

BUSINESS READY

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Great Lakes has consistently been one of the most innovative business schools in India with focus on business relevance and academic excellence. With mentorship from world class faculty, a cutting edge curriculum and globally benchmarked processes, our programs help nurture high-calibre business-ready managers with a high social responsibility quotient. Discover how the next generation of Business Leaders can help transform your business.



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GREAT LAKES AT A GLANCE

1st

by ANALYTICS INDIA
MAGAZINE | 2018
(Top 10 Analytics
Education Institutions)

4th

by BUSINESS WORLD
MAGAZINE | 2017
One Year Programs

5th

by OUTLOOK | 2019
Top Private MBA Institutions

9th

by BUSINESS INDIA
MAGAZINE | 2017
Top B-Schools

15th

by BUSINESS TODAY
MAGAZINE | 2018
Top B-Schools

18th

by NIRF | 2019
Top B-Schools

GLOBAL ASSOCIATIONS



HIGHLIGHTS

2

Campuses
Chennai & Gurgaon

6

Collaborations with leading
international universities

9

Centres of Excellence

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)

100+

Industry leaders on campus
in 2018-19

8800+

Alumni members across
30 countries

ABOUT GREAT LAKES, CHENNAI

Great Lakes Institute of Management, founded in 2004 by Padma Shri Dr. Bala V. Balachandran, is among India's leading business schools with two state-of-the-art campuses in Chennai and Gurgaon.

The 30-acre LEED Platinum rated campus in Chennai is home to some of the finest academic faculty delivering cutting-edge curriculum to some of the brightest potential business leaders of the country. 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 15 years.

The campus facilitates extensive engagement with the industry, including the start-up ecosystem, and benefits students with the perspectives of CXOs, Policymakers and Entrepreneurs. The Karma-Yoga Leadership Experiential Action Program builds social responsibility into the students and gives them a first-hand experience at developing sustainable solutions to everyday problems in over 24 villages surrounding the campus.

The Chennai campus currently offers the full time PGPM & PGDM along with blended programs such as PGXPM, PGPM Flex, and MBA in Business Analytics. Both PGPM & PGDM programs are approved by AICTE and have received International Accreditation by AMBA and SAQS. The PGXPM and PGPM Flex programs also are AMBA accredited.

1st

**Ranked among B-Schools for Analytics
by Analytics India**

5th

**Ranked among EMBA Schools
in India**

**TOP
10**

**Ranked among Prominent Data
Science Institutes**



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 an exclusive flagship program for experienced students who can start delivering on their job immediately after their MBA.

- 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 1400 years of collective work experience across diverse industries, functions, and geographies
- Our PGDM program is designed to allow the participants to maximize their learning and understand how to navigate the fast changing business world, creating value for their future organization

CUTTING EDGE CURRICULUM

Great Lakers build their fundamentals through a 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; Great Lakes' Analytics program is **ranked No.1 for four 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 Business Titans, Global Academicians and Policy Makers throughout the year.

- 100+ CXOs and industry leaders have shared perspectives with Great Lakers in 2018-19

SKILLS NURTURED THROUGH EXPERIENTIAL LEARNING

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

- 8-10 weeks of summer internship for the PGDM program provides the participants a rigorous, hands on on-site industry exposure
- Karma-Yoga Experiential Leadership program helps nurture leadership skills including empathy, teamwork and inclusivity through community building
- Till date, over 11,000 households in 27 villages have been positively impacted by Great Lakers

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

8800+ Great Lakers work in over 30 countries across 5 continents, with many in leadership roles.



MESSAGE FROM THE CHAIRMAN

“

Our students learn the art of doing Business while understanding the impact of business on the Community at the same time.



Dear Talent-Seeker,

Come September, all campuses across the country gear up for one of the most important activities of the academic year – securing the careers of their students. The placement season is as exciting as it is strenuous for both the suitor and the sought-after. So why should you put your best foot forward and woo talent from Great Lakes Institute of Management?

I'll start with the basics. A premier B-school, ranked among the best in the country, a great campus with excellent infrastructure, cutting-edge academic rigor, world-class faculty, course offerings with prestigious accreditations and affiliations etc. All of these are par for the course. So, what sets Great Lakes apart? What makes us distinct?

Two things – 'The Great Lakes experience' and 'Our students'. As a firm believer in the principle of customer astonishment, one of the core values of Great Lakes is to astonish our customers. A b-school has two sets of customers: 1. Our students – who come to us seeking a specific learning experience and 2. The Corporate Kingdom – who come to us seeking superior talent. Our mission therefore translates to delivering an outstanding learning experience (through state-of-the art curriculum, rounded off by a variety of extra-curricular activities) that truly transforms the student from a sophisticated manager to a responsible corporate citizen. At the core of our corporate DNA is our commitment to learning and skill development as a continuous process. We are keenly aware that the quality of the learning outcome is measured not by the effectiveness of problem solving but by how successful initiatives can lead to sustainability, stability and progress. The transformation of Google from a simple search engine to a key player in Data Science is a case in point. So also, at Great Lakes, our students learn the art of doing Business while understanding the impact of said business on the community at the same time. They are well-versed with the best and next practices, trends and economics, IT in all its glorious manifestations and so much more; they are geared for change, flexible, resourceful, enterprising, quick on the uptake, passionate yet endowed with a healthy dose of humility, compassion and ethics. This is the holistic development that Great Lakes has inculcated in the 8000 plus students who have passed through its hallowed halls. And we don't stop just there. Another element of our DNA is our spirit of 'pioneering'. From being one of the earliest champions of the one-year fast track program in Management, we have gone on to introduce other formats and niche programs to benefit the entire spectrum of the professional population. Our recent academic review has included AIMLAB (Artificial Intelligence, Machine Learning, Algorithmic Analysis and Block Chain) as a major area; we have improved our teaching pedagogy to include 'blended' modules reaching out to students and alumni across the world to keep the learning continuous and constant.

During their time with us, our students not only learn subject matter from experts of world renown, but also work along with us, leading the change and evolution of the learning process. This is the way of life as we know it and this is the caliber of talent we offer to you. This is why we are distinct. This is also why Great Lakes are a rare breed. And, this, is most certainly why I hope to meet you during our campus recruitment season. I am delighted to invite you to visit Great Lakes, soak in the ambience and prepare to be astonished!

Bala V Balachandran

J L Kellogg Distinguished Professor of Accounting & Information Management, Northwestern University, USA
Founder, Chairman & Dean Emeritus, Great Lakes Institute of Management, India

MESSAGE FROM THE DEAN

“

At Great Lakes Institute of Management, we pride ourselves on offering a pristine learning environment, a veritable “Gurukulam”, that fosters clean and clear thinking.



Dear Recruiter,

We live in a time of rapid, non-linear change. Organizations around the world are trying to come to grips with the pace of change, some of them succeeding by successfully undergoing a mass transformation, not just evolving but completely changing business processes and practices, and several others falling by the wayside, swept away by disruptive forces. Recently, I attended a NASSCOM HR summit, and the word that was on everyone's lips was “Agility”. Organizations seek to be nimble and agile in the new marketplace. They seek to embrace new technologies and new ways of conducting their business. In these dynamic times, ask yourself this question “Where would you want to find a future leader for your organization?” Will it be a 20th Century institution burdened by decades of incumbency? One that says “This is the way we have always done things?” Or, would you want to hire at a place that prides itself on its agility, adaptability, and adroitness? Welcome to Great Lakes Institute of Management.

We are in our 15th year of operation, much younger than several others with a more storied history. We are hungrier, driven by a relentless focus on quality and relevance. Our students are among the best and brightest India has to offer. They are razor-sharp in their intellectual acumen and their ability to analyse complex problems. They are highly motivated, competitive, and committed. Hard work comes naturally to them. Our faculty have a pedigree that includes some of the top-most institutions in the world – Stanford, Yale, Kellogg, Chicago Booth, NYU, Maryland, and Miami to name a few. We have doyens of teaching in our midst, people who have been recognized as some of the top-most thought leaders in the country, and those who have been at the highest echelons of management in companies before coming to Great Lakes to pass on their knowledge to the next generation. Our pedagogy is innovative, experiential, and mind-altering. Our faculty have won awards for their adoption of a variety of new and cutting-edge pedagogical approaches designed to challenge our students and foster critical thinking. Our curriculum includes the opportunity to take a deep dive into analytics, artificial intelligence, machine learning, data visualization, and natural language processing. It prepares our students to take on careers in a variety of areas including technology consulting, banking and financial services, analytics, sales and marketing; and E-Commerce. They are ready to make a difference to your organization, and will hit the road running.

