

# Campus Update - 24th December 2019

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## CHRISTMAS ISSUE 🎄

December 24, 2019

## Events and Announcements





Great Lakes Chennai were proud to host the 13th Annual NASMEI (North American Society for Marketing Education in India) on December 19th and 20th, 2019. The conference saw numerous academics and researchers from institutions such as IIM-Calcutta, Indian School of Business and the University of California, Irvine, present their research and discuss the breakthroughs and updates in the field of marketing.

The inauguration featured Great Lakes' very own Dr. Sridhar Samu and Dr. S. Bharadwaj who felicitated the chief guest, Dr. Sundar Bharadwaj, The Coca-Cola Chair of Marketing, University of Georgia. Dr. Sundar also gave the keynote speech at the ceremony.

#### NASMEI Doctoral Workshop 2019:

The 13th Annual Conference of the North American Society for Marketing Education (NASMEI) officially kicked off with a three-day doctoral workshop aimed at high-level researchers and professors. The workshop featured sessions by three leading professors from eminent U.S. universities.

The workshop sessions were led by Dr. P.K. Kumar of the University of Maryland, College Park, Dr. Prasad Naik of the University of California, Davis and Dr. Nanda Kumar of the University of Texas-Dallas. The sessions were primarily focused on digital marketing and services marketing.

To read more about the workshop, click [here](#).

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**ALUMNI MEET - MUMBAI CHAPTER on December  
18, 2019**

On December 18, Great Lakes alumni based in Mumbai came together to reconnect, network and meet Uncle Bala for drinks and dinner at the Bandra-Kurla Complex. More than 50 alumni attended the event and had a chance to speak to Uncle Bala and learn more about his future plans for Great Lakes!



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Great Lakes' very own Dr. Suresh Ramanathan wrote an article in the Financial Express on the growth and future of GLIM

{ GREAT LAKES }

# GLIM the right choice for students looking at a bright future

**T**RAJECTORIES FOR business schools can take different forms. Some are declining, typical of institutions that have had their heyday and are now merely soldiering on in the hope of a better tomorrow. Some are flat, typical of institutions that invest very little in new initiatives and are content to rest on their laurels. Some are growing, but at a steady linear rate, typical of institutions that are making investments for the future, but mostly riding the advantage of brand name and heritage. Finally, some are on a non-linear path of growth, pursuing an ambitious and aggressive agenda. The Great Lakes Institute of Management (GLIM) belongs firmly in the final category.

One of the youngest business schools in the country, GLIM has catapulted into the elite league of institutions within a short time of fifteen years since it was set up in 2004. Born out of the vision of eminent scholar and edupreneur, Padma Shri Dr. Bala V. Balachandran, the school has gone from strength to strength, helping graduate more than 8000 students, all of them placed at leading organisations in India and abroad. Today, the school is helmed by an academician as Dean and Principal, who moved back recently to India after spending 22 years abroad as an academic, having taught at the prestigious University of Chicago Booth School of Business and at Texas A&M University's Mays School of Business.

Companies everywhere in the world today are asking the same questions: How do we stay relevant? How do we transform ourselves and our state of knowledge to keep up with the changes in the marketplace? Words such as "digital transformation" and "agile" roll off the lips of leaders in industry. While this is true of industry in general, it is just as applicable to business schools in India. Many have become complacent or satisfied with the status quo. GLIM aims to be one of the most agile and nimble business schools in the world.



Prospective students in India are at the crossroads of this exciting moment of change. Many are trying to figure out whether it is time to expand their horizons, so that they could be better equipped for the future. The only question they have to ask themselves now is "Where should I go for my education?" The answer lies in a school that is seeking to reimagine management education for a volatile and dynamic business environment.

