



FOR THE POWERFUL FEW WHO WILL SET  
THE VISION FOR THE FUTURE OF ENERGY.

GLOBAL ENERGY EXECUTIVE MBA (GEMBA)





The movement from energy crisis to energy management can only be charted with collective, synchronized action. The meeting of minds on a focused mission is the only way forward. The GEMBA at Great Lakes, therefore, offers more than just learning from one of the highest rated colleges in Houston, the energy capital of the world.

As a program that brings together potent stakeholders in the energy equation, it provides opportunities for the exchange of views and ideas. The envisaged composition of the batch, with representation from energy source companies, energy generators and distributors, as well as policy-makers in the field, can help develop a comprehensive and convergent energy roadmap for the region.

As a member of this elite few, we think you would be a valuable addition to the program, since the idea is to learn from participants like you, as much as you learn from the faculty and your peers.

We look forward to having you on board.

## MESSAGE FROM DEAN, C.T. BAUER COLLEGE OF BUSINESS



Dr. Arthur Warga

There is not a better time to launch our energy program with Great Lakes Institute of Management than now.

No one else has a focus on energy like the University of Houston Bauer College.

After all, Houston is the energy capital of the world and a thriving global city.

Our business school has alumni working in this industry where they hold every position from Financial Analyst to CEO. You'll find America's and China's top energy leaders now holding graduate MBA degrees from Bauer. In the future, we'll add graduates to the ranks of companies serving India and its crucial needs. I have no doubt that they will help shape the future of energy here.

Bauer College offers the most comprehensive energy management curriculum in the world. There is Energy Economics, Accounting, Finance, IT and the only Global Energy Management program for those in the energy industry.

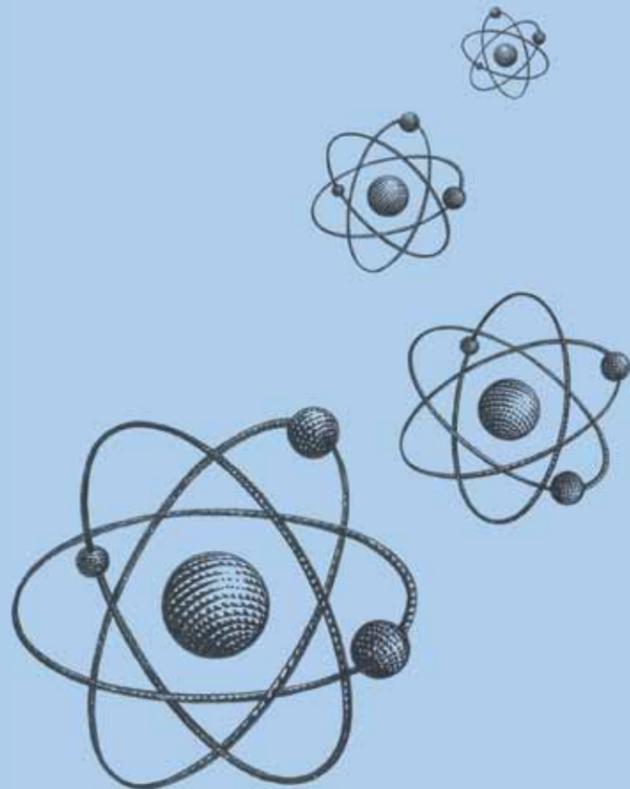
We have classes that teach everything from energy risk management and IT for traders to practical ways of cutting carbon emissions.

For example, this means that Great Lakes gains the best thinking from its long history of teaching energy trading. And, we have some of the best minds who offer a powerful blend of real-world experience, grounded in the latest research. We have invested in faculty and programs focused on energy over the past eight years.

When you consider the impact of a carbon trading course, the knowledge and the learning this course presents not only has relevance to the U.S. but also to India and China, who must weigh cap and trade programs that limit the amount of emissions by companies. All of this creates an energy curriculum environment that is vibrant, innovative and interactive.

Bauer has hosted talks by leaders from virtually every major energy corporation in the world. These events are fascinating and always provide our students with a valuable perspective including how CEOs define leadership. I see the potential for us to replicate this engaging experience at Great Lakes.

As you can see, we have a clear advantage in this realm. We have a strong pool of faculty expertise and a proven track record of delivering and teaching programs that produce graduates who are well prepared and poised to bring advanced knowledge to the world's largest and most vital industry.



