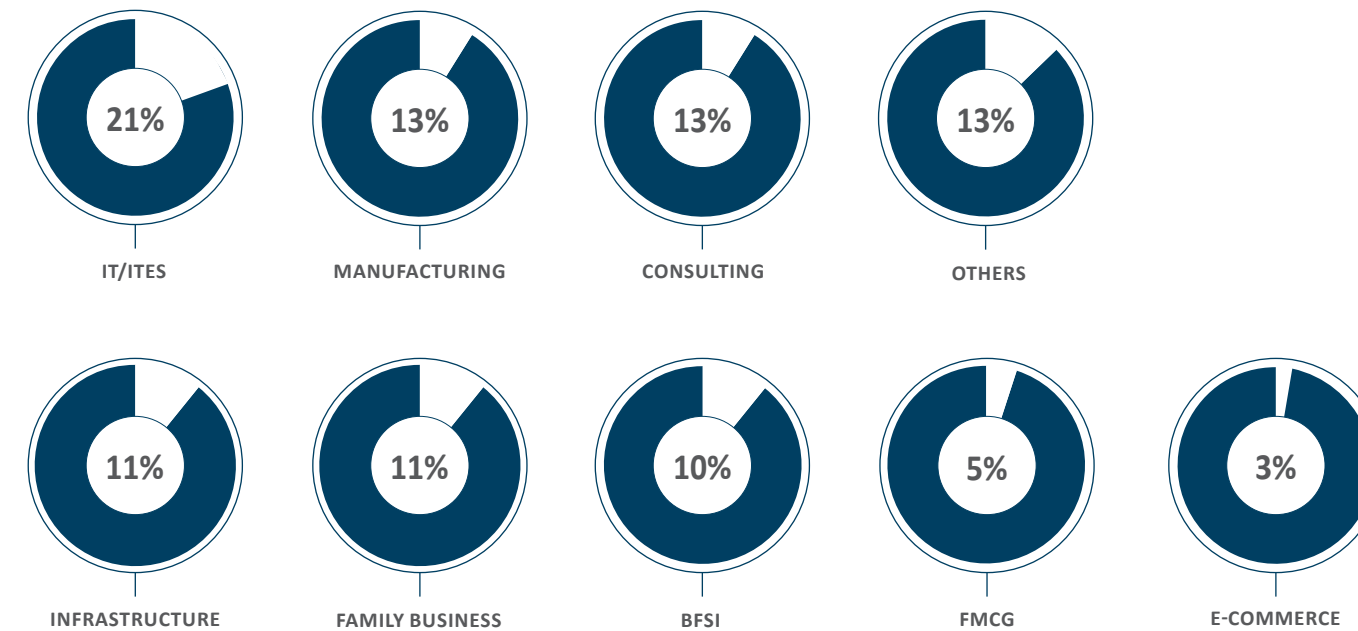
A LIST OF ORGANIZATION OUR STUDENTS COME FROM



PGPM PRE-MBA INDUSTRY



PGDM PRE-MBA INDUSTRY



LIVE INDUSTRY PROJECTS

All our students work on Live consulting projects with organizations to help solve real life business problems.



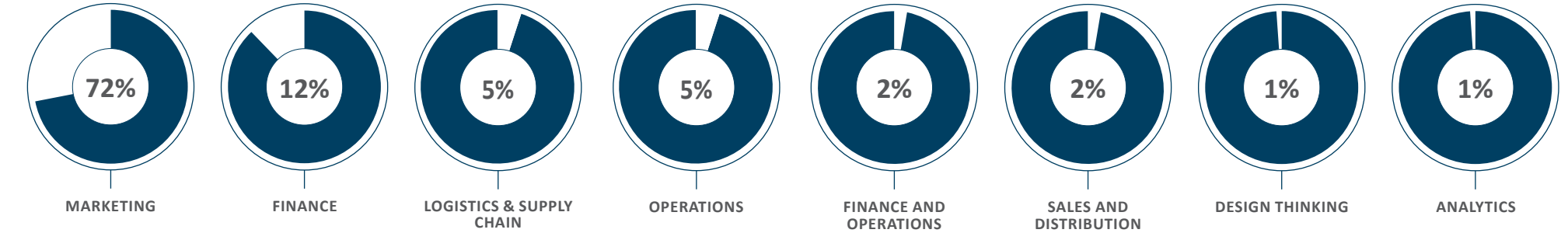
64

Live Projects taken up in 2017-18

181

Students participated in live projects in 2017-18

LIVE PROJECT DOMAINS UNDERTAKEN LAST YEAR



SOME OF THE LIVE PROJECTS UNDERTAKEN OVER THE YEARS

Adidas

Diagnostic study of community running in Delhi, Mumbai and Bangalore

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

Foodpanda

Market Research and Operation Analysis of restaurant operations for foodpanda

Snapdeal

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

Royal Datamatics

Uncovering the fashion industry landscape, performing RDPL's Competition SWOT including USPs/Price Points/ Offerings etc.

