

GREAT LAKES, CHENNAI IN COLLABORATION WITH IIT CHICAGO LAUNCHES INTERNATIONAL MBA IN BUSINESS ANALYTICS

Chennai, 24th January 2019

Great Lakes Institute of Management, Chennai, a leading B School in the country in collaboration with Stuart School of Business, IIT Chicago, USA launched an International MBA program in Business Analytics at Great Lakes city campus today. Dr Bala V Balachandran, Founder, Dean & Chairman, Great Lakes Institute of Management and Dr John F.O. Bilson, Dean, Stuart School of Business, IIT Chicago announced the collaboration and launched the program in the presence of students, faculty members and prospective MBA candidates who were in for 'Meet The Dean' info seminar.

Announcing the launch, **Dr Bala V Balachandran, Founder, Dean & Chairman, Great Lakes Institute of Management**, said, *"As we embark on yet another landmark collaboration to offer an academically elegant and affordably relevant course in the most happening discipline in the world, that is Business Analytics, it is with great conviction and commitment, we (Great Lakes) and Stuart School of Business have come together again."*

Curriculum at Great Lakes has always been designed to answer the raising questions from the industry for especially those who can challenge business practices and innovate new methods for progression in times like AIMLA (Artificial Intelligence, Machine Learning and Analytics). This calls for continuous learning and upskilling to keep oneself relevant and ready, and hence, we have put together this fantastic course that will not only push the boundaries of business practice but also help become a transformational business leaders with analytical needs, added Dr. Bala

Dr. John F O Bilson, Dean, Stuart School of Business, IIT Chicago said, *"Today's executives need new capabilities and disruptive thinking in order to succeed in the age of analytics. We are excited to join with Great Lakes and design this MBA in Business Analytics program to train the next generation of management professionals who need to thrive in a world of analytical – driven competition. This program will be life-changing, transformative educational experience that will prepare one for the challenges of next economy."*

The MBA in Business Analytics is a 12 month program, offered by Great Lakes Institute of Management in collaboration with Stuart School of Business at the Illinois Institute of Technology, Chicago and Great Lakes, Chennai. It is a comprehensive program that covers the latest analytics tools and techniques along with their business applications. The topics would be covered in a practical and hand-on manner with real world case studies to enable participants to succeed in business roles using data analytics.

GL – IIT Edge:

- The MBA in Business Analytics boasts of 'best in class' global alliances with academic pioneers and industry leaders in Analytics.
- Exceptional peer learning with experienced peer group

- Participants can have an immediate positive impact by applying learning at work
- AACSB accredited degree from IIT Stuart School of Business
- Perspectives from renowned faculty from across the world
- Access to global alumni network of both IIT Stuart and Great Lakes

Curriculum break-up

Constantly updated and globally benchmarked, the learning is spread across three modules with focus on key emerging areas including Digital Business, Analytics, Artificial Intelligence, Machine Learning, Deep Learning and NLP. Every part of the curriculum is crafted by real life practitioners in the AIMLA.

The program will commence from July 2019.

Module 1 at Great Lakes Institute of Management, Chennai (6 Months, one weekend a month)

Building Innovative & Sustainable Business, Accounting & Financial Statements, Financial Management in Globalized world, Business Analytics for competitive advantage, Analytics for decision making, Operations Management and Introduction to R and Python.

Required Supplemental course include Statistical Methods for decision making, Macroeconomics and Marketing Management

Module 2 – Online with IIT Chicago (5 Months)

Microeconomics and Game Theory, Leadership & Organization Design, Strategy in the age of Analytics, Marketing Analytics (Elective 1) or Financial Analytics (Elective 2)

Module 3 – Face 2 Face at IIT Chicago (1 Month)

Supply Chain Analytics or Financial Analytics (Elective 3), Capstone course in Analytics

For more information, visit www.greatlakes.edu.in/Chennai/analyticsmba

For admission related queries, mail at - admissions@greatlakes.edu.in