Beyond all this, however, you must also ask yourselves the question: “Where will I find ethical and socially responsible future leaders?” At Great Lakes Institute of Management, we pride ourselves on offering a pristine learning environment, a veritable “Gurukulam”, that fosters clean and clear thinking. Our award-winning Karma-Yoga program that is a part of every student's curriculum creates a sense of responsibility and selflessness. In a world where business ethics are of paramount importance and corporate social responsibility is being taken very seriously, our students are prepared to lead the way. They have the right attitude, the right values, the right balance between the self and the other.

Some of you already know this. You have recruited our students before and you know us well. To you, we owe an enormous sense of gratitude for your support. I hope to see you back on campus this year, recruiting our students for both placements and internships. The rest of you may be considering us. Please take this as a personal invitation to experience our campus and understand how we prepare our students to meet the challenges and opportunities in your organization. We create the value for you. Capture it. On behalf of our faculty, staff, and all our wonderful students, I welcome you to the Campus Placement activity for the Graduating Class of 2020 at Great Lakes Institute of Management!

Suresh Ramanathan

Dean & Principal
Great Lakes Institute of Management

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.

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 in 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

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 Emeritus Tata Sons Ltd.

Mr. Kumarmangalam Birla



Chairman Aditya Birla Group

Mr. Jamshyd N Godrej



Chairman & MD Godrej & Boyce

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 Member, Amazon and Ex-CEO, Pepsi Co

CONFERENCES

The International Conferences bring academicians and industry practitioners from across the globe to a common platform to discuss, debate, and initiate a dialogue.

- North American Society for Marketing Education in India (NASMEI) Conference
- Union Bank Financial Conference
- Human Capital Management Conference
- Business Analytics Conference

CENTRES OF EXCELLENCE

Great Lakes, Chennai has six Centers of Excellence facilitating research, exchange of ideas and solutions to industry problem.

- 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





MENTORED BY WORLD CLASS FACULTY

OPERATIONS & IT

My research, teaching and consulting expertise in the areas of Supply Chain Operations, Data Sciences & Analytics provide me with a unique perspective on how companies need to manage their global supply chains. Though most supply chains were built to manage high-volume and stable production, companies now need to shift to smaller, agile/nimbler entities that are better prepared to handle high levels of uncertainty and complexity. Students are able to understand how with better visibility into Supply Chain operations, companies can achieve higher efficiency gains and profitability and also manage operations in this VUCA world.

DR. VAIDY JAYARAMAN

Professor, Supply Chain Operations,
Data Sciences & Analytics
Ph.D. The Ohio State University, USA

ANALYTICS

AIMLA (Artificial Intelligence, Machine Learning, and Analytics) is the new frontier in business analytics that promises a great future in terms of attractive career opportunities for budding young students of management from leading business schools. Against this backdrop, Great Lakes, to be in tune with the current pattern in Analytics Education and to be a Champion and Trend Setter, introduced the AIMLA Specialization this year for the PGPM students. AIMLA is being implemented with the aim of training our students to be job ready and addressing the talent gap alongside. In my course on Statistical Methods for Decision Making (SMDM) and Predictive Analytics for Marketing (PAM), I emphasize on how Analytics should be positioned in the ambit of AIMLA, so that students can straightaway understand the needs of corporates and swiftly move into action for strategic decisions.

DR. P. K. VISWANATHAN

Program Director, PGPA
Professor, Analytics & Operations
Ph.D. University of Madras, India

FINANCE

In the finance area, we have started focusing on the issue of risk and compliance as an essential value adding component. Given the volatility and interconnectedness of financial markets, there is an increasing risk of contagion, and we have expanded the scope of risk measurement beyond the traditional frameworks to include newer techniques of risk analytics using Big Data and black box approaches. BFSI recruiters find this as a very desirable skill set to add to their global operation centers in India in strengthening their risk assessment and measurement capabilities with our students.

PROF. SANJOY SIRCAR

Program Director, PGPM, Great Lakes

MARKETING

Being research active is a great boon in the class as well. I am able to explain relevant statistical techniques in my Marketing Research class due to constant use. Moreover, I apply them in real-world research issues; students get to learn not just the techniques but also their application, and this helps them during the placement process. My research typically involves an extensive review of the literature and thus, I am able to impart cutting edge knowledge to students, which they apply to real-world marketing situations.

DR. S. BHARADHWAJ

Professor, Marketing & Director of Research
Ph.D. University of Maryland, USA

RESEARCH & PUBLICATIONS

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- “India’s widening regional divide prosperous states should care for poor counterparts to maintain economic balance”, Firstpost, December 19, 2018 | Dr. Vidya Mahambare
- “Technopreneur : Be different to make a difference”, Financial Express B-School Express, December 29, 2018 | Dr. T N Swaminathan
- “Digital HR in Workplace”, Business World, February 18, 2019 | Dr. Shameem S
- “Things that Millennials expect from their Jobs”, Entrepreneur.com, March 26, 2019 | Dr. Shameem S
- “How to deal with appraisals”, People Matters Online, April 02, 2019 | Dr. Shameem S
- “Will the rupee stabilise, strengthen or slide?”, NDTV Online, April 09, 2019 | Dr. Vidya Mahambare
- “Uber IPO: Cab hailing service providers need to focus on customer loyalty”, Firstpost, April 17, 2019 | Dr. Vidya Mahambare
- “Beating equity fears”, The Hindu Business Line, April 18, 2019 | Dr. Vidya Mahambare
- “4 ways to deal with criticism during appraisal like a pro”, Timesjobs & Careers Online April 26, 2019 | Dr. Anuradha M V

PERSPECTIVES FROM INDUSTRY LEADERS

At Great Lakes, students have the opportunity to meet with Business Titans, 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 2018 - 19

50+

CXOs on campus
in 2018 - 19

ORGANIZATIONS WHOSE LEADERS INTERACTED WITH OUR STUDENTS



GE Healthcare



SOME PROMINENT SPEAKERS

Lilly Prasad

MD, BNY Mellon India

Nagaraj Mylandla

Chairman & MD, Financial
Software & Systems

Dr. Vikas Joshi

Chairman & MD, Harbinger Group

Kashish Mehta

Senior Product Manager, OLX

Abhinav Chetan

Product Marketing Manager, Google

Sumit Ganguli

CEO, GAVS Technologies

Laks Krishnamoorthy

VP-Engineering & GM, NAVIS

Sarathy Rajagopalan

Director-Product Management, PayPal

Abhishant Pant

Founder, The Fintech Meetup

Rajeev Kumar

Program Director, Ericsson

Manikandan

Director Engineering, Amazon

Murali Malayappan

Chairman & MD, Shriram Properties Ltd.

Prashant Pansare

Founder & CEO, Rubics Labs

Venugopal M

AVP, Wells Fargo

Prathap

CEO, i2 Decisions

Neel Pandya

Head-Media, L'Oreal

Davis Mendes

Director-Global Procurement, AB InBev

Rohant Shyam Rammohan

Chief Partner, Facebook

Pulkit Agarwal

Senior Product Manager, Microsoft

Suresh Narayanan

Chairman & MD, Nestlé India

**Suresh Narayanan**

Chairman & MD, Nestlé India

**Abhinav Chetan**

Product Marketing Manager, Google

**Davis Mendes**

Director-Global Operations-Procurement, AB InBev

*Partial List

PGPM

ONE YEAR POST GRADUATE PROGRAM IN MANAGEMENT FOR 2+ YEARS OF WORK EXPERIENCE

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.

SPECIALIZATIONS OFFERED:

Marketing | Finance | Operations and IT |
Analytics, AI & ML



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 such as 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

The PGPM curriculum is tailored to leverage the rich and diverse experience of the students of nearly 1400 man-years in the class. With focus on Experiential Learning and compulsory Empirical Study, the PGPM helps students to be ready to handle business responsibilities from Day-1. Apart from the functional specializations, the PGPM offers students specialization in AI, Machine Learning and Analytics, helping them emerge as leaders in adopting cutting edge technologies in their future organizations.