Understanding the buying behavior of organizations including adoption, budgets etc. Creating RDPL's penetration strategy

Samsung

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

HCL Technologies

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

Maruti Suzuki

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

Happay

To analyze the market potential and subsequently design a go-to-market strategy for the US market

Amazon India

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

Murugappa Group

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

KPMG IGH

Data Cleaning by identification of outliers. Time series modelling to forecast electricity load using ARIMA and Holt Winters and its variance analysis

GSS-data analysis for sector-wise power consumption and clustering of substations

PGPM

ONE YEAR POST GRADUATE PROGRAM IN MANAGEMENT

The Great Lakes PGPM is uniquely designed to deliver customer-centricity, meritocracy and corporate ethics in one intensive year. With strong emphasis on leadership, teamwork, 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 intensive and rigorous MBA program in management



Experiential Learning methodology to provide students a lesson in applied leadership



Diverse and experienced peer group for unparalleled P2P learning



Unique focus on emerging areas like Analytics and internet business



Perspectives from renowned international faculty and globally benchmarked curriculum



Artificial Intelligence and Machine Learning, a part of core curriculum

PGPM CURRICULUM

Pioneer B-School in India to introduce Artificial Intelligence and Machine Learning as a part of the core curriculum for the one year PGPM program.

CORE COURSES

TERM I

Marketing Management I
Financial Accounting
Organisational Behaviour (OB I)
Business Communication
Statistical Methods in Decision Making
Micro Economics

TERM II

Financial Management
Marketing Management II
HRM Systems
Managerial Accounting
Macro Economics
Quantitative Methods
Personal Effectiveness
Critical Analytical Thinking

TERM III

Strategic Management
Market Research
Effectively Interacting with Others (OB II)
Management Information Systems
Financial Management II
Business Analytics (Using R)
Operations Management
Business Consulting

TERM 4 TO TERM 7 ELECTIVES

MARKETING

Marketing & Retail Analytics (M&A)
Digital Marketing
Consumer Behaviour
Web & Social Media Analytics
Sales & Distribution Management
Product & Brand Management
Customer Relationship Management
Integrated Marketing Communication
Services Marketing

FINANCE

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

OPERATIONS

Business Intelligence
Internet Business
Project Management
Supply Chain Modeling & Analysis
Service Operations Management
Strategic Sourcing of Services
Demand Planning & Forecasting
Enterprise Resources Planning

ANALYTICS

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

OPEN

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



PGDM

TWO YEAR POST GRADUATE DIPLOMA IN MANAGEMENT

The PGDM helps its participants transform into Business-Ready Managers capable of tackling complex business requirements. The two year program is closely oriented to industry needs, in addition to a full-time 10 weeks summer internship, it also has a compulsory academic requirement of a 6 month industry live project in parallel with coursework.



PROGRAM HIGHLIGHTS



Two year fully residential program with rigorous 10 weeks summer internship



Curriculum co-created and co-delivered with and by the industry to ensure business relevance



Distinguished faculty including Ph.Ds, MBAs and industry professionals who have extensive research and consulting experience



Based in the corporate hub of Gurgaon



Global exposure through learnings from international visiting faculty



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

PGDM CURRICULUM

One of the first B-schools in India to pioneer Business Analytics (ranked No. 1 in India for three years in a row) as a specialization to prepare our students for a data-driven world.



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 I
Elective II
Elective III

TERM V

Research Project
Business, Government and Society Leadership
Elective IV
Elective V
Elective VI

TERM VI

Research Project cont.
Business Negotiation
Elective VII
Elective VIII
Elective IX

ELECTIVES

MARKETING

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

OPEN

Contemporary Pricing Strategies

FINANCE

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

ANALYTICS

Machine Learning
Business Intelligence

OPERATIONS

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

HUMAN RESOURCE

Talent Acquisition
Personal & Interpersonal skill Enhancement through Self effectiveness
Performance Management

PLACEMENT REPORT PGPM 2017-18

The PGPM Class of 2018 witnessed another excellent season of placement with 100% of the students getting placed across diverse sectors and functional areas. The placement process saw participation from leading recruiters like American Express, Aditya Birla, Deloitte, KPMG, EY, Cognizant, Hexaware, Virtusa Polaris, MuSigma, Latentview Analytics, Expedia, FoodPanda, etc. to name a few.

IT/ITES (36%) was the largest recruiting sector followed by Consulting (26%), BFSI (21%), Internet Business (8%) and Analytics (6%)

KEY HIGHLIGHTS

- Participation of diverse set of companies across BFSI, Consulting, E-commerce, Pharma & Healthcare, IT/ITES, Manufacturing & FMCG
- Offers by reputed corporates like American Express, Aditya Birla, Deloitte, KPMG, EY, Cognizant, Hexaware, Virtusa Polaris, MuSigma, Latentview Analytics, Expedia, FoodPanda, etc. to name a few