## MESSAGE FROM FOUNDER & DEAN, GREAT LAKES INSTITUTE OF MANAGEMENT



Dr. Bala V. Balachandran

We, earthlings are perpetrators of an unusual event - that of destroying our own home. Simply put, the earth is 'burning up' as a result of improper energy management. The constant extraction, indiscriminate use and resultant depletion of the world's vast reserves of natural and non-renewable sources of energy have now forced us to confront two unavoidable issues - the first, is the more obvious global warming syndrome and the second is the more fundamental one of continued supply of energy resources.

Where the first issue can only be combated by a consensus by all nations in the world, as individuals, there is scope for each of us to pitch in and help with the second issue. The basic premise here is to educate leadership and managerial personnel in the energy sector to better manage the energy demand-supply equation and also delve into research on alternate sources of energy that could effectively substitute and control the use of non-renewable sources (which by extension would also directly impact the global warming levels).

This said, Energy is the largest industry in the world and commands a diverse spectrum of operations.

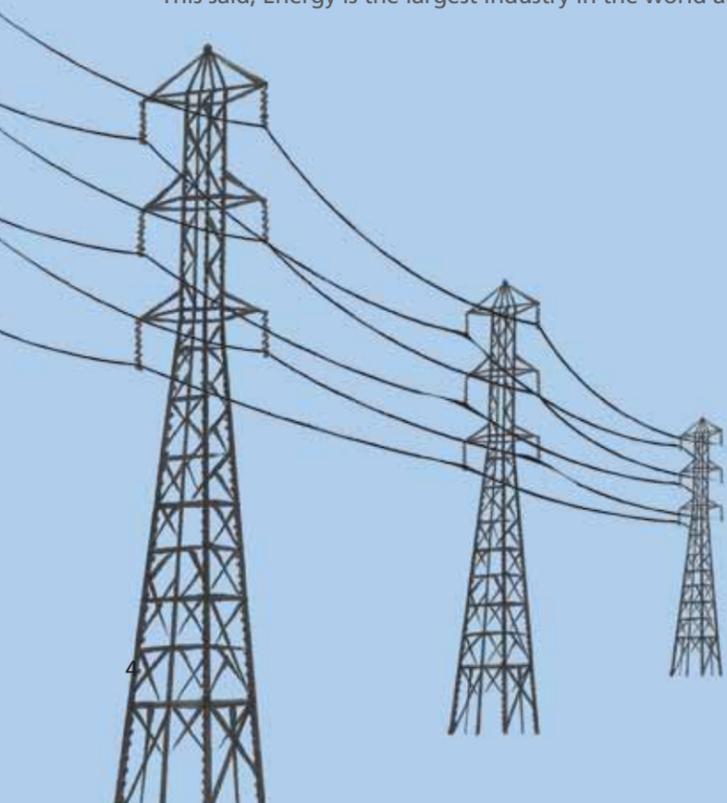
Energy companies need leaders, whose primary competencies may lie in a great many fields of study, with the common expertise of business management. To this end, Great Lakes Institute of Management has tied up with the C.T. Bauer College, Houston, offering an Executive MBA in the Energy Management space. (This program is ranked # 1 in the energy management programs in the USA.)

The main goal of the program is to prepare the energy industry leaders of today, while exploring the issues important to its future and thereby realizing the vision of making India energy independent. The program uses a multi-disciplinary approach to address the comprehensive needs of the energy industry, from risk and project management to accounting and systems development. A similar tie-up with Beijing has seen resounding success in the delivery of the course since 2006 with active participation from the major energy companies in China.

The Great Lakes - C.T. Bauer offering is a two-year, part time (periodic residency at Great Lakes, Chennai and at C.T. Bauer, Houston) program. The course will provide crucial inputs on Oil, Natural Gas, Solar, Wind, Biomass, Hybrid and other alternate energy sources including Nuclear Energy, apart from bringing together stellar faculty of academic and corporate repute both in India and USA. The Ministry of Petroleum & Natural Gas, Govt. of India is highly appreciative of this initiative, and the various leaders of both the government and the corporations have been unanimous in their view that this would be a program of national importance.

Join us and support our cause – after all, as you will agree - the cause is both to prevent destruction of our homes and our planet earth, and get Energy Independence to India.