CORE COURSES

TERM 1

Organizational Behavior
Empirical Study
Karma-Yoga
Macro Economics
Statistical Methods for Decision Making
Business Communication
Marketing Management I
Financial Accounting

TERM 2

Market Research
Financial Management I
Micro Economics
Intelligently Interacting with Others
IT for Managers
Operations Management
Managerial Accounting

TERM 3

Strategic Management
Financial Management II
Marketing Management II
Quantitative Methods
Management Information Systems
Business Analytics
Human Resource Management

TERM 4 TO TERM 7 ELECTIVES

MARKETING

Services Marketing
Consumer Behaviour
Sales and Distribution Management
Brand Management
Marketing Metrics
Predictive Analytics for Marketing (PAM)*
Customer Relationship Management
Marketing Analytics*
Consumer Insights
Consumer Focused Product Planning*
Integrated Marketing Communications
Markstrat Simulation
Digital Marketing
New Product Development
India Marketing
Negotiation & Bargaining*
Advanced Marketing Strategy
B2B Marketing

FINANCE

Financial Statement Analysis
Managing Personal Investments
Options, Futures and Derivatives
Financial Risk Management
Mergers, Acquisitions and Corporate Restructuring
Investment Banking
Trading Strategies
Insolvency, Bankruptcy and Corporate Restructuring
Financial Risk Analytics*
Financial Modeling

OPERATIONS/IT

Project Management
Logistics and Supply Chain Management
Data Visualization & BI*
Supply Chain Operations & Analytics*
Strategic Operations Planning
Business Enterprise for Performance Excellence*
Supply Chain Consulting
Services Operations Management
Enterprise Resource Planning
Demand Planning & Forecasting
Total Quality Management

AIMLAB

Deep Learning - AI
Data Visualization and BI*
Predictive Analytics for Marketing*
Supply Chain Operations & Analytics*
Marketing Analytics*
Multivariate Machine Learning Algorithms
Web & Social Media Analytics
Consumer Focused Product Planning*
Financial Risk Analytics*
Blockchain
Natural Language Processing
Business Applications for AI
Time Series Forecasting

OB/HR

Economics of Strategy
Strategy Execution
International Business Strategy
Business Strategy Simulation
Management Consulting
Business Enterprise for Performance Excellence*
Negotiation & Bargaining*

*Cross-listed with the respective discipline

BATCH PROFILE PGPM 2019-20

“

PGPM at Great Lakes helped me significantly in transforming my thought process from an Engineer's perspective to a more holistic Business Manager's perspective. The program boosted my confidence in dealing with different clients and business scenarios of real world. Renowned faculty, world-class infrastructure, continuous interactions with industry executives, diverse peer group, supportive career services team and a helpful alumni network gave me many wonderful memories of lifetime.



Bharath Repaka

Senior Consultant, Deloitte US India Consulting
PGPM Class of 2015

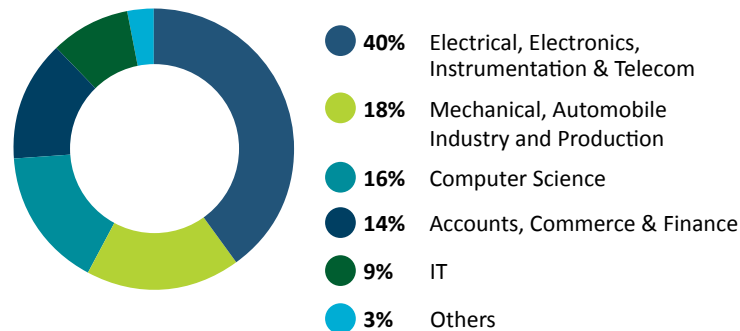
3.3 Years

Average Experience

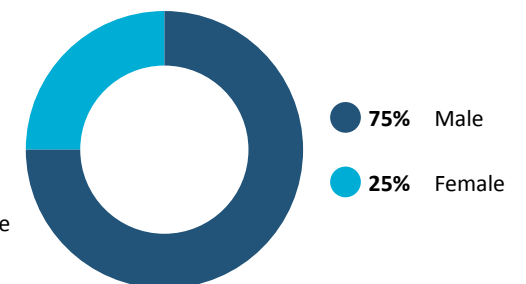
25 Years

Average Age

UNDERGRADUATE SPECIALIZATION

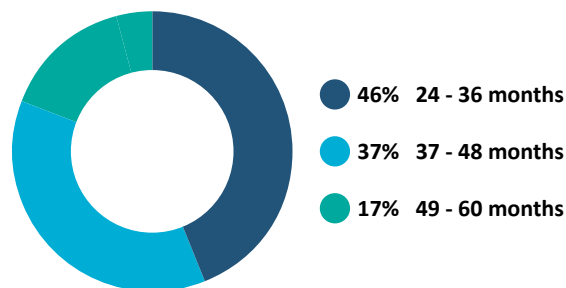


GENDER

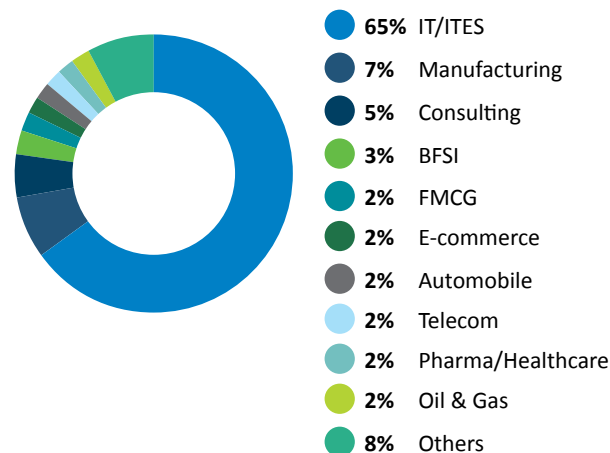


Others includes: Chemical, Civil, Aerospace, Pharma, Textile, Bio-technology, etc.

WORK EXPERIENCE (IN MONTHS)



INDUSTRY DIVERSITY (PRE-MBA)



Others includes: Aviation, Education, Entertainment, Government, Media, Real Estate, Retail, Supply Chain, Power and Energy, etc.

SOME ORGANIZATIONS OUR STUDENTS COME FROM



PLACEMENT REPORT PGPM 2018-19

The campus placement process for the PGPM Class of 2019, witnessed 100% of the students getting placed across diverse sectors and functional areas. The placement process saw participation from leading recruiters such as Accenture, Aditya Birla Capital, ADP, Amazon, Barclays, Cognizant, Capgemini, Deloitte, EY, Gartner, HCL, Honeywell, HSBC, Infosys, ITC, Infotech, L&T Infotech, Mentis, MuSigma, TCS, Virtusa, ZS Associates, Bristlecone to name a few.

IT/ITES (37%) was the largest recruiting sector followed by Tech-Consulting (23%), Consulting (22%), BFSI (5%), Analytics (4%), FMCG (3%) and E-comm (2%).

KEY HIGHLIGHTS

- Participation of diverse set of companies across Analytics, BFSI, IT/ITES, Consulting, E-commerce, FMCG and others
- Offers by marquee recruiters such as Amazon, Aditya Birla Group, Barclays, Deloitte, ZS Associates, EY, Gartner, HSBC, Honeywell, United Health Group to name a few

13.1LPA

Average CTC
offered to Class of 2019

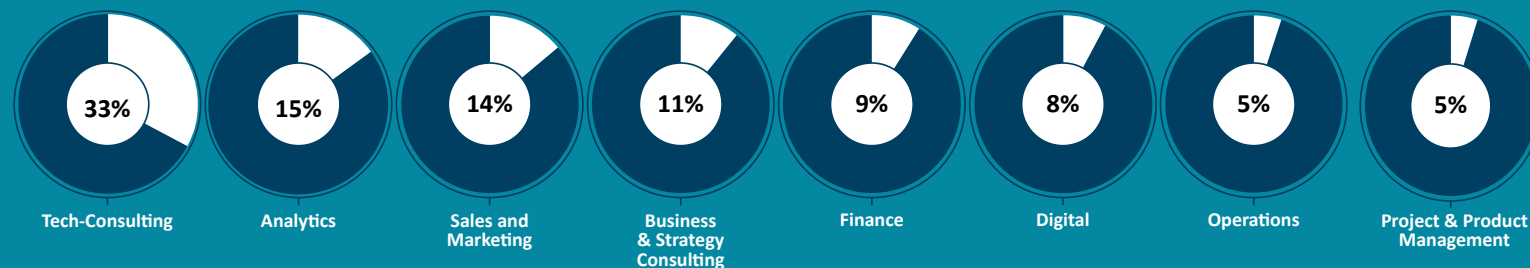
29LPA

Highest CTC
offered to Class of 2019

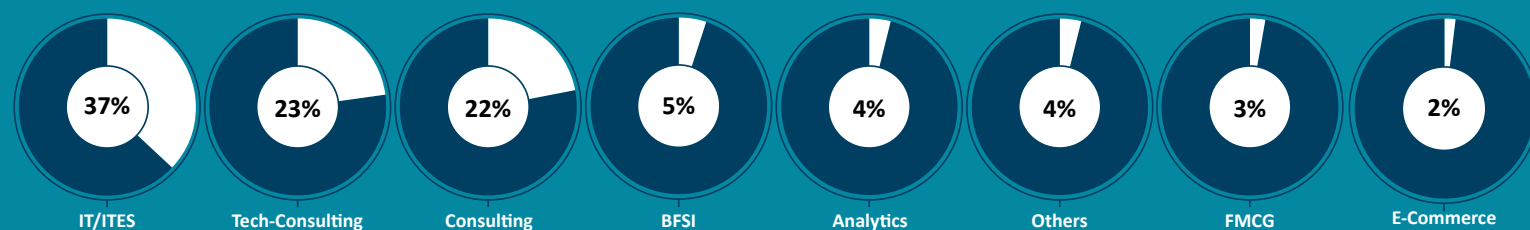
19.41LPA

Average CTC for top 10%
of Class of 2019

FUNCTION-WISE CLASSIFICATION



INDUSTRY-WISE CLASSIFICATION



INDUSTRY-WISE RECRUITERS*

Analytics	Fractal Analytics GainInsights i2 Decisions Musigma Tiger Analytics
BFSI	Aditya Birla Capital Barclays CAMS Online HSBC WeInvest
Consulting	Accenture Strategy Bristlecone Cartesian Consulting Deloitte India Deloitte USI EY ZS Associates
E-Commerce	Amazon Moglix NinjaCart Zolo Stays
IT/ITES	Accenture Brillio Capgemini Cognizant HCL Technologies Hexaware Honeywell Infosys ITC Infotech L&T Infotech Mindtree Quest Global Virtusa TCS
Product	ADP Bizongo Mentis
Others (FMCG, Healthcare, Manufacturing, Retail, Research)	Ab Inbev Arvind Lifestyle Gartner India Cements KALS Group United Health Group