18 LPA

Highest Domestic CTC offered by an e-commerce multinational

120%

Increase in the average CTC post-MBA

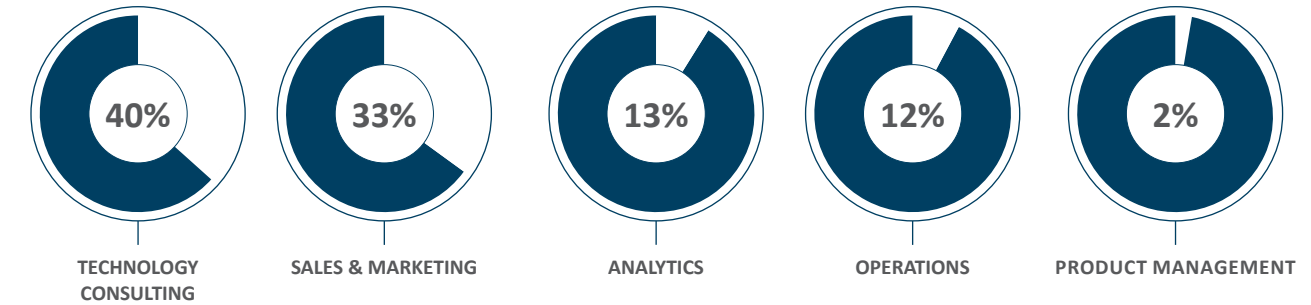
11.14 LPA

Average CTC offered to the Class of 2018

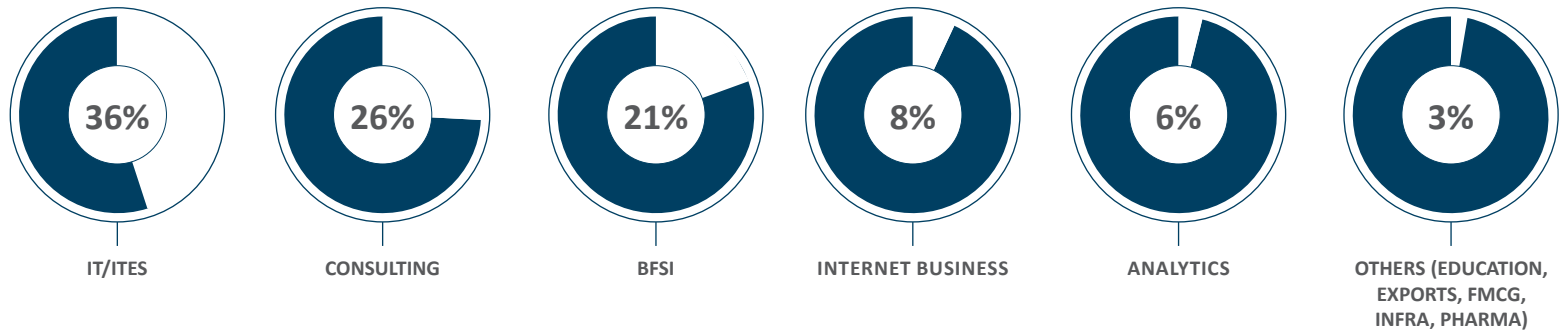
10.5 LPA

Median CTC offered to the Class of 2018

FUNCTION-WISE CLASSIFICATION



INDUSTRY-WISE CLASSIFICATION



INDUSTRY-WISE RECRUITERS*

Consulting	Deloitte India & US KPMG India EY Cartesian Consulting Tecnova Euromonitor International
BFSI	Aditya Birla Financial Services American Express Aarohan Healthcare Affordplan
Analytics	Mu Sigma Latentview Analytics Absolutdata
IT/ITES	Cognizant Virtusa Polaris Hexaware NewGen Software NIIT Brilio Royal Datamatics
Internet Business	FoodPanda Expedia Droom Careers360 Great Learning
Others	Coffee Day Beverages Talocity I Cube Nanotec

