

GREAT CONNECT

July 2014 | Page 1

Dear Great Laker,

Greetings!

It has been an eventful quarter at Great Lakes, with a plethora of events organised and awards received. The campus is again vibrant with the arrival of the new batches of PGPM and PGDM.

Great Lakes has received the prestigious AMBA (Association of MBAs, UK) accreditation for its flagship one year program - PGPM and its Executive program - PGXPM. We are the youngest Institute in India to receive this accreditation.

Great Lakes was awarded at the SkillTree Knowledge Consortium under the category "SkillTree Great Place to Study". The event which happened in London profiled some of India's most reputed institutions. The launch of a unique, one year MS program in Managing Information Technology (MSMIT) in collaboration with the prestigious Georgia State University's J. Mack Robinson College of Business has proved to be a great achievement.

The Centre for Excellence in Business Analytics & Business Intelligence launched first of its kind Post Graduate Program in Business Analytics and Business Intelligence (PGP-BABI) for working executives. The program is designed for executives who want to build their careers in the analytics industry. Centre for Excellence in Retail Management launched a two-year Post Graduate Executive Program in Retail Management (PGXP-RM).

Great Lakes in line with its motto of 'Global Mindset – Indian Roots' inaugurated its SPIC MACAY Chapter with the founder of SPIC MACAY Dr. Kiran Seth himself visiting the Great Lakes campus to inaugurate this new chapter.

The Founder's day celebration, which also marked Uncle Bala's birthday was celebrated with great enthusiasm. The fresh batches brought to the stage their expressive talents and sparked the night to life.

With the upcoming convocation in August 2014, there is more excitement to follow.

We look forward to hearing from you with your stories, comments and suggestions at alcom@greatlakes.edu.in

Happy Reading,
Nupur Agrawal
Editor - Great Connect

Great Lakes is now AMBA accredited for its PGPM and PGXPM

Great Lakes has received the prestigious AMBA (**Association of MBAs**), UK accreditation for its flagship one year fast track MBM program - PGPM and its MBA program - PGXPM. With this accreditation, Great Lakes joins the league of some of the world's renowned Institutes such as **INSEAD France, London Business School, HEC Paris, IIM Calcutta** to name a few, which has received this accreditation in the past. 210 B-Schools across 70 countries have received AMBA accreditation (source - ambaguide.com) Releasing the official confirmation, Mr. Mark Stoddard of MBA world congratulated Great Lakes on the accreditation.

AMBA accreditation represents the highest standard of achievement in postgraduate business education and is earned only by the best programs in the world. This accreditation is the global standard for all MBA, DBA and MBM programs.

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For a program to be accredited by AMBA, the assessment process is subject to rigorous criteria set to international standards which includes; Program should reflect the changing trends in management, continuous efforts to fulfill an explicitly set mission of the Institute, ability to demonstrate high levels of quality across its faculty and majority of members of the faculty to hold a Doctorate are some of the criteria to be fulfilled.

Besides, AMBA also looks at significant contribution by the Institute in three vital areas – Research, Consultancy and Scholarships. The accredited programs are reviewed once in five years to ensure that the quality is maintained and continuous improvement is achieved.



Youngest Institute and 7th in India to receive the accreditation

Great Lakes went through a rigorous evaluation process for receiving this accreditation including three AMBA officials visiting the campus. Apart from Great Lakes, only 6 other institutes in India including IIM-C, IIM-L, MDI Gurgaon, SPJIMR have so far been accredited by AMBA and Great Lakes is the youngest Institute in India to receive the accreditation.

AMBA accreditation builds the international credibility of the Institute and Great Lakes has accomplished to build this reputation in just a decade. Befitting Great Lakes' 10 years celebration, this accreditation has propelled the Institute's vision for the next decade - ***From Success to Substance.***

Great Lakes awarded “SkillTree Great place to study” by the SkillTree Knowledge Consortium at the House of Commons, UK

Great Lakes was awarded at the SkillTree Knowledge Consortium under the category “SkillTree Great Place to Study”. The event which happened in London profiled some of India’s most reputed institutions.



Dr. Vaidy Jayaraman receiving the award from British parliamentarian Mr. Bob Blackman at the House of Commons, London UK.