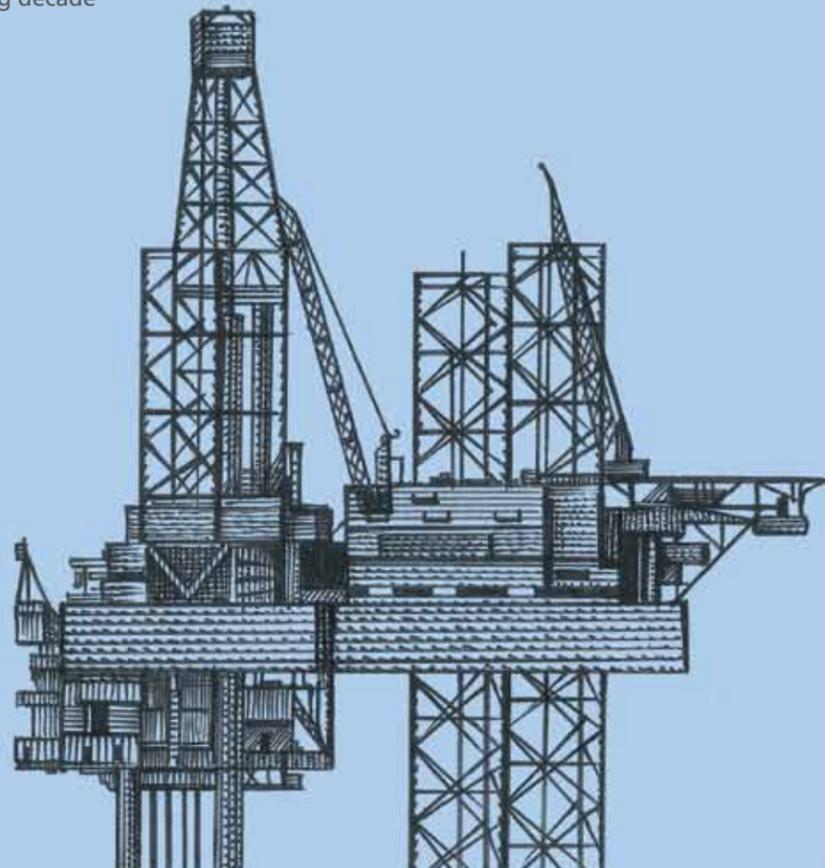
Jai hind!



## GLOBAL ENERGY EXECUTIVE MBA (GEMBA 2011-2013)

### HIGHLIGHTS

- Mission - Making India Leaders in Energy Management
- A program of National & Regional importance
- In teaming with the Bauer College of Business at the University of Houston, we are able to tap the best talent in Academia and the energy industry in Houston to offer a program for Senior Energy Managers of the Indian and South East Asian geographies
- Houston's stature as a global city and the energy capital of the world is remarkable - an energy education from industry leaders and academics from Houston is unparalleled
- The GEMBA program will produce graduates who are well prepared and poised to bring advanced knowledge to the world's largest industry
- More than Oil & Gas, to cover other Energies - renewable energies like wind, solar and hybrid energies which include shale and natural gas, biomass etc besides coal which India has in abundance, and others downstream like power, environmental and geo political aspects etc.
- Leadership in Energy Management
- Energy Industry Strategy for the coming decade
- Energy Project Management



- Great Lakes has also signed an MoU with Indira Gandhi Center for Atomic Research (IGCAR), Kalpakkam, India, the premier institution in energy technology and management, to provide inputs in Nuclear Energy in this program, with various world-class institutions in solar, wind, biomass and other alternate energy sources
- Break-through Project – Each participant takes on one of the major strategic initiatives from the Company's Business Outlook and long range Plan and leads that as an individual project during the 2nd year of the program under the dual guidance of a Faculty from Great Lakes and a Business Leader from the Company
- Business Leaders as Co-faculty – In line with credo to produce Business ready Energy Leaders, this program will have business leaders of proven track / expertise coming in as co-faculty in key courses, working in tandem with his / her academic faculty counterparts
- There will be a Research Journal published in 2013 that will feature selected Project Findings of the Participants of the GEMBA class, on Applied Research in Energy Management, along with invited articles of Energy Leadership, balancing Academic Elegance with Business Relevance
- Outstanding Advisory council headed by Mr. John McNabb Jr. , Chairman of an Oil Company and a Private Equity company from the USA side and on the India side a group headed by Mr. P. Murari, IAS (Retd), Advisor to FICCI President & former Secretary to President of India

### PROGRAM ADVISORY COUNCIL

The program has an illustrious Advisory Council comprising leaders both from Corporate and Academia, to guide and shape this program.