* List is partial

BATCH PROFILE PGPM 2018-19

3.4 Years

Average Experience

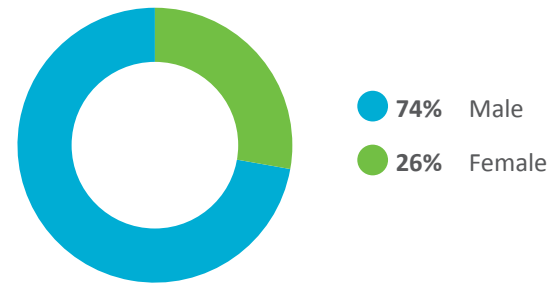
26%

Percentage of Women in class

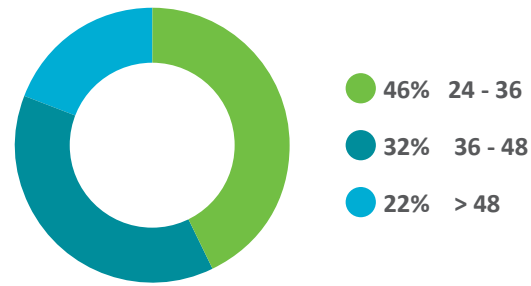
25.5 Years

Average age

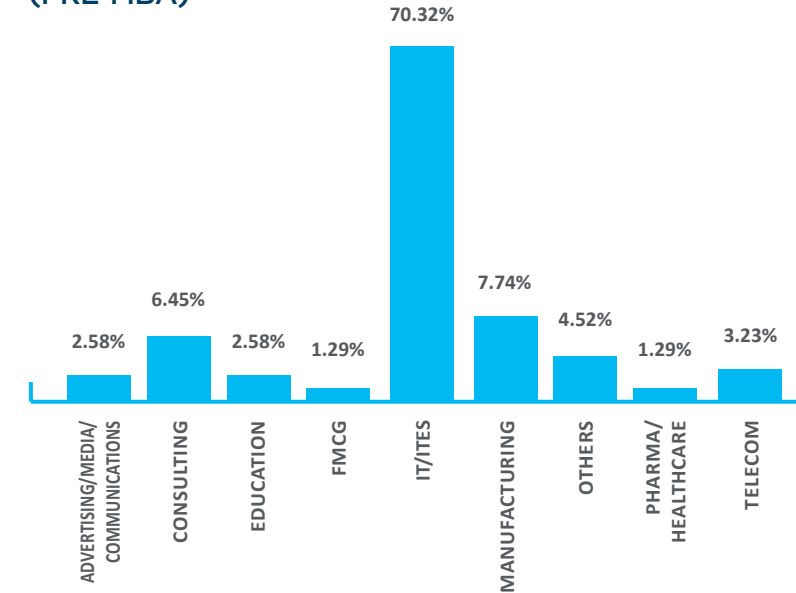
GENDER



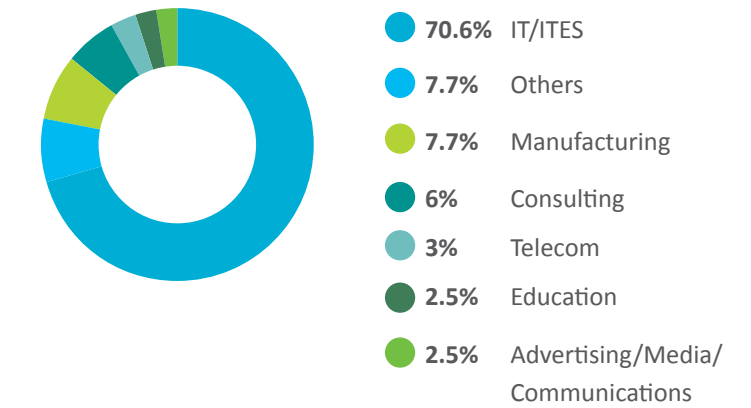
WORK EXPERIENCE (IN MONTHS)



DOMAIN EXPERIENCE (PRE-MBA)



INDUSTRY DIVERSITY (PRE-MBA)



Others includes: Energy, FMCG, Pharmaceutical, Healthcare, Infrastructure, and Finance

SOME ORGANIZATIONS OUR STUDENTS COME FROM



Sumit Preet Singh



PGPM Class of 2014
Senior Consultant,
PWC Advisory

“ Meeting awesome people from diverse industries and geographies learning their perspectives, giving impromptu presentations, having a hearty laugh at 2 am in hostel, working on a stretch without a holiday, and managing group dynamics; the Great Lakes journey sure has been exciting! ”

PLACEMENT REPORT PGDM 2016-18

The campus placement process for the PGDM Class of 2018 at Great Lakes, Gurgaon, witnessed an excellent season with participation from leading recruiters like Aditya Birla Financial Services, Cognizant, Deloitte, KPMG, Hexaware, Tecnova, Virtusa Polaris, etc. to name a few.

Students were offered roles across BFSI, Consulting, Internet Business, IT/ITES, Education, and Manufacturing. Consulting (28%) & IT/ITES (28%) were the largest recruiting sectors followed by BFSI (21%), and Internet Business (8%).

KEY HIGHLIGHTS

- Aditya Birla Financial Services emerged as the largest recruiter with 8 employment offers, followed by Deloitte and Cognizant with 6 offers each
- Consulting & IT/ITES were the largest recruiting sectors with 28% of the batch taking up roles in each industry followed by BFSI (21%) & Internet Business (8%)

9.2 LPA

Average CTC offered to Class of 2018

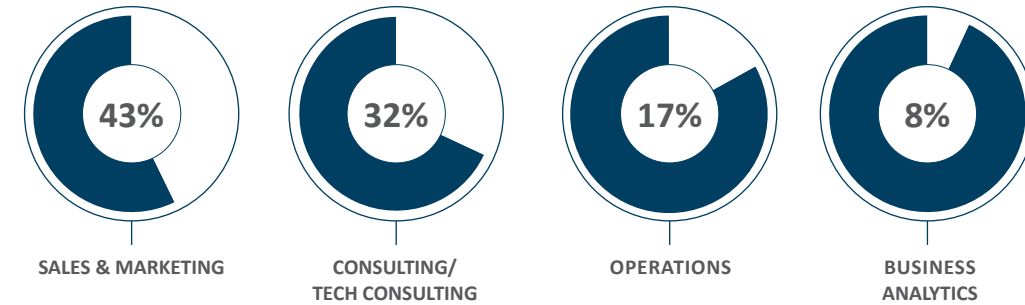
14.22 LPA

Highest CTC offered to Class of 2018

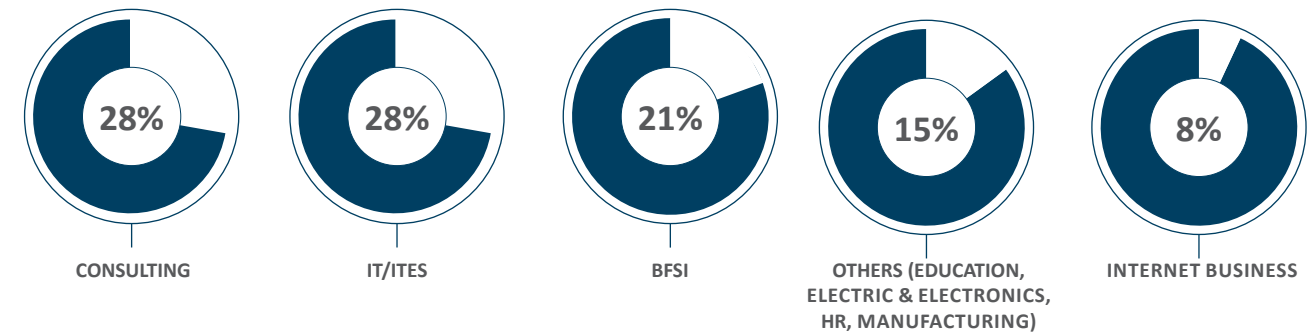
9 LPA

Median CTC offered to Class of 2018

FUNCTION-WISE CLASSIFICATION



INDUSTRY-WISE CLASSIFICATION



PGDM 2016-18 PARTICIPATING COMPANIES*

Aditya Birla	Deloitte India	Happay	KPMG Global Services	Tecnova
Byju's	Deloitte US	Hexaware Technologies	KPMG India	Virtusa Polaris
Careers360	DHFL	I Cube Nanotec	NIIT	XSEED
Client Associates	EBTL	Idam infra	SecureNow	
Cognizant	Extramarks	Infoztech Software	Talocity	