“Skilltree Great Place to Study is an international academic auditing and research wing that studies, recognizes and creates great institutions of international standard. It is a biannual recognition and India’s only international award and felicitation platform. The initiative aims to uplift the image of Indian educational institutions by providing it with an international platform.

The award ceremony happened at the House of Commons, London and the program was hosted by British parliamentarian Mr. Bob Blackman. Eminent personalities from both India and UK came together to

identify 20 institutions which have contributed to the country. Apart from promoting India as a global destination for education, this recognition also puts the selected Indian colleges and Universities one among the reputed list of universities in the global list of Universities.

Some of the most acclaimed members of Indian education industry were seen attending the program. They were seen interacting with some of the well-regarded members from the business fraternity, education industry and public figures of the UK.



On behalf of Great Lakes Dr. Vaidy Jayaraman attended the award ceremony and received the award.

Dr. Ashok Vasudevan awarded at the Connecticut's Chapter of GOPIO

Dr. Ashok Vasudevan, Great Lakes professor and CEO of Preferred Brands International was one among the five Indo – Americans awarded at the Connecticut's Chapter of the Global Organization of People of Indian Origin (GOPIO). This award is given to those who provide service to the community or the society at large. The award ceremony took place at the Stamford Italian Center and was attended by several dignitaries. Dr. Ashok Vasudevan and his wife Meera Vasudevan received an award for entrepreneurship.

US, Canada, Australia, Singapore and Japan. He is also Chairman of the board of Tasty Bite Eatables Limited, Pune, India's largest exporter of prepared foods.

Dr. Ashok regularly lectures at leading business schools in the US and India and is a frequent participant in conferences on International Trade and Business. He recently co-authored part of a book "Building Global Business Success – Lessons from Emerging



Dr. Ashok Vasudevan (first from right)

Along with his wife Meera, Dr. Ashok Vasudevan co-founded Preferred Brands International; a Stamford CT based Food Company. Preferred Brands is the manufacturer and marketer of Tasty Bite and other brands of all-natural, ready-to-eat specialty foods that is available in leading natural food stores and supermarket chains in several countries including the

Markets" (Macmillan, 2004). He is an executive member of the ITC (International Trade Council) in the Stamford Chamber of Commerce. He has Bachelors in Agricultural Economics from Bangalore and a business degree from Bajaj Institute, Bombay and the Harvard Business School.

MoU signed with Georgia State University, MS program launched in collaboration with GSU's Robinson College of Business

Great Lakes Institute of Management launched a unique, one year MS program in Managing Information Technology (MSMIT) in collaboration with the prestigious Georgia State University's J. Mack Robinson College of Business. Robinson's Computer Information Systems department ranks 10th in US and the MSMIT program qualifies amongst the best Information Technology programs in US. The first term of the three terms of the program will be held in India and the subsequent terms in Georgia State University, Atlanta. On successful completion of the program, a MS degree will be awarded by Georgia State University.

The MSMIT program is primarily aimed at IT professionals who have more than five years of work experience in the IT industry and now wish to get an integrated and holistic view of managing IT companies. Great Lakes through this program aims at creating a pipeline of potential future leaders for the Indian IT industry. The first batch of MSMIT will commence between September and October 2014, with the first term being held in India at the Chennai campus of Great Lakes Institute of Management. The subsequent two terms will be held at Atlanta and will start from early 2015.

The launch of the program itself was IT driven with three teams converging from three different geographies to co-launch the program. The Chennai team was led by Prof. S. Sriram, Executive Director, Great Lakes; Atlanta team led by Dean H. Fenwick Huss, Dean, Georgia State University and Dr. Bala V Balachandran, Dean, Great Lakes Institute of Management joining from Chicago.

Dr. Bala V Balachandran said he is very excited about this program and the signing of the agreement was reflective of the closer ties that are to bind the U.S. and India in coming years.

On the occasion, Dean Huss said, "During my visit to Great Lakes campus in Chennai and an interaction with the students, made me believe strongly in the quality of students and education being provided. And I am delighted that today we associate with Great Lakes for the MSMIT program."



