

Annual Inter B-School fest – L’Attitude 13°05’

The two day event featured events and competitions that encompass various domains of management education, followed by a cultural night.

Over 90 teams from top B-Schools in India such as IIMs, IITs, MDI, IIFT, NMIMS, TISS, SIBM, Delhi School of Economics participated in this year’s event.

Chennai: January 9, 2016: Great Lakes hosted its two day annual inter B-School festival L’Attitude 13°05’. Crafted on a new theme every year, the 9th edition of L’Attitude was based on the theme “Impresa – do the new”, which means to start a new venture with the motto of success.

The event had bigwigs from the industry and renowned academicians as chief guests.

Mr. S. Premkumar - Executive Vice-Chairman and MD, HCL Info systems & Chief Mentor, HCL TalentCare Pvt Ltd, Prof. Krishna Erramilli – Associate Dean & Professor of Marketing, Stuart School of Business, Illinois Institute of Technology and Mr. Shah Talukder Co-founder & CEO, Yaskee were the guests. The inaugural ceremony saw Dr. Bala V Balachandran, Founder, Chairman & Dean, Great Lakes Institute of Management, welcoming the chief guests and participants from various B-Schools.



In his welcome address Dr. Bala V Balachandran said, “Annual B-School fests such as these are a platform to present and discuss ideas relevant to current business scenario. Startups with powerful ideas disrupting the market like never before, the theme could not have been more relevant.” And that is why the launch of Yaksee, an interactive broadcast platform which has been supported and sponsored by Great Lakes will be another high light of this year’s L’Attitude, Dr. Bala added.

Speaking on the occasion, Chief Guest Mr. S. Premkumar said, “I find the theme of this event “IMPRESA” very relevant. This truly is a time of disruptive innovations. If your business is not disrupted by these innovations, then you can be sure that something is wrong.” For all the budding entrepreneurs here, I would recommend you to be conscious of customer experience. Respond to your customers’ situation and that is the key to success, he added.

Talking on Business model innovation in the 21st century, key note speaker Prof. Krishna Erramilli remarked, “For all the young, soon to be managers, I would say you should view innovation as a mission. Considering the risks and cost involved in product and process innovations, organizations are now looking at innovative business models.”

The inaugural session was followed by the formal launch of Yaksee, first-of-its-kind interactive broadcasting platform in India which makes remote learning interactive.

Launching the platform for the first time in India at Great Lakes Campus, Mr. Shah Talukder, Co-Founder & CEO- YakSee, said, “I am extremely delighted to launch Yaksee India at Great Lakes campus amidst such energetic crowd. Yaksee is going to be a head turner in interactive broadcasting space and is going to revolutionize remote learning in India. Most features of this product have never been heard before. And the best of Yaksee is it is absolutely free for education.”

L’Attitude had over 90 students from various B-Schools in India competing in various competitions. The competitions included Invader (Marketing), Exuberance (Finance), SCInnovatia (Operations and Strategy), Excelsior (Consulting), and Spandan (Social Entrepreneurship). The event also had a quiz session conducted by renowned quiz master Giri Balasubramaniam. Prizes were distributed in the valedictory ceremony to the winners of various events.

The cultural night thrilled all the participants and L’Attitude concluded on a high note with some amazing performances by Great Lakes students. It included skits, fashion show, and some exhilarating live band performances; enjoyed by participants from other B-Schools and Great Lakes students alike.