GLIM is driving change, preparing students to be data-driven and oriented to both current and future needs of the market. It has a richly deserved reputation as the top analytics programme in India, as rated by Analytics India magazine. Accolades such as these are not won by simply waiting for them to happen. They are earned by investments made in hiring the best talent, trained at top tier institu-

tions from around the world, who are well-known for their scholarship and expertise. They are earned by the efforts put in by the faculty in the classroom to make the learning experience truly special for students. GLIM graduates hundreds of top-quality students ready to take on the toughest challenges. These are students prepared to establish careers not merely in IT or IT services, but also in marketing analytics, fintech, e-commerce, product management, etc.

GLIM sees the future of management education to be guided by a spirit of customisation and specialisation rather than a one-size fits-all type of approach that is common among business schools. GLIM is geared to offer students the opportunity to take courses customised to specific industry verticals. Collaborating with industry leaders such as Paypal, GLIM has co-created courses in product management that are aligned to the needs of industry. This enables companies to identify candidates best suited for specific roles.

Finally, the cornerstone of GLIM's pedagogical approach is to use a variety of experiential learning modes of instruction where students learn by actual doing rather than theory. Live projects offered by companies, simulations, real-time trading, conferences and seminars, industry interface and interaction opportunities, etc. are all used to create a stimulating learning experience. GLIM also has a one-of-a-kind social engagement experiential learning programme called Karma Yoga, where students spend time in villages around the institute, and provide instruction and help to poor tribals and farmers on issues including primary education, healthcare, financial literacy, etc.

For these reasons, the Great Lakes Institute of Management should be in the consideration set of any prospective applicant looking for an opportunity to transform his or her own future trajectory.

**Dr. Suresh Ramanathan,**  
Principal & Dean, Great Lakes Institute  
of Management

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## Student Corner

MY NEW JOURNEY

Written by Bhoomi Shah, PGDM 2021

Click [here](#) to read the blog online

As freshmen, about to start an MBA, you'll usually have many questions:

- How will you adjust to a completely new city?
- What will the language barrier be like?
- Will you get along with the people there?
- How are the professors at the school?
- How spacious are the campus hostel rooms?

And finally, the most important question, will the college mess' food be as tasteless as that at other universities, or will the food be good?

When I decided to join the PGDM program at the Great Lakes Institute Of Management Chennai, I was extremely sceptical about my life there.

However, as soon as I began my life at Great Lakes, my doubts were allayed. I had the pleasure of interacting with a friendly housekeeping staff who would go above and beyond to help me out. Even if they didn't understand English and spoke only in Tamil, I never felt there was any kind of language barrier and was able to efficiently communicate with them. Also, they attended to all of my requests and did a great job cleaning my hostel room.

Our campus is very green and very beautiful with different kinds of trees, which are regularly cared for by the women from the villages that GLIM has adopted. The pure air, swaying trees and the beautiful butterflies that flutter around the flowers of these trees is always mesmerising. The serene sunset, which you can see from the academic block of GLIM, makes me believe in a supreme power that created Mother Nature.

Apart from academics, GLIM supports physical activity through campus facilities such as the well equipped gymnasium, table

campus facilities such as the well-equipped gymnasium, table tennis room, basketball court, and badminton and tennis courts. To reset after engaging in sports, we have a great canteen which serves delicious food - from North Indian and South Indian food to the delicious Baskin-Robbins ice cream. My personal favourites are the paneer ki sabzi and gulab jamun.

As for my fellow Great Lakers, they are great people. The amount of support, inspiration and motivation they provide is unbelievable. They, in some way, fill that void which stems from being away from my family. And like family, they are always there to share my happiness and sadness.

All in all, I would like to conclude by saying that studying at Great Lakes has changed my life for the better; I have been provided with many opportunities and have been fortunate to have an amazing support system of friends and teachers, who have helped me grow, create many new and wonderful memories and, in a short period of time, has become my home away from home.

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Team Branding & Public Relations (BPR) brings you the latest updates on what's happening on campus, news on Great Lakes, celebrations, awards and recognitions, upcoming events and other activities through this newsletter.

Feedback and Suggestions: If you have any thoughts and suggestions, or would like to share an interesting story, please reach out to **TEAM BPR** at [bpr@greatlakes.edu.in](mailto:bpr@greatlakes.edu.in).



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