To cite a few of them:

USA	INDIA
Mr. John McNabb Jr. (Chairman)	Mr. P. Murari, IAS (Retd.), Advisor to FICCI President & former Secretary to President of India
Dr. Arthur Warga (Dean)	Mr. Kamal Nanavati, President of Polymers & Crackers Division, Reliance Industries
Mr. Stephen Arbogast - Former Executive of Exxon	Dr. A.K. Balyan, Director HR - ONGC
Mr. S. Radhakrishnan – VP, Shell	Dr. Baldev Raj, Director IGCAR
Dr. Praveen Kumar - Texas Bank of Commerce / Tenneco Professor and Chair, Executive Director of UH-GEMI.	Mr. Arun Balakrishnan, Chairman & Managing Director, HPCL (Retd.)

## ACADEMIC COLLABORATIONS - MoUs

Within six years of establishment, Great Lakes has evolved into a known, reputed and aspired business school in India.

Academic Collaboration	Stuart School of Business, Illinois Institute of Technology, Chicago, USA
Research Collaboration	Yale University
Memorandum of Understanding (MoU)	Nanyang Technological University of Singapore Universiti Tun Abdul Razak of Malaysia Indian Institute of Technology, Madras, India Bauer College of Business, University of Houston, USA Indira Gandhi Centre for Atomic Research - Kalpakkam Caterpillar Foundation



## FACULTY

**Dr. Bala V. Balachandran**  
Director of GEMBA, Great Lakes Institute of Management, Chairman,  
Academic Advisory Council, Founder and Dean, Great Lakes Institute of Management

**Prof R.S. Veeravalli**  
Program Administrator and Co-Director of GEMBA, Great Lakes Institute of Management

**Dr. Praveen Kumar**  
Director from Bauer College of Business, Ph.D., Stanford University

**Mr. Donald Bellmon**  
Adjunct Professor of Bauer and the Cullen College of Engineering, Former Global Polyethylene Business  
Development Manager at Exxon Mobil Chemical Company, MBA, Stanford University

**Mr. Stephen Arbogast**  
Retired Treasurer of Exxon Mobil Chemical Company, Executive Professor of Finance,  
MPA, Princeton University

**Dr. Praveen Kumar**  
Texas Commerce Bank / Tenneco Professor, Chairman of Finance Department,  
Executive Director of GEMI; Ph.D., Stanford University

**Dr. Craig Pirrong**  
Professor of Finance, Director of Energy Markets for GEMI; Ph.D., University of Chicago

**Dr. Latha Ramchand**  
Associate Dean, Programs and Administration, Professor of Finance, Ph.D., Northwestern University

**Dr. Ed Blair**  
Chairman, Marketing & Entrepreneurship, Ph.D., University of Illinois

**Dr. Seenu V Srinivasan**  
Adams Distinguished Professor of Management, Director of the Strategic Marketing Management  
Executive Program, Stanford Graduate School of Business, CA, USA