*Partial List

PGDM

TWO YEAR
POST GRADUATE
DIPLOMA IN
MANAGEMENT FOR
0-2 YEARS OF WORK
EXPERIENCE

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 and includes a full-time 8-10 weeks of summer internship.

SPECIALIZATIONS OFFERED:

Marketing | Finance | Operations and IT |
Analytics | HR



PROGRAM HIGHLIGHTS



Two year fully residential program with rigorous 8-10 weeks summer internship



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



Distinguished faculty including PhDs, MBAs and industry professionals who have extensive research and consulting experience



Chinese (Mandarin) language offered as a mandatory course



Opportunity to gain global exposure through Semester Abroad Program



Empirical Study Program encourages students to do a real life study under the guidance of the finest in business and academia



PGDM CURRICULUM

The PGDM curriculum is focused on nurturing young minds to develop solid business competencies with an extensive and in-depth curriculum focusing on experiential learning and rigorous practice. Apart from the courses, the Karma-Yoga Experiential Leadership Program, Empirical Study and Summer Internship help students develop a holistic understanding of the real world challenges and prepare them to take business responsibilities.

CORE COURSES

TERM 1

Macro Economics
Financial Accounting for Decision Making
Marketing Management I
Individuals in Organizations (OB I)
Business Statistics
Verbal & Written Communication
FADM Tutorials
Karma-Yoga

TERM 2

Micro Economics
Financial Management I
Marketing Management II
Groups in Organizations (OB II)
Business Maths
Production & Operations Management
Marketing Research
Management Information Systems

TERM 3

Cost and Management Accounting
Financial Management II
Business Analytics
Business Law
Optimization Business Model for Decision Making
Strategic Management
Empirical Study
Virtual Business - Small Business
Corporate Tax

TERM 4

Understanding Emerging Markets
Human Resource Management
Elective-1
Elective-2
Elective-3
Elective-4
Elective-5
Elective-6

TERM 5

Board Room Simulation
Mandarin/Language Lab
Business Ethics
Elective-7
Elective-8
Elective-9
Elective-10
Elective-11
Elective-12

TERM 6

Elective-13
Elective-14
Elective-15
Elective-16

TERM 4 TO TERM 6 ELECTIVES

MARKETING

Digital Marketing
Consumer Behaviour
Services Marketing
Sales and Distribution Management
Customer Relationship Management
Integrated Marketing Communications
Rural Marketing
B2B Marketing
Strategic Marketing
Web and Social Media Analytics
Marketing Metrics
Markstrat Simulation
International Marketing
Brand Management
Sports Marketing
Current Trends in Marketing
New Product Development
Retailing Management

FINANCE

Financial Statement Analysis
International Finance
Corporate Financial Strategy
Financial Modeling
Options, Futures and Derivatives
Fixed Income Securities
Security Analysis and Portfolio Management
Investment Banking
Commodities Markets
Financial Risk Analytics
Experimental Economics
Management of Commercial Banks
Trading
Financial Institutions and Markets
Equity Research
Corporate Valuation
Project & Infrastructure Finance

OPERATIONS

Logistics and Supply Chain Management
IT Consulting
Data Visualization & Analytics
Management Services Operations
Strategic Sourcing & Corporate Quality
Project Management
Operations and Analytics
Enterprise Resource Planning
Virtualization Strategies for Organizations
Cloud Security
Strategic Sourcing & Supply Chain Management
Business Intelligence
International SCM
Total Quality Management
Advanced Analytics Model

AIMLA

Data Visualization and BI: Tableau, Power BI
Deep Learning
Marketing Analytics
Web and Social Media Analytics
Supply Chain Analytics
Financial Risk Analytics
Natural Language Processing
Business Applications of AI

OB/HR/STRATEGY

Strategy Execution including Economics of Strategy
Design, Thinking and Innovation
Leading People at Work - Contemporary Challenges
New Venture Planning
Management Consulting
International Business Strategy
Negotiations and Bargaining

BATCH PROFILE PGDM 2018-20

“

Great Lakes curriculum has rigour and relevance. And to be taught by some of the best academicians in the country as well as outside is an unparalleled lifetime experience. I must say Great Lakes helped me prepare for a seamless transition to the industry.



Aditya Rajagopalan
Senior Advisory Consultant, Deloitte India
PGDM Class of 2016

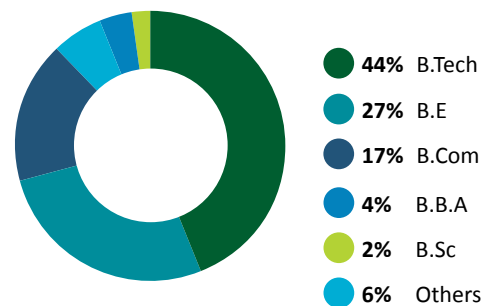
26%

Women in the Class

23 Years

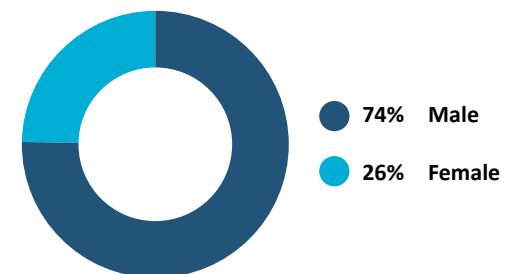
Average Age

UNDERGRADUATE DEGREE

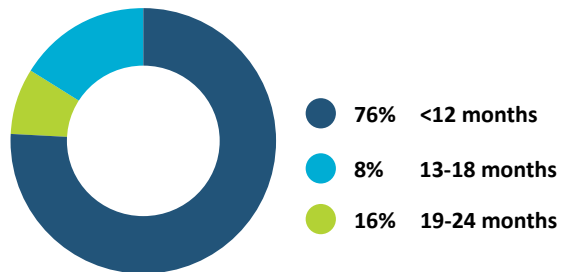


Others includes: BA, B.Arch, BMM, BMS, etc.

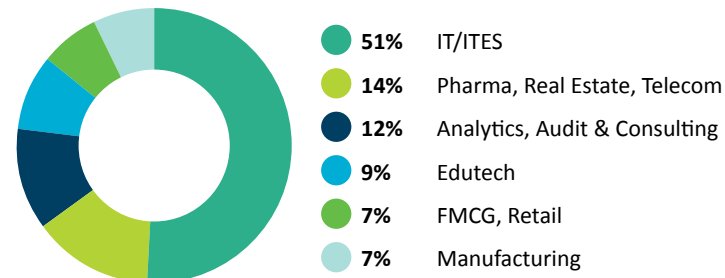
GENDER



WORK EXPERIENCE (IN MONTHS)



PRE-MBA INDUSTRY



SOME ORGANIZATIONS OUR STUDENTS COME FROM



PLACEMENT REPORT PGDM 2017-19

The campus placement process for the PGDM Class of 2019, witnessed another excellent season with 100% placements and participation from marquee recruiters, from diverse sectors, such as Aditya Birla Capital, Barclays, Bristlecone, Cognizant, Chola MS, Crisil, Dell, Deloitte, Ford, HDFC Bank, Hexaware, HSBC, ICICI Bank, ICRA, Infosys, ITC, JP Morgan, Karur Vysya Bank, Kotak Mahindra, Nestle, Novartis, Societe Generale, Virtusa, Wells Fargo, to name a few.

Students were offered roles across BFSI, IT/ITES, Consulting, FMCG and Manufacturing.