* List is partial

BATCH PROFILE PGDM 2017-19

1.7 Years

Average Experience

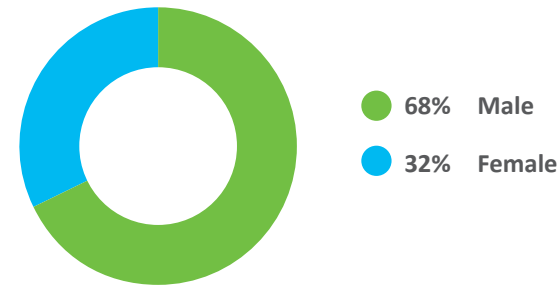
32%

Percentage of Women in the class

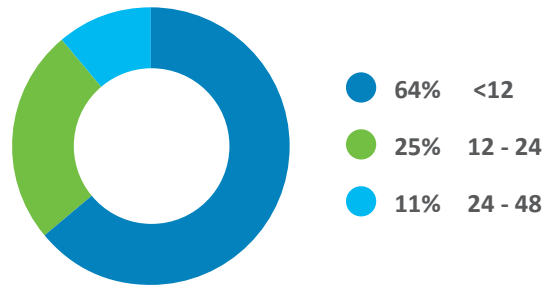
23.2 Years

Average Age

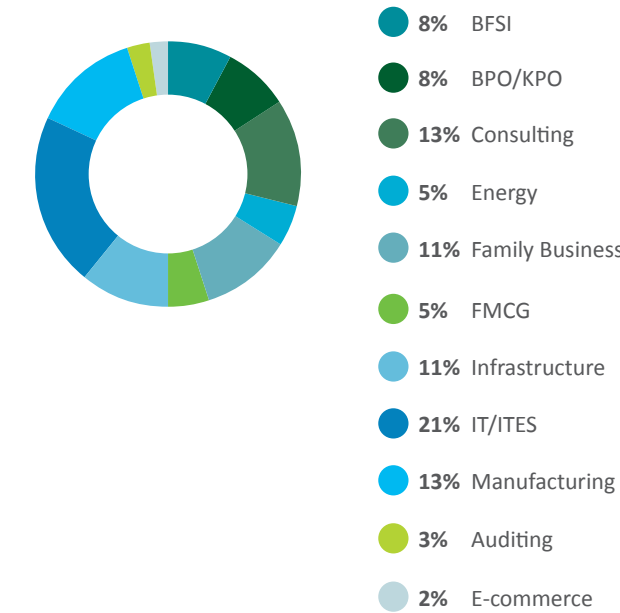
GENDER



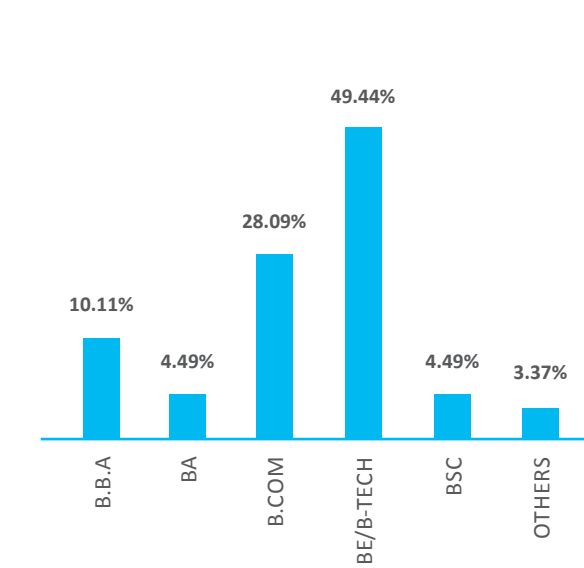
WORK EXPERIENCE (IN MONTHS)



PRE-MBA INDUSTRY



UNDERGRADUATE DEGREE



Others includes: BA Hons, BBM, B.Des, B. Business

SOME ORGANIZATIONS OUR STUDENTS COME FROM



Sarita Nisha



PGDM Class of 2014
Research Lead,
Evalueserve

“Overall the two years’ experience of learning, un-learning and re-learning has been an enriching one and has helped unleash the hidden energy & sustainability enthusiast in me. The mentorship provided by the distinguished faculties at Great Lakes has prepared me well to face the real world challenges with great zeal and vigor.”

INTERNSHIP REPORT PGDM 2017-19

Great Lakes Institute of Management was once again a preferred choice of talent for recruiters during the recently concluded Summer Placement process for the PGDM Class of 2017-19, the Aztecs. The season witnessed a plethora of reputed corporates like Barclays, Genpact, Mahindra & Mahindra, BATA, Future Generali Insurance, AbsolutData, DineOut, Droom to name a few participating in the placement process and offering roles across domains like Analytics, Consulting, Finance, Operations and Sales & Marketing.

KEY HIGHLIGHTS

- Profiles were offered in Marketing (54%), Finance (20%) and Logistics & Supply Chain (14%) and Analytics (10%)
- Offers made by Logistics & Supply Chain (21%), Internet Business, Manufacturing and Consulting contributed 15%, 7% and 5% respectively.

