



# CREATING VALUE-DRIVEN BUSINESS LEADERS

**In the growing VUCA world, the necessity to inculcate value driven business acumen to create future ready leaders is the need of the hour.**

While most B-Schools take pride in saying that they prepare managers of tomorrow, only a few B-Schools across the country have the vision to create business leaders, who can foresee the disruptive trends and technologies that is changing every business model across every industry. At Great Lakes Institute of Management, where practice precedes preaching, a holistic curriculum helps the students to adapt and ace this business fluidity.

With top international accreditations like AMBA and SAQS, Great Lakes is a consistently top ranked B-School in India by leading Business publications including Outlook India as well as by NIRF (an HRD Ministry initiative). What sets Great Lakes truly apart is its range of programs that offer specializations in technologies and tools that are expected to dominate the business landscape in the coming decade. A pioneer in offering the Analytics program in the country,

even before the term became popular in day to day business, Great Lakes benchmarks itself with some of the best global B-Schools in offering relevant curriculum. Apart from its flagship fast track one year PGPM and a regular two year PGDM, the institute offers certification, executive and corporate programs with specializations in Analytics, Business Intelligence, Data Sciences, Machine Learning and Family Business.

A one-of-its-kind course initiated by Great Lakes, just a year back, was the MBA in Technopreneurship and AIMLA (Artificial Intelligence, Machine Learning and Advanced Analytics) in association with Stuart School of Business, Illinois Institute of Technology, Chicago, USA that witnessed the first batch of working professionals who graduated in July 2018. This blended program with residencies in India and Chicago have equipped the participants with career defining tools and methodologies to proactively meet global business challenges and start-up ventures of their own. This Global MBA program that has an intake in August and graduates participants in one year is poised to grow to greater heights with



*With Design thinking and Artificial Intelligence taking over the VUCA world, time is opportune for individuals looking to launch start-ups in the high-tech space. My vision is to see young, dynamic Technopreneurs from India storming the global Tech space and being central in creating India's unique Silicon Valley soon!*

- Prof. Bala V Balachandran

a Business ready curriculum that is supplemented by live case studies and experiential learning and culminates in Chicago with a capstone project presentation.

As a part of its Commitment to creating Business leaders is Great Lakes' unwavering focus on entrepreneurship as a key differentiator for India. Great Lakes has been doing this through its Center for Innovation & Entrepreneurship (CIE) and its annual cycle of "Evangelize-Educate-Enable" paradigm based set of interventions including the workshops, competitions, mentorship, network access and International conferences. It has now been consummated with Great Lakes being chosen by Niti Aayog to create an Atal Incubation Center (AIC) - an Incubator accelerator that will gestate and create high-impact ventures at the critical convergence of Technologies-Computation-Humanities. AIC with calibrated intake will focus on 5 chosen verticals - Fintech, Edutech, Health/Medtech, Energytech and Agritech - all enabled by AIMLA (Artificial Intelligence, Machine Learning & Advanced Analytics) as a horizontal skillset / distinct capability, and enhanced by the global intellectual & industry collaborations.

To augment courses taught by 100+ world acclaimed faculty, industry titans such as the likes of Ratan Tata, Azim Premji, Narayana Murthy, Adi Godrej, Indra Nooyi, and Kiran Mazumdar Shaw visit the campus for sharing their thoughts in an exclusive series called the "Global Thought Leader

Series" With these interactions and a LEED platinum certified campus with world-class infrastructure, Great Lakes has gained a top-notch international program experience, at an affordable cost in India.

The wide range of programs offered by the institute has resulted in a diverse alumni network where the alumni age ranges from 24 - 60 years; starting from a management trainee to a CEO, spread across 40+ countries in 5 continents, what the institute calls as an unmatched diversity. While the institute believes in a global mindset, it also strives to keep its students true to their Indian roots by involving them in one of its kind Leadership Experiential Ac-

tion Program (LEAP) called KARMA YOGA. For this purpose, Great Lakes has adopted 24 villages surrounding its campus where the students get to witness and help in building the rural economy. This unique program provides an opportunity for students to understand the ground realities and teaches them the concept of inclusive leadership.