**Dr. M.J. Xavier,**  
Director - Indian institute of Management (Ranchi), Professor of Marketing

**Dr. Venkat R. Krishnan**  
Director - Yale - Great Lakes Center for Management Research

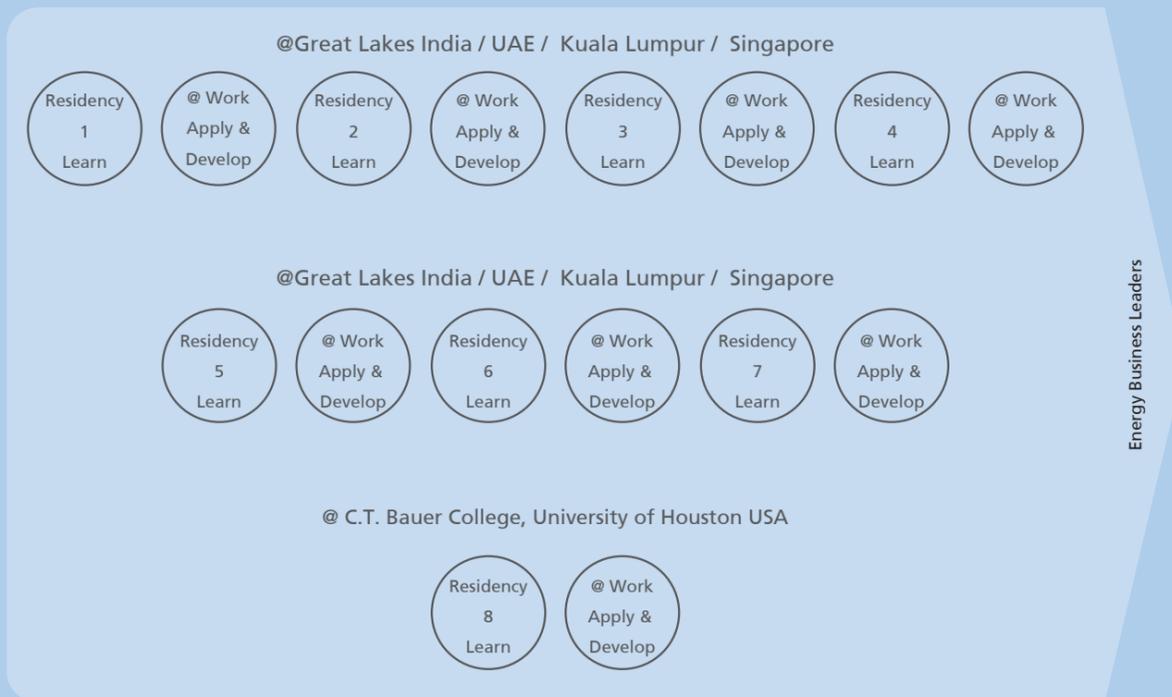
**Dr. V. Anantha Nageswaran**  
Investment committee of the Aavishkaar - Goodwell Micro Finance Development Fund,  
Head of Investment Research for Asia-Pacific and Middle East

## GEMBA ADVANTAGE

Beyond imparting Knowledge, to facilitate building Strategic, Systemic and Human capabilities.

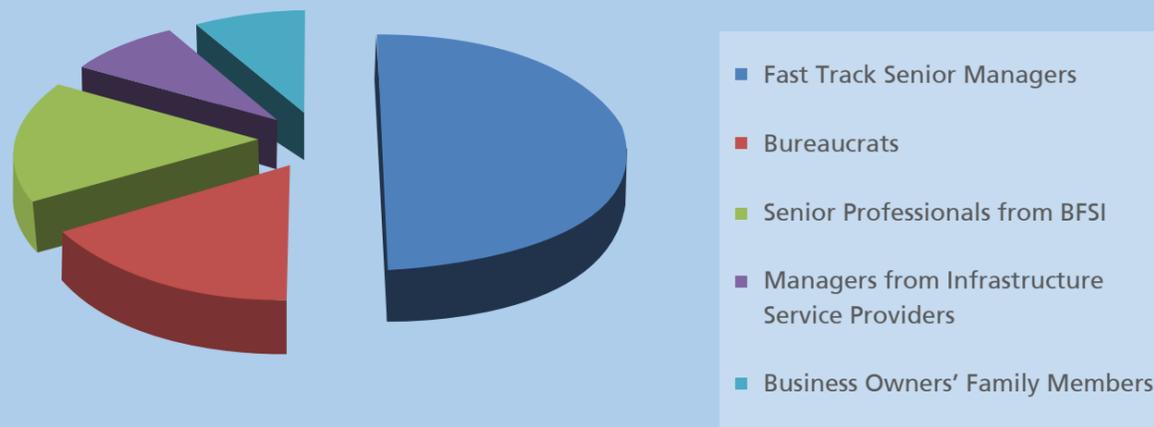
Two years part-time program with the first 7 residencies of 9 days in Asia - at Great Lakes, Chennai, UAE, Kuala Lumpur, or Singapore - and last residency of 15 days at C.T. Bauer College of Business, University of Houston, Texas, USA.

- Nominated Leadership Material from the Organisations as Participants. Stringent selection process
- Rigorous 1700 hours learning time over 8 terms, plus the time to be spent in the project etc
- International program with participants from Middle East, India, SAARC and South East Asia
- Top faculty from US, Europe, Asian B-Schools and Global Energy Industries
- Incredibly rich peer environment for cross-learning and networking as course participants are fast track senior managers from top energy companies
- Course content tailored to suit the global business environment
- Unique program design focused on building capability, learn, apply, appraise, reflect, be coached, redo & report
- Mentored program integrated with the organization's talent management & leadership process
- Individual country-based / vertical based intensive project of two course credits during the last three residencies under a faculty guide
- Leadership lecture series aligned to the course plan
- Quasi-consulting – participants are given real business issues to analyze and solve
- Last module as a Double Module at C.T. Bauer College of Business, University of Houston, Texas - culminating in the convocation and award of the Global Energy Executive MBA Degree of University of Houston



Note: This being a global program offered by University of Houston, residencies / venues are indicative and subject to change.