54%

Profiles offered in Sales & Marketing

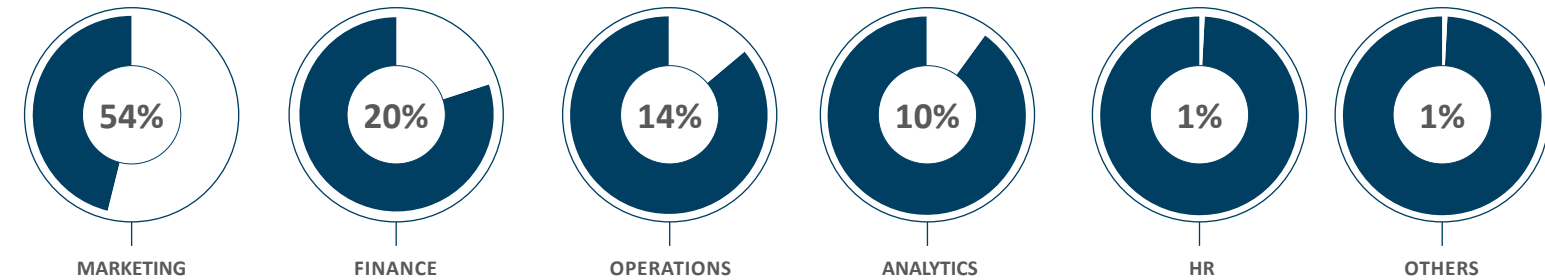
28%

Offers made by BFSI Sector

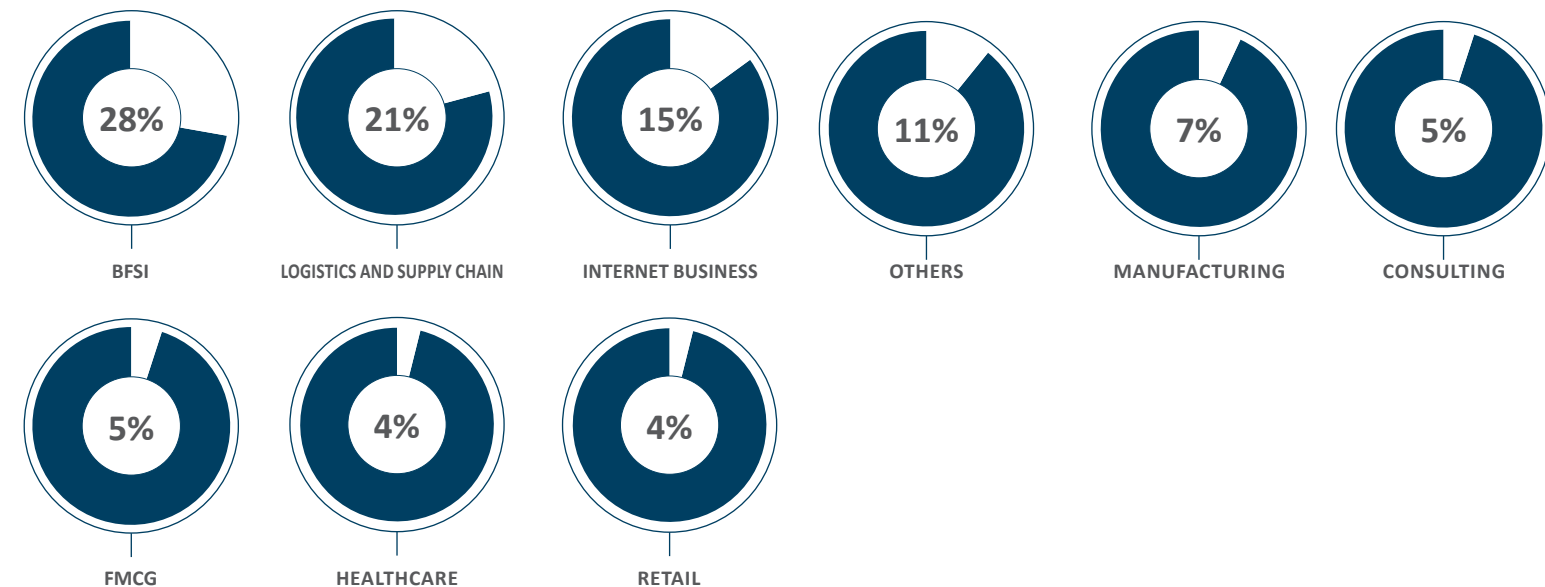
1.2 LAKHS

Highest stipend offered

FUNCTION-WISE CLASSIFICATION



INDUSTRY-WISE CLASSIFICATION



LIST OF COMPANIES*

BFSI	Barclays Future Generali Insurance EKO India Financial Services Happay IDBI Federal Life Insurance Kotak Mutual fund State Bank of India Mutual Fund Tata Asset Management Trans Scan
Consulting	EY India Genpact QAI
FMCG & Retail	Amul Mr. Brown PepsiCo BATA Majid Al Futtaim Carrefour Reliance Retail
Internet Business	CoHo DineOut Droom Ornaz Paytm Shopclues Wishbook
Logistics & Supply Chain	Adani Ecom Express GenEx Logistics Safexpress
Manufacturing	Astral Pipes Daikin Air Conditioning India Mahindra & Mahindra Schneider Electric TATA Steel
Others	AbsolutData Hindware ITC-Hotels Division Live Health Mediclinic Middle East MedHub Octane Marketing Pulse Secure SMR Automotive Systems India Vodafone Whiskers Marketing Zenith Optimedia Sports Authority of Andhra Pradesh