Dr. Bala V Balachandran, Dean, Great Lakes Institute of Management with Dean H. Fenwick Huss, Dean, Georgia State University

Alumni Corner

Aravind Kumar (PGPM 2012)

Youngest participant from India to complete the ultra-marathon in South Africa in June 2014.

Aravind is the only participant from Chennai and the youngest from India to complete the ultra-marathon in South Africa which happened in June 2014. Over 14,000 athletes from across the world participated in the ultra-marathon and from India, there were 48 runners and 36 completed it. Aravind completed the race despite facing an injury 30 Kilometers through the race.



Sijo Kuruvilla (PGPM 2009)



Sijo Kuruvilla, CEO of Startup Village only Indian to take part in International Visitor Leadership Program (IVLP) in the United States.

Sijo Kuruvilla George, the Chief Executive Officer of Startup Village, has been invited to take part in the International Visitor Leadership Program (IVLP) in the United States.

It is a prestigious professional exchange program conducted by the U.S. Department of State to foster professional ties and mutual understanding with other countries.

Sai Sudha (PGPM 2006)

Co-founded Hongkong's first exclusive online portal to feature high quality small scale businesses.

Sai Sudha has co-founded a venture called HiddenTruffles along with her friend. Hidden Truffles is Hong Kong's first exclusive online portal that hand-picks and showcases the finest small businesses at Hong Kong.



Rahul Gupta (PGPM 2009)

Venture Black N Green makes a net profit of 48 crore in less than two years

Rahul Gupta, co-founder of Black N Green, a company that offers Value added products and services to users across the world, has made his company a 61 crore company with a net profit of 48 crore for 2012-2013 in just over two years.

Post Graduate Program in Business Analytics (PGPBA) inaugurated

Centre for Excellence in Business Analytics & Business Intelligence at Great Lakes launched first of its kind Post Graduate Program in Business Analytics and Business Intelligence (PGP-BABI) for working executives. The program is designed for executives who want to build their careers in the analytics industry.



Mr. Lakshmi Narayanan, Vice Chairman, CTS

Inauguration of PGP-BABI witnessed the presence of eminent personalities from the industry like Mr. Lakshmi Narayanan, Vice Chairman, Cognizant Technology Solutions; Mr. Sundar Varadarajan, Senior Vice President & Practice Head, BI & Analytics, Hexaware Technologies and Mr. Suresh Krishnaswamy, Director, Cognizant Business Consulting, Analytics.

Prof Bala V. Balachandran, Founder and Dean, Great Lakes Institute of Management said, "It is becoming imperative for businesses to draw insights and tangible actions from data. Business Analytics and Business Intelligence are indispensable for today's managers".



PGPBABI launch

Dr. P. K. Viswanathan, Co-Director – PGPBABI, Chennai & Professor, Analytics and Operation said, "The PGP-BABI program curriculum has the fine ingredients of Business Foundation, Statistical Methods for Decision Making, Predictive Modeling, Data Mining for Business Intelligence, Optimization Analytics, and Industry Perspective Analytics involving Marketing, Operations, Pricing, and Finance."

Addressing the gathering, Mr. Lakshmi Narayanan, Vice Chairman, Cognizant Technology Solutions said, "Today, data is shared freely as people believe that the value of service obtained is greater than the privacy or confidentiality issues. Businesses should capitalize on this aspect." Businesses should demand from technology than the other way around, he added.

Executive Program in Retail Management launched (PGXP-RM)

Centre for Excellence in Retail Management at Great Lakes Institute of Management launched a two-year Post Graduate Executive Program in Retail Management (PGXP–RM). The program has been developed in close consultation with leading retailers and academics from India & beyond, and will be taught at Mumbai and Chennai starting August 2014.

The objective is to create a learning environment which develops management competencies and equips middle/senior level managers to take leadership position in retail organizations. Renowned retail brands like Trent, Titan, Shoppers Stop, Vishal, Hyper city etc., are forerunners to show interest in nominating their managers for this program.”