KEY HIGHLIGHTS

- Participation by diverse set of companies with excellent roles offered across Banking and Financial Services, Consulting, IT, FMCG, Manufacturing, etc.
- 22 students were offered PPOs/PPIs for their outstanding performance during their summer internship

10.14_{LPA}

Average CTC
offered to Class of 2019

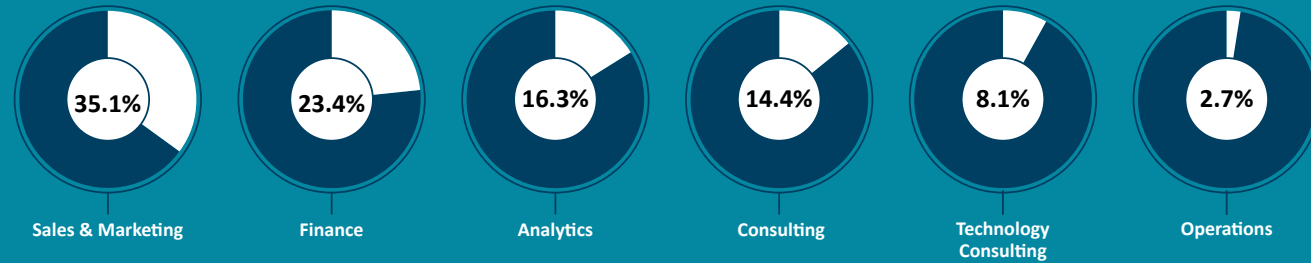
13.1_{LPA}

Domestic Highest CTC
offered to Class of 2019

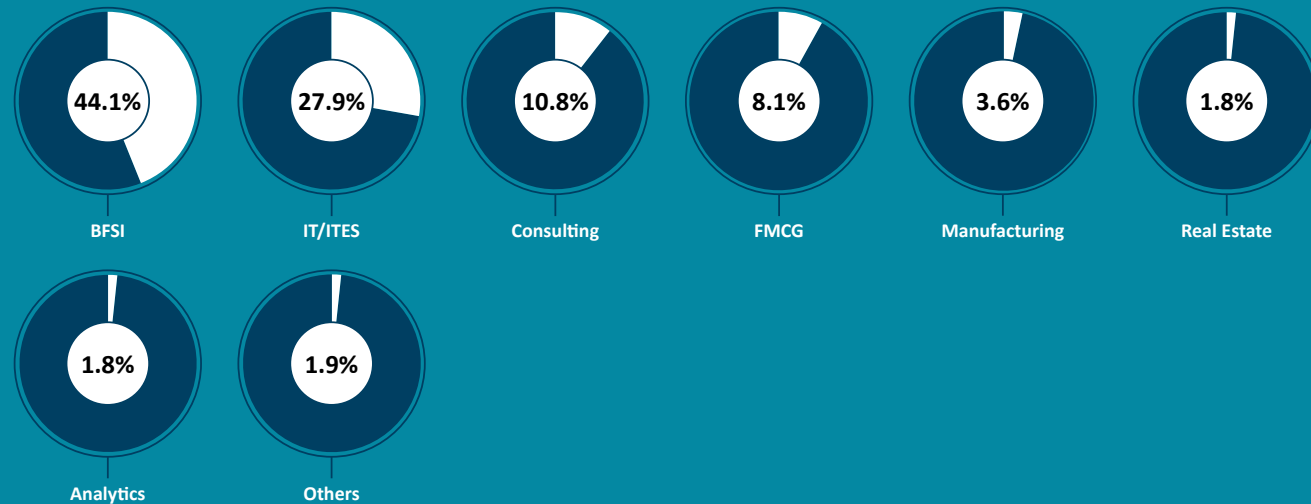
10.25_{LPA}

Median CTC
offered to Class of 2019

FUNCTION-WISE CLASSIFICATION



INDUSTRY-WISE CLASSIFICATION



INDUSTRY-WISE RECRUITERS*

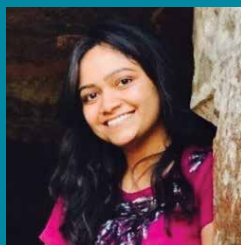
Analytics	eClerx GainInsights i2Decisions
BFSI	Aditya Birla Capital Barclays Crisil HDFC Bank HDFC Life HSBC ICICI Bank ICRA JP Morgan Karur Vysya Bank Kotak Mahindra Bank Marsh Samunnati Societe Generale Wells Fargo
Consulting	Bristlecone Deloitte USI Deloitte India GEP
FMCG	ITC KALS Group Nestle
IT/ITES	Cognizant Dell Hexaware Infosys New Wave Computing Virtusa
Others (Pharma & Healthcare, Manufacturing & Real Estate)	Caplin Point Chola MS Ford JLL Kamal Healthcare Lynk Logistics Novartis

*Partial List

BATCH PROFILE PGDM 2019-21

“

Great Lakes provides you with a world class faculty base which guides you on a well-structured curriculum in a breath-taking campus and helps you transform into business-ready managers. What else can one ask for?



Vidhi Gupta

Digital Strategy Consultant, India Business,
Accenture Strategy & Consulting
PGDM Class of 2014

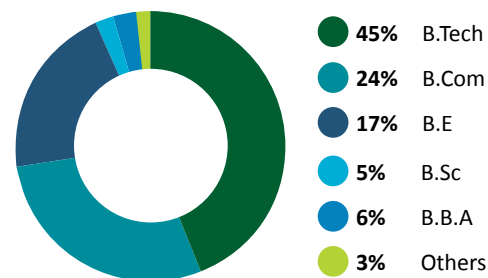
37%

Women in the Class

22.6 Years

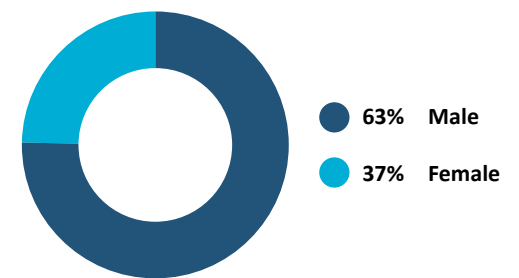
Average Age

UNDERGRADUATE DEGREE

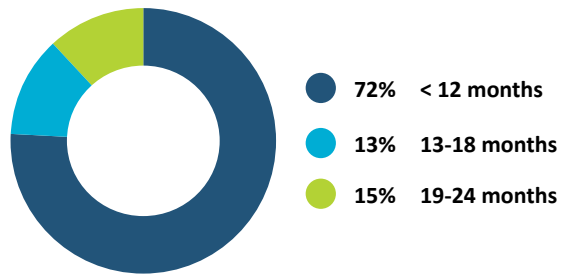


Others includes: BA, BMS, B.F.Tech, B.Voc, etc.

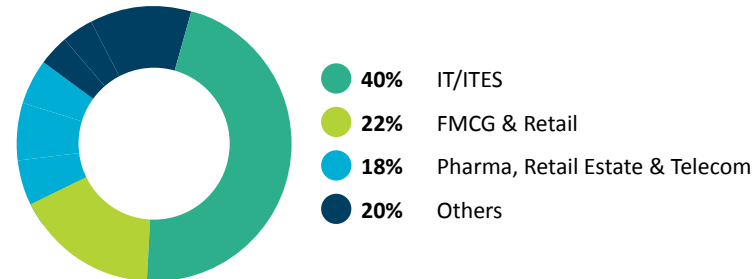
GENDER



WORK EXPERIENCE (IN MONTHS)



PRE-MBA INDUSTRY



Others includes: Analytics, Audit, Consulting, EduTech & Manufacturing, etc.

SOME ORGANIZATIONS OUR STUDENTS COME FROM

accenture
High performance. Delivered.

BYJU'S
The Learning App

Capgemini
CONSULTING. TECHNOLOGY. OUTSOURCING

Cognizant

CRISIL
An S&P Global Company

EY

FEDERAL MOGUL

Gartner

Honeywell

IBM

Indiabulls VENTURES

Infosys

KPMG

Mindtree
Welcome to possible

paytm

TATA CONSULTANCY SERVICES

TEACHFORINDIA

ZOHIO

zomato

INTERNSHIP REPORT

PGDM 2018-20

Great Lakes had an excellent summer internship season for the sixth batch of PGDM Class of 2018-20. It saw participation from a plethora reputed corporates such as Aditya Birla Payment Bank, Amazon, Barclays, Big Basket, Britannia, Dell, Hero MotoCorp, ITC, Lotte, JP Morgan, Mckinsey, Nestlé, Shopclues to name a few.

Roles were offered across domains such as Analytics, Consulting, Finance, Operations, and Sales/Marketing.

