

## Virtusa & Great Lakes Chennai collaborate to make students Industry ready

*Bridging college-company transit by recreating new-age technology syllabi for the Institute*

**CHENNAI, 16<sup>th</sup> August, 2018:** Virtusa Corporation (NASDAQ GS: VRTU), a global provider of digital strategy, digital engineering, and IT outsourcing services, signed a memorandum of understanding (MoU) with Great Lakes Institute of Management, Chennai, a premier business school in India. In this partnership, Virtusa will help redefine Great Lakes' program curriculum and restructure their new age technology course modules on artificial intelligence (AI), machine learning (ML), and Analytics.



Speaking at the event, **Arvind Purushothaman – SVP & Global Head – Data Management Practice, Virtusa** said, *“We are happy to partner with Great Lakes Institute and will support them in building an industry-oriented curriculum that will help students gain knowledge of the new age technologies. This technical know-how will, in turn, help the students reap benefits at the time of campus placements.”*

As part of the partnership, Virtusa will nominate its subject matter experts to give out industry-oriented invaluable inputs. They will deliver sessions at the institute, handpick students for internships, and make pre-placement offers. Additionally, as part of the coursework, students will have the opportunity to work on real-time use cases that will expose them to actual scenarios. The Virtusa team will mentor and review their work to ensure they are industry-ready by the time they pass out.

Speaking on the partnership, **Dr Bala V Balachandran, J L Kellogg Distinguished Professor of Accounting & Information Management, Northwestern University, USA and Founder, Dean & Chairman, Great Lakes Institute of Management, India**, affirms, *“Great Lakes, a pioneer in Management Education has introduced a new major in AIMLA and is also proud to announce an association with Virtusa to impart practical, industry-relevant course content to our students. I hope this will further strengthen our already excellent relationship with Virtusa and I look forward to many years of meaningful, fruitful and mutually beneficial association with Virtusa.”*

Virtusa also aims to engage with the faculty of Great Lakes and provide them guidance and inputs to make the programs industry relevant in future.

The MoU was exchanged between Dr. Bala V Balachandran and Mr. Sundararajan Narayanan, Chief People Officer, Virtusa. Dr. Vaidy Jayaraman, Associate Dean, Great Lakes Chennai briefed on the Great Lakes – Virtusa Strategic collaboration and highlighted on how AIMLA is the next game changer in technology. Mr. Nikhil Daxini, SVP & Consulting Head, Virtusa Corporation, Dr. Dr P K Viswanathan, Co-Director PGP-BABI, Prof. Analytics, Great Lakes Institute of Management, Chennai also participated in the event and addressed on the AIMLA specialization. The event concluded with Alumni interaction, prize distribution for Quiz that was conducted earlier and vote of thanks by Mr. R Shreenath, Group Director & Chief Corporate Relations, Great Lakes Institute of Management, Chennai.