* List is partial

BATCH PROFILE PGDM 2018-20

5 Months

Average Experience

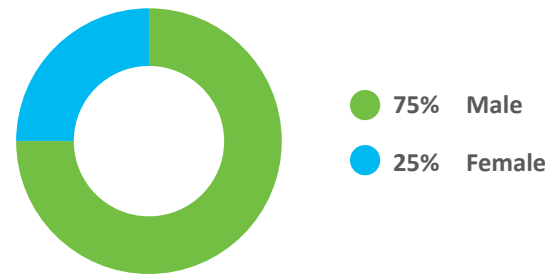
25%

Percentage of Women in the class

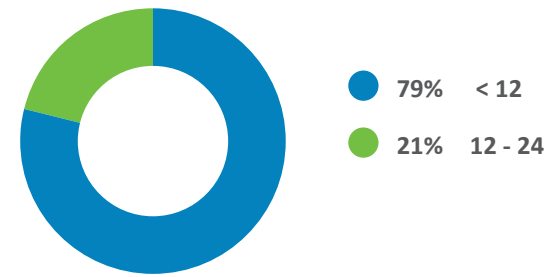
23.3 Years

Average Age

GENDER



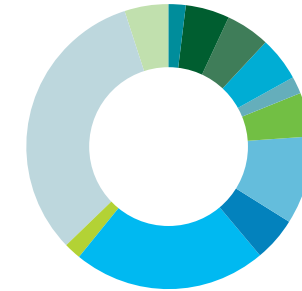
WORK EXPERIENCE (IN MONTHS)



SOME ORGANIZATIONS OUR STUDENTS COME FROM

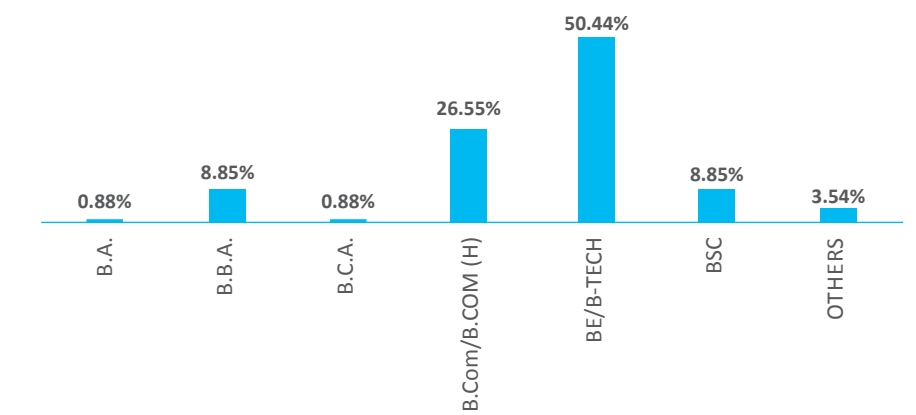


PRE-MBA INDUSTRY



- 2% Advertising / Media / Communications
- 5% BFSI
- 5% BPO / KPO
- 5% Consulting
- 2% E-Commerce
- 5% Education
- 10% FMCG/Retauk/Consumer Durables
- 5% Infrastructure/Real Estate/Construction
- 22% IT/ITES
- 2% Manufacturing
- 32% Others
- 5% Telecom

UNDERGRADUATE DEGREE



Others includes: BA Hons, BBM, B.Des, B. Business

Stuti Gandotra



PGDM Class of 2013
Market Development Manager, Middle East, Asia & Australia, Wartsila

“It was a transformational period in my life; as a fresher I received much required knowledge from faculty and experienced classmates. My job in Wartsila is giving me opportunities to travel and work with peers across the globe.”

CAMPUS EVENTS

TEDx GLIMGURGAON

Great Lakes Institute of Management, Gurgaon hosted its first ever TEDxGLIMGurgaon event at its campus on February 24, 2018. The event had 6 luminaries sharing their perspectives under the theme - **MANIFOLD**.

The eclectic list of speakers for TEDxGLIMGurgaon included: **Dr Akash Khurana** - The versatile and multi-talented actor/producer /entrepreneur spoke on the topic- "Secret Recipe for his Diversity"

Mr Vivek Atray- A former IAS Officer and a motivational speaker encouraged the audience to think about "Life and its real goals".

Ms Aarushi Batra- An MSc graduate from the prestigious London School of Economics and an altruist who co-founded Robin Hood Army spoke on her story of "Being a Robin" and how we all can make difference in society by our acts.

Prof. S K Palhan- A former Industrial Advisor to the Ministries of Industries, Government of India enlightened the audience through his talk on "Self-Effectiveness and the Power of Meditation."

Dr Shubhashis Gangopadhyay- The Founder and Research Director of India Development Foundation and the Chief Economic Advisor to the then Finance Minister P Chidambaram talked about the unintended consequences of policy making and how it can be bettered.

Mr Nagakarthish MP - The Co- founder of Saura Mandala, an initiative to get sustainable solar power to remote communities in India. His talk was about his "Breswana Project"



CREST 7.0

Great Lakes Institute of Management hosted its Annual Management Fest 'Crest- 7.0' on February 15, 2018. The seventh edition of the Crest was based on the theme '**PALAESTRA: Rise and Grind**', to celebrate the glory of Palaestra and their business acuity and accomplishment.

The event was graced by the presence of **Mr. Sandeep Bhatnagar, Managing Director, Accenture** as the honorary chief guest, who delivered the key note address. The event was received with much furor across the business school community with student participating from top schools such as IIM-L, XIMB, IIFT, MDI Gurgaon, IMI Delhi, Amity Noida, SRCC GBO, RDIMBS, Chandigarh University and Fore School of Management who competed in various events and showcased their talent, knowledge, acumen and business skills.