KEY HIGHLIGHTS

- Great Lakes witnessed yet another wonderful internship season with 54 corporates offering 112 internship offers with stipend varying from ₹30000 to ₹240000
- Mckinsey offered highest stipend of ₹240000 followed by Amazon with ₹120000
- 23 new corporates participated in Summer Internship selection process
- Aditya Birla Payment Banks, Britannia, Hero MotoCorp, ITC, Kalpataru, Mckinsey, TVS Srichakara Tyres, Think Music, World Bank, were first time recruiters to name a few
- Sales & Marketing has been the most preferred function followed by Operations & Finance closely

35%

Profiles offered in Sales & Marketing

54

Corporates on Campus

64%

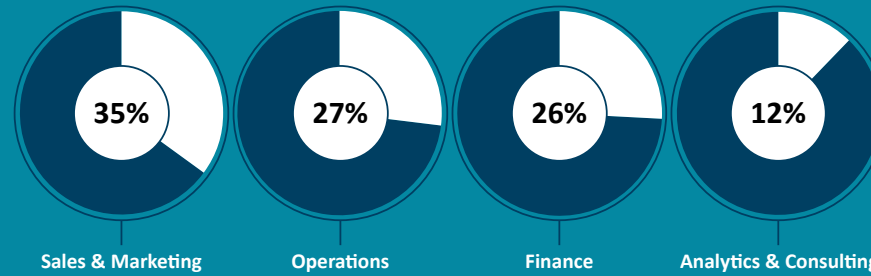
Fresher
36% with 6 to 24 months

Work experience of the students

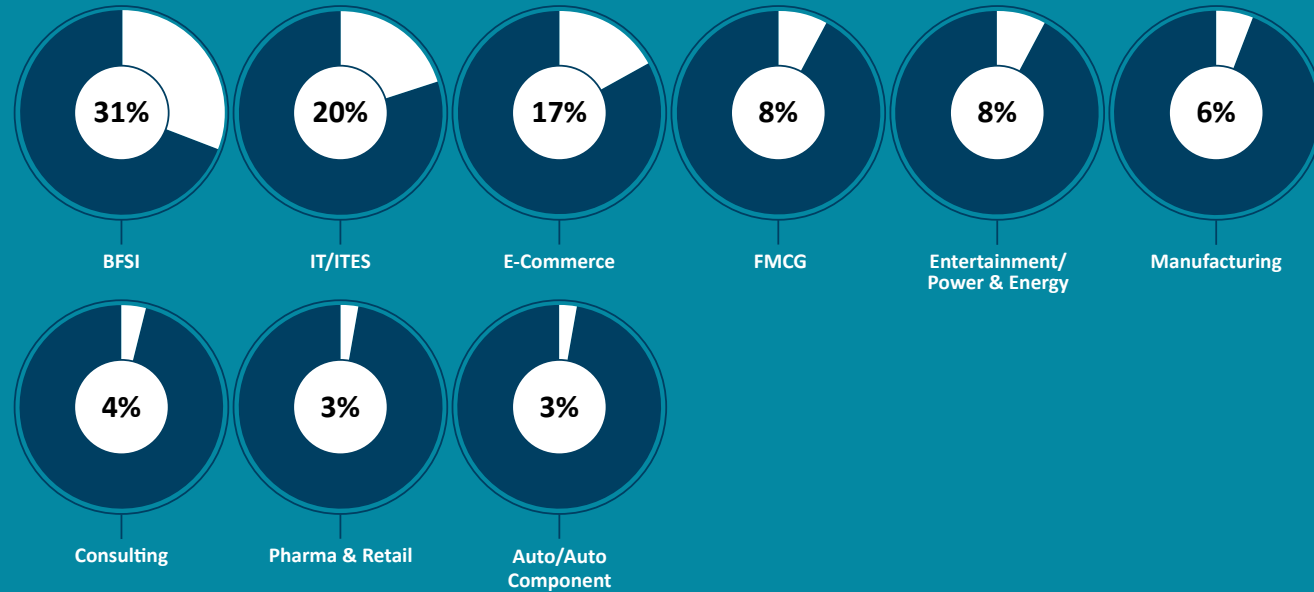
25%

Offers Offered in Finance

FUNCTION-WISE CLASSIFICATION



INDUSTRY-WISE CLASSIFICATION



INDUSTRY-WISE RECRUITERS*

Auto/Auto Component	Hero Motocorp Isuzu
BFSI	Aditya Birla Payment Bank Barclays CAMS HDFC Bank Invesco JP Morgan Liquid Loans Marsh India RBS Sammunati SIDBI TVS Credit Wells Fargo World Bank
Consulting	Mckinsey TeamLease
E-Commerce	Aahaa Stores Amazon BigBasket LYNK Matrimony.com Shopclues
Entertainment/ Power & Energy	Aspiration Energy SPI Cinemas Kalpataru Think Music
FMCG	Britannia ITC Lotte India Nestle
IT/ITES	Ameex Dell HCL i2D Market Simplified Pranion Tech Spaneos Sutherland TCS Vokse Digital
Manufacturing	TI Cycles India (Murugappa Group) TVS Srichakra Tyres

*Partial List

CAMPUS EVENTS

NASMEI 2018

The 12th edition of Great Lakes NASMEI (North American Society for Marketing Education in India) International Marketing Conference organized by the Kotler-Srinivasan Center for Research in Marketing was held at Great Lakes, Chennai on 20th – 21st December, 2018. The conference focused on 'Marketing Strategy' and the emerging topics in Marketing Management and Strategy.

Honoring the conference with his presence was **Dr. Kannan Srinivasan, Heinz II Professor of Management, Marketing and Business Technologies, Carnegie Mellon University.**

The conference attracted over 100 entries from top B Schools including IIMs, ISBs in India and other reputed institutes from Australia, UK, and USA amongst others and featured presentations on all areas of marketing including consumer behavior, strategy and services. Known for its quality in research and encouraging researchers, the conference rewarded research grants worth INR 5.25 Lakhs to PhD Scholars as part of the grant competition.



L'Attitude 13°05'

Great Lakes, Chennai, hosted a two-day Inter B-School fest - 'L'Attitude 13°05'' at its campus located in ECR on 26th – 27th January. The fest begins with inaugural address by **Chief Guests Mr. Abhinav Mukhund, Indian Cricketer, Captain of Tamil Nadu Ranjhi Trophy Team; Mr. B Ashok - CEO of RRPCL (Ex-Chairman of IOCL); Mr. Ramkumar Ramamoorthy - Executive Director-Cognizant and Dr. Uppiliappan Gopalan - Global Marketing and Sales Head-KALS Group.**

This year's edition was on the theme – 'Metanoia', a Greek word, refers to the process involved in 'Change', as it is the only constant that helps in transformation and connects the intellectual, emotional and moral state of mind. The fest saw 5000+ participants registering across various competitions from leading B schools and engineering colleges including NMIMS, SIMC, IIT Madras to name a few.

TEDxGLIMCHENNAI 2019

Team TEDx from Great Lakes organized yet another great edition of TEDxGLIMCHENNAI on Feb 3, 2019 at campus. This year's edition, based on the theme 'New Beginnings', witnessed speakers from diverse backgrounds. The speaker list consisted of **Kopal Khanna - Storyteller, Founder - Tape A Tale**; **Meet Jain - Singer**; **Parul Gulati - Actress**; **Sunil Varghese - Startup Mentor, Bridge player, starring as the villain in upcoming Manju Warrier starrer 'Jack & Jill', directed by Santosh Sivan**; **Daniel Mendonca - Intersex, Gender Rights Activist**; and **Sneha Sharma - India's faster woman racer F4**.



INTERNATIONAL ENTREPRENEURSHIP CONFERENCE

Great Lakes hosted the 11th International Entrepreneurship Conference on 21st February 2019 at campus. Organized every year by the Centre for Innovation and Entrepreneurship Committee at Great Lakes, this year's conference was based on the theme 'AIMLAB - For the World going from Zero to One'. The speakers for IEC included **Guest of Honor - Amol Dhondse, Master Inventor, IBM India Software Labs**; keynote address by **Siva Namasivayam, Co-Founder and CEO, SCIO Health Analytics, an EXL company**; and **Kirthivasan, Virtusa Leader**. The conference concluded with 'AIMLAB - Into your Business' workshop by Arvind Srivatsan from Paypal, India.

CAMPUS EVENTS



GREAT LAKES E-CAFÉ

Great Lakes Institute of Management, Chennai organized the 4th Annual Global Convention (AGC) 2018 of Entrepreneur Cafe – one of its kind, **#24hournonstop** conference at its ECR Campus on 8th– 9th December, 2019. The two day conference, set on the theme – ‘Disruptive Entrepreneurship in Amazing India (AI)’ in collaboration with TIE, FICCI and Ivy Next, consisted of 40+ speakers and 100+ delegates across various panel discussions in significance to the theme.