(L-R) Mr. Sanjay Bhade, Dr. Nitin Sanghavi, Professor Sriram S, Prof. Veeravalli R S

The program has an international pedigree and is evolved from similar such best programs from around the world and will be led by Dr Nitin Sanghavi, Professor of Retail Marketing and Strategy at Manchester Business School, and founder and director of MBS Retail Center, one of the world’s largest specialist Retail executive education providers.

Dr. Nitin Sanghavi, Director of Center for Excellence in Retail Management at Great Lakes Institute of Management said, “Our first of its kind retail management program has been designed focusing on the emerging needs in the retail sector.”

Omni channel is the future of the retail industry. In India family owned business and traditional retailers like Kirana stores will play a strong role in the years to come. A retail course like this will provide a platform to all the retailers to understand what’s there in the future and adapt to changes.

Great Lakes SPIC MACAY Chapter inaugurated by Dr. Kiran Seth, Founder - SPIC MACAY

Great Lakes in line with its motto of 'Global Mindset – Indian Roots' inaugurated its SPIC MACAY Chapter with the founder of SPIC MACAY Dr. Kiran Seth himself visiting the Great Lakes campus to inaugurate this new chapter.



Dr. Kiran Seth, Founder SPIC MACAY

SPIC MACAY (Society for the Promotion of Indian Classical Music And Culture Amongst Youth) founded in 1977, is a voluntary movement that intends to enrich the quality of formal education by increasing awareness about different aspects of Indian heritage and inspiring the young mind to imbibe the values embedded in it.

The movement organizes various cultural programs only across educational premises, with some of the reputed artists in the country performing in it.

During the inauguration, Dr. Seth, currently a Professor at IIT-Delhi and a 'Padma Shri' awardee for his contribution to the arts in 2009, spoke on the topic "**Save the Tiger and also the Rudra Veena**".

Pointing out at the efforts taken to preserve the dwindling number of tigers in our country, he said it is also our responsibility to show the same determination in treasuring our cultural heritage and its legacy which is equally disappearing.



Classical music performance by Raghupati Jha

Befitting the occasion, Great Lakes' PGPM Student Raghupati Jha gave a brief classical music performance which enthralled the audience. SPIC MACAY student volunteers were given an opportunity to interact with Dr. Seth personally after the lecture.

Founder's day celebration at Great Lakes

On July 10, 2014, the campus was drenched in a mood of celebration as all the students and faculty gathered to celebrate Uncle Bala's 77th Birthday, which also marked the Founder's day.



The event commenced as Uncle Bala walked in, all the more spirited and vivacious! The event started with a cake cutting ceremony by uncle Bala, post which he addressed all the students and scintillated everyone with his vigor.

The cultural night was then commenced and a series of dances and singing performances followed. Every performance, from the group song to the band performance, from the semi classical dance to the 'high on energy' cultural fusion dance was amazing in its own way.



An extravagant performance by Pallavas

The atmosphere was filled with a feeling of celebration and enthusiasm. There were arrangements made for a DJ night post the event, which was like a sweet cherry on the cake. The students then enjoyed a sumptuous dinner.

The 'mini cultural festival', apart from everything else served as a platform for the PGDM and PGPM students to get to know each other well. Totally, this was a much awaited event which was wonderfully executed.

Student Achievements

Overall Runners up Trophy, inter college sports fest at XLRI Jamshedpur



Great Lakes won the overall Runners up Trophy at the inter college Sports Fest organized by XLRI Jamshedpur.

Great Lakes team comprising of Sundeep Kumar, Abhishek Kamboj, Devyani Kumar, Balraj Shrikant Soni, Ishu Bhatnagar and K Manu Narayanan, Girish Shivnani, Pawan Badgujar of PGPM 2014 batch participated in various sports such as Cricket, Badminton, Carrom, Table Tennis and Football.



Mudita Bhandari

Mudita Bhandari wins Best Article award from Markathon, IIM Shillong magazine

Mudita Bhandari's (PGDM 2015 batch) article on "Children in advertising: emotionally manipulative or just plain simple slice of life?" was adjudged the best article by IIM Shillong's Markathon magazine.

Mudita has been awarded an e-certificate for the article.



Continuing the legacy... The Charismatic Cholas... - ALCOM 2014-2015

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Great Lakes Celebrates 10 Years of Excellence From "Success to Substance"
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