ALUMNI MEET, 2017

With approximately 100 plus alumni in attendance along with the students of current batches, staff and faculty; the amphitheatre of the campus came alive during the Alumni Meet, the first major event on Campus after its inception in May 2016.

The event was graced by the presence of Mr Krishnan Chatterjee, Head of Marketing, Indian Subcontinent at SAP as the guest speaker.

SAPIENCE 2017

Sapience is Great Lakes Gurgaon's Annual Management Conclave which focuses and addresses a chosen theme every year. The event was conducted as a series of 4 conclaves this year, involving 30 panelists and 5 keynote speakers.

Each of the four conclaves - **Marketing, Financial Services, HR & SMAC** - had a keynote session followed by panel discussions. The keynote session addressed the conclave's theme at a macro level and set the tone for the panel discussions to follow.

This year's conclave was graced by the presence of industry stalwarts like **Mr Amarjit Singh Batra** – Ex-CEO, OLX India, **Mr Pramod Sadarjoshi** – Senior Director, HCM Strategy & Transformation, Asia- Pacific, ORACLE, **Dr CS Mohapatra** – Advisor, Ministry of Finance – Government of India, **Mr Anirban Chaudhuri** – Senior Vice President and Executive Planning Director, **J.W. THOMPSON** as the Keynote Speakers.

Sapience 2017 became a huge success with panelists ranging from policy-makers to CEOs to startup founders who shared their perspectives with the Great Lakes community including students, faculty and industry guests.



SAPIENCE 2017 PANELISTS

MARKETING CONCLAVE

Anirban Chaudhuri	SVP and EPD, J.W. Thompson
Mausumi Kar	Managing Partner, Group M
Vivek Nanda	Business Head, Sharp Business Machines
Rafi Q Khan	EVP, Weber Shandwick

HR CONCLAVE

Pramod Sadarjoshi	Sr. Director, HCM Strategy & Transformation, APAC, Oracle
Mayank Arora	VP Sales HR, Mrs. Bector's Cremica
Subhankar Ghose	CPO, Zoom Insurance Brokers
Kunal Krishna	VP & Head HR, Lava International
Srinivas S	Partner and Leader, Mercer
Murali Padmanabhan	Sr. VP & Head Talent Management, Virtusa Polaris
Puneet Kalra	MD, Russel Reynolds Associates
Alvin David	General Manager HR, Newgen Software

FINANCIAL SERVICES CONCLAVE

Dr C S Mohapatra	Advisor Ministry of Finance Government of India
Gagan Sardana	SVP, HDFC
SSK Pradhan	General Manager, RBI
Abhijit Roy	Former DGM, SBI
Naveen Uppal	Head Risk, India Bulls
Mukesh Garg	CFO, India Bulls
N Chakravarthy	General Manager, Axis Bank
Subhas Kwatra	General Manager, Punjab & Sind Bank
Dr Sanjay Bahl	Director General, CERT in Government of India
Rahul Sinha	DGM, RBI
Nalin Bansal	VP & Head, Rupay EMV/Contactless, NPCI
Biswanath Sengupta	Consultant Former SVP & Programme Director, UIDAI- MSP

SMAC CONCLAVE

Amarjit Singh Batra	Ex-CEO, OLX – India
Bharanidharan Viswanathan	Founder & CEO, 91Mobiles
Ramakrishnan M	Co-Founder, IntelloLabs
Kashyap Deorah	Founder & CEO, HyperTrack
Chandrasekhar Venugopal	VP Restaurant Operations, Foodpanda
Amit Singh	Co-Founder, Shuttl
Apurva Chamaria	VP & Head, Corporate Marketing, HCL Technologies
Anupam Misra	Sales Director- Cloud Platform, Oracle
Titir Pal	VP and Head of Products & Solutions, Absolutdata Analytics

RECRUITERS SPEAK

“ Recruiting from Great Lakes was a very pleasant experience. The candidates were knowledgeable and spirited.

The problem solving techniques

implemented by them was outstanding. I am sure these guys would do very well in the industry. ”

- HR Manager,
Deloitte

“ We found the candidates from Great Lakes to be

very bright with all the qualities

of a good recruit. The work done by them was very detailed and very well presented. ”

- HR Manager,
Emerson

“ I would like to extend my hearty congratulations & appreciation on

the excellent work done by the students

of Great Lakes, Gurgaon. The detailed project done by them would now be implemented in 75 Nodal Centres on All India basis. ”

- Chief T&D Manager,
IOCL

“ The intelligence, diligence, and honesty exhibited by the candidate was for everyone to see in my organization. The student exhibits

good characteristics

such as independence, excellent participation, and confidence, which are essential to succeed in any organization. ”

- Director,
Climate Connect

“ The Great Lakes, Gurgaon candidate was very sincere and hard working and achieved her deliverables well within time. Her analytical and technical skills coupled with good presentation and soft skills make her a

great asset for any organization. ”

- Manager,
Renewable Energy, Mercados EMI

“ **Global Companies need to be made aware**

of the good quality students available in Great Lakes. ”

- Sales Leader,
GE Oil and Gas

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


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7.2 Acre fully Residential Campus in Gurgaon



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Gurgaon City Office: 14th Floor, Block B, Vatika Towers, Sector 54, Golf Course Road, Gurgaon-122 002, Haryana | Tel.: +91-124-493 4000

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