Chief Guests for the inaugural were:

- **Shri. M. K. Pandiarajan**, Minister of Tamil Language, Tamil Culture and Archaeology, Government of Tamil Nadu and Founder, Mafoi Management Consultants
- **Shri Suresh Krishna**, Chairman, Sundram Fasteners Limited
- **Shri. R Ramanan**, Additional Secretary and Mission Director - Atal Innovation Mission
- **Shri. Dharmendra Pratap Yadav**, IAS, Principal Secretary, MSME, Govt. Of Tamil Nadu
- The inaugural also witnessed Dr. Tom Simon, Managing Director, The Babson Collaborative, Babson College, USA and Dr. Bala V Balachandran, Founder & Chairman, Great Lakes Institute of Management, India, signing a MoU between Babson College, Massachusetts, USA and Great Lakes Institute of Management.

Panel discussion and speakers:

Master Class: What is the fuss about New Tech? Data is the new OIL: Opportunities In Digital economy

- Mr. Shailendra Tipparaju, CTO, Examity
- Mr. Praveen Maheshwari, Founder and CEO, Transcendi, UK
- Mr. Kedar Pimplikar, Engagement Director-Digital Engineering & Manufacturing Services, Capgemini
- Mr. Aravindan Umashankar, CEO, Optimized Solutions Limited
- Moderator: Mr. Subranil Gangabasi, Director, Entrepreneur Café and Founder Design House

Old School vs New School: Interactive, Intelligent and Adaptive Technology

- Mr. Mike Muralidharan, Chief Operating Officer-Global, Bahwan CyberTek Group; Chairman, Ethiraj College, Chennai
- Dr. Sunil Rai, Vice Chancellor, MIT ADT University
- Prof. TN Swaminathan, Director – Branding & Public Relations & Professor of Marketing, Great Lakes Institute of Management,
- Mr. Giridhar Gadiraju, Founder, Venus Geo
- Mr. Ashwin Balvally, VP, ScoraTech

The future beyond tomorrow: A special session for young Entrepreneurs below 16 years of age

- Mr. Krishiv Agarwal (age 13)
- Mr. Ishan Gangabasi (age 10)
- Ms. Surbhi Kashyap (age 14)

Power Breakfast with CEO's

- Mr. CK Kumarvale, Founder, Naturals
- Mr. Bhardesh Mehta, Mehta Real Estate
- Mr. Sudhir Kumar, Executive Director, Garments Pvt. Limited
- Mr. Sachin Itkar, Sr. Program Advisor, Strategic Foresight Group
- Mr. Amit Agarwal, Sr. Partner, BDO Worldwide
- Moderator: Ms. Durga Das, MD, Das Star Ventures

Amazing New Ideas of Amazing India

- Mr. Prabhjot Singh, Founder, FoodKars
- Mr. Vijetha Shastry, Nasscom IOT Center for Excellence
- Dr. Uppliliappan Gopalan, Global Head, Sales & Marketing, Kals Group
- Mr. Anand Gopalan, Partner & Barrister, T S Gopalan & Co
- Moderator: Mr. Anil Chhikara, Chairman, Startup India Foundation

Master Class Session

- Mr. VM Rajashekar, Former MD, Matches and Agarbathi Business, ITC

Disruptive Entrepreneurship: What India can learn and what others can learn from India!

- Mr. Ravi Challu, Founder, Bulletproof Startup
- Mr. Anurag Saxena, CEO, Linkcoz (former CitiBank)
- Mr. Neeraj Singh Rathore, Serial Entrepreneur
- Ms. JoAnn Ponce, Co-Founder, Stillvibes
- Mr. Nehal Surana, Founder, NK Capital Partners

Valedictory

- Mr. Sunil Kumar, India Center Manager, World Bank

SUCCESSFUL WOMEN IN MANAGEMENT CONFERENCE (SWIM)

Great Lakes Institute of Management, Chennai, hosted its 11th Annual Successful Women in Management Conference at its campus located in ECR. Based on the theme, 'Women Empowerment is definitely a reality today. But is it enough?', the guests for the conference included, **Smt. S. Madumathi, I.A.S., Commissioner, CSCP Department**; **Ms. Vishala Ramswami, Managing Director, Loyal Textiles and CEO - P.Orr & Sons**; and **Ms. Sherlin Seth, Actress, Femina Miss India 2017**.

The conference also saw the conferring of 'Young Leader Award for Women Students' on top three women students, based on their academics and other contribution in the campus. Sai Medha from the one-year PGPM Class of 2019, bagged the first place followed by Priya Prasad from the same batch and Nitika Khanna from two-year PGDM Class of 2019.



UBI Finance Conference

Great Lakes, Chennai hosted the 9th Great Lakes Union Bank of India Annual Finance Conference on 4th March, 2019 at its campus on the theme – 'Competition, Cooperation and Tradeoffs – India's fiscal and monetary policies'. Chief Guest, **Dr. Viral Acharya, Deputy Governor – Reserve Bank of India** delivered the keynote address on 'Why less can be more – Crowding out effects of Government Financing'. Guest of honor, **Mr. Tamal Bandopadhyay, Author & Consulting Editor, Business Standard**, and **Mr. Kalyan Kumar, Principal, UBI Staff College**, also delivered guest lectures on the theme.

CAMPUS EVENTS

FOUNDER'S DAY

Great Lakes Community celebrated Founder's Day - our beloved Chairman, Dr. Bala's birthday at campus on July 9th, 2019 at campus. A customized cake was cut in the presence of GL members and students, followed by Dr. Bala's address in presence of his family members.



Annual Alumni Meet

Great Lakes Alumni Association & Team Alumni Relations and Alumni Committee hosted GL Annual Alumni Meet on Feb 2nd, 2019 at campus. This year's meet, that was exclusively 'for the alumni and by the alumni', witnessed the largest number of registrations, making it the greatest and grandest Alumni Meet in the history of Great Lakes. The day began with a fun Ice Breaker - 'Rural Sandhai' (fun-fair), alumni panel discussions, jamming sessions and a friendly cricket match. The evening dinner-dancing at Ideal Resort had alumni letting their hair down with a live performance by Ms. Madhumitha Shankar - Airtel Super Singer Finalist, and other cultural events organized by current students such as band, stand-up comedy and dance performances.

Karma-Yoga Convention

Team Karma-Yoga organized the 7th Annual Karma-Yoga Convention 3rd March, 2019 at a private venue located in Thirukazhukundram. The event, that aims to highlight the year long relationship between villagers and Great Lakers, saw participation from 27 different villages adopted by Great Lakes through their Leadership Experiential Action Project - 'Karma-Yoga'. Based on the theme - 'Awareness against the use of Plastics', initiated by Tamil Nadu Government in line with plastic ban, the convention was graced and addressed by **Dr. N.S. Viyas, Professor-Government of Stanley, Hospital & Medical College**, **Dr. S. Manivasagan, Professor & Director, U.G.C Center for South & South East Asian Studies** and **Dr. P. Tamil Oli, Advisor Commonwealth of Learning**.





SANGAMITRA 2019

Great Lakes Institute of Management, Chennai hosted the Annual Intra B-School fest 'Sangamitra' on 15th September, 2018 at its lush green campus located in Manamai. This fest, like every year, provided a platform to the students to showcase their talent in the form of Dance, Drama, Skit, Band, Singing and various other performances. The key attractions of the evening were Fashion, Music and DJ show. Every participating student set the stage on fire and enthralled the audience with their exceptional performances.



GL RUN 2019

GL Run, the Annual Marathon event of Great Lakes, was organized on Sunday, 10th March, 2019 at Annupuram Township near campus. Started five years ago to promote fitness, this year's event saw more than 350+ participation. GLRun 2019 was not only about fitness, but also a combined effort to support for a noble cause – Cancer Awareness by partnering with 'We Care' – a movement for cancer patients, initiated by Cancer survivors. The 3 KM run was flagged off by Associate Dean-Dr. Vaidy Jayaraman, who also encouraged and cheered the students. Staff and faculty members too joined the students and contributed towards the cause by participating in the run. The money collected over registration was handed over to the 'We Care' organization.



'NO PLASTICS' BEACH DRIVE

In line with Tamil Nadu government's efforts towards protecting the environment and declaring plastic ban, effective from January, 2019, Great Lakes Institute of Management, Chennai, organized a beach cleaning campaign at Elliot's beach in Besant Nagar, Chennai on 20th January, 2019. Chief Guest, Dr. C. K. Gandhirajan, IPS, Director General of Police, State Human Rights Commission, Tamil Nadu, flagged off the drive and joined in the cleaning up process. 100+ students along with faculty and staff members of Great Lakes participated in this initiative and pledged towards plastic free green environment.