Today, it is the responsibility of a B-School to create value-driven business leaders who are socially responsible. At Great Lakes, this is a mandate.

## GLOBAL ASSOCIATIONS



## ACCREDITATIONS







# Great Lakes Institute Of Management, Chennai

**G**reat Lakes Institute of Management, founded in 2004 by Padma Shri Dr. Bala V. Balachandran, is among India's leading business schools and is consistently ranked among the top 10.

Led by exceptional academic faculty, steered by an outstanding advisory council and buoyed by the international collaborations, Great Lakes, within a short span of 13 years, has emerged as a top-ranked business school in India. It offers One Year full time MBA (PGPM) for experienced professionals, Two year MBA (PGDM) with focus on Emerging Markets, Part Time Executive MBA Program, and Weekend Executive MBA Program. Great Lakes has a 27.5 acres LEED Platinum rated green campus in Chennai and 7.2 acre campus in NCR, Gurugram. Great Lakes alumni currently numbering 7,000+, work at world renowned organizations both in India and overseas across 30 countries.

Great Lakes has 50+ full time faculty and 130+ visiting faculty including over 25 international faculty from top global schools like Yale, Kellogg, Stanford and Harvard. Further collaborations with world's leading institutions like University of Houston, University of Bordeaux, Hongkong University of Science & Technology (HKUST), University of Missouri, Illinois Institute of Technology and HHL-Leipzig Graduate School of Management etc., have helped Great Lakes

in globally benchmarking its programs. Great Lakes, Chennai was accredited by Association of MBAs, UK in 2014 and became the youngest B-school in India to receive this prestigious international accreditation which was followed by SAQS accreditation in 2015. In 2017, its two year PGDM program was accredited by National Board of Accreditation (NBA).

## Great Lakes Advantage:

We at Great Lakes lay special emphasis on experiential learning and have integrated them in their curriculum some of which are –

- Karma Yoga - means 'yoga of action'. Originating from Bhagwad Gita the essence is selfless actions without expecting returns and sublimation of one's ego. Considering most students are from an urban background, all our students are expected to spend twice a week in one term in 24 villages adopted by the school and to contribute in leveraging the strengths of these villages towards self sufficiency and inclusive growth. A compulsory elective carrying credits.
- Global Thought Leader Series - Multiples of 5 hours by Current and Former CEOs and Board members from Corporate like Tata Sons, Tata Steel, Britannia, Pepsi, Godrej, Nestle who share their experiences on solving complex issues and challenges faced and how they were overcome. Carry credits
- 100 + Industry Guest Lecture

every year by practitioners at the top of their businesses and enterprises - CEOs / COOs / VPs and GMs

- Industry visits during induction and whenever necessary during some elective courses
- Trading - A Trading Terminal is available to the students where students in small groups trade real time in commodities, metals and currency apart from stocks under the mentorship of a faculty. Credit course where the grades are decided basis their performance during the term.
- Sports Marketing – Replicating IPL Player auctions overseen by a former CEO of a franchise
- A 9 month weekend residency course on Business Analytics and Business Intelligence (BABI)
- AIMLA & Global MBA – Program on Artificial Intelligence, Machine Learning & Analytics. Great Lakes global MBA with IIT Chicago for specialization in Family business and Entrepreneurship.

Great Lakes strongly believes that today, it is the responsibility of a B-School to create value-driven business leaders who are socially responsible, besides imparting management education. Dr Bala V Balachandran, Founder, Dean & Chairman, Great Lakes Institute of Management says, "It is a mandate that we create national prosperity and conventional wisdom as a state, with better educated population, will attract enterprises and businesses offering higher paying jobs, and lead to higher levels of economic output."