CORPORATE – CAMPUS COLLABORATION

CORPORATE INTERACTION SERIES

Great Lakes Institute of Management, Chennai believes in continuous engagement with eminent industry practitioners and professionals across the globe to facilitate an experiential learning and development of students under the programs - PGPM and PGDM. While the corporate lectures bring forth vast exposure and opportunities to the students to interact closely with visionaries at CXO level of various organizations, it also provides an opportunity for corporates to interact with the young minds and understand their requirements and mindsets.

Such lectures are organized on the basis of following six broad categories i.e. Special Interest Groups (SIGs) taking into consideration students' specific areas of interest:

- Analytics
- Sales & Marketing
- IT/ITES
- BFSI
- Strategy & Consulting
- Manufacturing/Non-IT Operations

SHORT TERM LIVE PROJECTS FOR PGPM

In today's times, practical or applied learning is of utmost importance for budding management graduates. We create this opportunity by way of a tripartite system in which students, corporate mentors and faculty guides work together on projects based on analyzing a current business problem, conducting market research for a new product or benchmarking current organization practices. The students are allowed work alone or in a team size of 2 to 5. This brings together an additional platform for students, giving them practical experience along with a skillset towards developing a management oriented thought process.

B-SCHOOL CASE STUDY COMPETITIONS

While continuous learning is ensured at our Institute, various competitions are also organized in collaboration with esteemed corporates that enables students to identify, understand and analyze real time business situations. Such opportunities are nothing but a source of applying fresh ideas to such realistic business issues. Few of such key competitions organized at campus till date are:

- Amazon - Kindle Case Study Competition
- Cognizant - Battle of the Mind-CXO Contest
- Sutherland - Espirit De Corps
- Deloitte - Maverick
- EY Quiz - EYQ
- Philips India Journos
- Hyundai Global Youth Marketing Camp
- GEP - GamePlan
- TCS-E-Biz
- Google Crowdsourcing
- HUL - LIME (Lessons in Marketing Excellence)
- Infosys - inGENIOUS
- Mahindra War Room Challenge

ANNUAL EVENTS

The annual events form a vital part of our culture which add a new flavor to our campus. Such events - conceptualized, coordinated and staged by Great Lakers - provide a distinct platform for connecting the talent with prospective employers. Few of such major events are SWIM - Successful Women in Management, Human Capital Management Conclave, FinTech Conclave, Pharma Conclave, Start-up Day, International Entrepreneurship Conference, Business Analytics Conference, Great Lakes International Research Conference.

EMPIRICAL STUDY

The most important aspect of experiential learning at Great Lakes is the Empirical Study. It achieves the institute's objective of creating business-ready managers under close guidance of best and distinguished personalities from industry and academics. The study is concluded with a paper co-authored by students with their respective faculty guides, to be submitted to a refereed journal or conference.

SUMMER INTERNSHIPS FOR PGDM

The 2-year PGDM students engage with industry for the mandatory 12-week internship program from April to June in their respective specializations. It provides them a hands-on experience before they can get into different domains of corporate world, full-time. The stipend for PGDM summer internship ranges from INR 15,000 to INR 50,000 per month. Students specialize in areas such as Sales & Marketing, Finance, Operations & IT; and HR.

PRE-PLACEMENT TALKS

As the roller coaster ride reaches its zenith with the placement season during October-November every year for both programs - PGPM and PGDM, corporates use pre-placement talks as a platform for branding and talent sourcing. Corporates also share the roles and profiles during this process that would later be offered in Campus Recruitment Program. This gives a comfortable platform to both students as well as corporates to interact with each other and exchange all the required information before getting into the actual placement drive, making it a smoother process.

CAMPUS RECRUITMENT PROGRAM

The actual recruitment season for both the programs at Great Lakes, Chennai commences every year during November/December. Slots for various corporates are provided based on profiles offered and aspirations of the batch.

RECRUITERS SPEAK



“Enjoyed talking to a vibrant group of students, all the best in your careers.

Thank you Uncle Bala

for the opportunity, I return from your campus with inspiration.”

Dr. Vikas Joshi

Chairman & Managing Director
Harbinger Group

“Thank you for hosting us,

Good Campus, Great Students, Sharp Questions,

Look forward to more interactions.”

Sumit Bhatnagar

Head - Talent Attraction
Ab Inbev

“Very engaged batch of students,

Happy to be back in campus,

Thank you Great Lakes!”

Rohant Shyam Rammohan

Client Partner
Facebook

“All the best to Great Lakes! Wish all of them to

set high standards

of professionalism and personal value system.”

V Suresh

Chief Sales Officer
Naukri.com

“Thanks for the opportunity to share our knowledge with the students, it was a very

interactive session

with lots of smart questions from students. Thoroughly enjoyed it.”

Prathap Venkatesan

CEO & Co-Founder
i2 Decisions

“We have had very good experience in recruiting the graduates of GLIM for a few years now. The institute does a great

job of imparting

not only quality management education to its students, but more importantly, the skills that are essential for a successful career. We are very happy with the GLIM graduates working in our organization as they bring a positive environment and contribute well to the teams and client organizations they work with.”

Madhavan Seshadri

Senior Vice President
Virtusa

MESSAGE FROM THE GROUP DIRECTOR-CCS



At Great Lakes Institute of Management, we ensure that the students are exposed to an appropriate mix of outstanding classroom education for them to have a strong foundation and a substantial real-world understanding of actual business scenarios.



Welcome to the Great Lakes Recruitment program.

Since its establishment in 2004, Great Lakes has proved itself to be one of the youngest and most remarkable trend-setters in Management education which has successfully been catering to the talent requirements of the industry.

At Great Lakes Institute of Management, we ensure that the students are exposed to an appropriate mix of outstanding classroom education for them to have a strong foundation and a substantial real-world understanding of actual business scenarios. Our faculty is at the fore front of business research, creating challenging and industry relevant curriculum which attracts the best business students who form a diverse, global-minded and commercially aware talent pool. Along with this, the students are also equipped with experience from initiatives like Industry Immersion Programs, Annual Events on Trending topics, Global Thought Leader Series, Case Study Competitions and much more.

As part of Industry-Academia Partnerships (IAP) initiatives, Great Lakes has joined hands with PayPal to co-create a course curriculum which will include an industry relevant framework along with real life case-studies and insights from the corporate world to produce future product managers.

By the end of the program, the students are not only ready to assume their roles as the future Business Leaders, but are ready to take on their responsibilities head-on to deliver quantifiable results from day one with their enriched analytical and logical skills paired with an out-of-box thinking.

With this brief note, I invite you to join hands with us so that we may cater to your talent requirements with our aspiring Business-Ready management graduates and initiate a lasting relationship.

Balaji

Group Director – CCS & Head (PlaceCom)
Chief of Industry Academia Partnerships (IAP)

PLACEMENT CALENDAR

PRE-PLACEMENT TALKS

Days	Dates	Slots
Thursdays	October 3, 10, 17, 24, 31; November 7, 14, 16, 17, 21, 28, 30; December 1, 2019	08.00 am to 8.00 pm (2 hour duration)

(Depending on Recruiting Organization's convenience, the slots for the PPTs can be provided on other days as well.)

SUMMER INTERNSHIP SELECTION PROCESS

PGDM 2019 - 21 (1st Year Students)

Pre-MBA Experience

59% fresher's and 41% upto 24 months

Internship Pre-Placement Days

September 14 & 15, 2019

Day 0-1

September 16 & 17, 2019 (Monday & Tuesday)

Rolling Placements

September 18, 2019 – December 31, 2019

Internship Period

1st April to 30th June 2020 (3 months)

PLACEMENT WEEK (FINAL PLACEMENTS)

One Year flagship Post Graduate Program in Management (PGPM 2019-20)

Batch size: 404

Students with Pre-MBA industry experience

Min 24 months & Max 60 months & Average Experience of 39 months

PGPM Pre-Placement Days: November 30 & December 01, 2019

Day 0 - 2

December 2, 3 & 4, 2019
(Monday to Wednesday)

Rolling Placements

December 5, 2019 - January 31, 2020

PayPal Product Management Batch: 60 candidates (Premium slots available to recruit PM roles)

Two Year Post Graduate Diploma in Management (PGDM 2018-20)

Batch size: 120

Final year students: 64% freshers and 36% upto 24 months of pre-MBA work experience

PGDM Pre-Placement Days: November 16 & 17, 2019

Day 0 - 1

November 18 & 19, 2019
(Monday to Wednesday)

Rolling Placements

November 20, 2019 – January 31, 2020





To confirm your participation or for requesting any further information, please contact:

Mr. M. BALAJI,

**Group Director – Corporate & Career Services & Head
(PlaceCom)**

Email: balaji.mani@greatlakes.edu.in

Mobile: +91 99620 28046

Please confirm your participation for the final placements by first week of October, 2019.

Please note that the preliminary screening exercises, if any, may be completed before the commencement of the placement week.



LEED Platinum Rated Green Campus in Chennai



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