## TARGET PARTICIPANTS - GEMBA



- Fast Track Middle – Senior Managers from Energy domain Industries to transition to Business Management Leaders
- Similar profiled participants from Middle East & South East Asian Countries
- Senior Bureaucrats from the Indian Administrative Services and other respective governments
- Senior Professionals from BFSI arms focused on Large investment into Energy Sector
- Senior Managers from Large Infrastructure Services Providers for executing projects in Energy Sectors
- The identified future Business Leaders from the 'Owners' family of Energy Sector Family-owned Businesses (Reliance, Essar etc.)

## THE DESIGN

The program has been designed in a way to enable high-performing Fast Track Senior Executives to pursue higher learning in formal management education without interrupting their careers.

The program will provide:

- 1) Cross-functional inputs  
Advanced knowledge in specialized areas namely Finance, Marketing and other business domains.
- 2) General management skills

The program will be interactive in nature with a lot of emphasis on case study method as well as real life examples. It has been designed to provide continuous opportunities to apply classroom learning to the business context of the participant with a view to reinforce the concept learnt and enhance the company / industry knowledge on the part of the participants. The program is based on certain key adult learning principles and provides opportunity / demands for self study and self-learning. During the first six terms, the program will focus on the core courses in Finance, Marketing, Operations, Technology and Human Resource Management, but contexted in Energy Business Management.

- 3) Great peer learning  
The sheer caliber and variety of the backgrounds of the class participants make for the fertile ground for tremendous peer learning - a big learning component that is consciously leveraged and facilitated.
- 4) Reinforce concepts  
Some of the best International faculty come and teach at this program, bringing with them the latest, cutting edge in management theories and practices, through a blend of their distinguished academic work and hands on consulting experience.
- 5) Integration with work-place for ability creation
- 6) Blended action learning  
The best delivery methodologies available for learning and development, including e-learning which has components of online & offline course delivery, self study materials, field trips, simulations & games, classroom-based instruction, electronic performance support, paper-based, and formalized or informal on-the-job solutions with a mentor or coach among numerous others.
- 7) Quasi consulting  
Participants can bring in their real life practical problems / cases from the place of work and discuss possible solutions during the contact sessions.
- 8) International (country-based) study / Business plan project work  
The participants will do individually or in very small groups country based / vertical based projects towards the end of the program, which would be integrative of all the learning that happens through the programs.

## THE ARCHITECTURE

The residencies of total 78+ days are mandatory, span over two years and are divided into 8 terms once every 3 months. Each term will have residency of 9 days and 2 courses would be covered during the duration. The last residency would be a double module of 15 days and will be held at C.T. Bauer College of Business, University of Houston, Texas, USA.

All program participants would be required to live on campus in single / twin sharing accommodation on payment basis. Each of these 9 / 15 day residencies will be followed by assignments / submissions in the form of application exercises - based on what was learnt in the class room. The total number of rigorous classroom hours that a GEMBA participant undergoes is to the tune of approx 1700 hours.

The participants are expected to put in at least 6 to 8 hours every week during the off-campus period.

In-campus period	Off-campus period	Total hours
78 days * 8 hours = 624 hours in the classroom	6 hours per week x 11 weeks x 8 off-campus periods = 528 hrs	624 + 546 + 528 = 1698 hrs (Total - approx 1700 hours)
78 days * 7 hours = 546 hours outside the classroom during the residency		

## INSPIRING GUEST LECTURES

Guest Lectures are an integral part of our offering. Participants get a chance to interact closely with visionaries, achievers and outstanding personalities on a wide variety of contemporary topics. Guest Lectures are generally planned as complementary to a course that is being offered during that term. Normally a GL is of about 90 minutes duration with the first 45 minutes taken up by the speaker during which he / she introduces to the audience the latest concepts / practices in vogue on the subject and thereafter the guest speaker prompts the class and a lively discussion ensues that serves to reflect as well as to draw inferences.

## BLACKBOARD - LEARNING MANAGEMENT SYSTEM

A lot of emphasis is placed on group working / group learning and to facilitate this even during off campus period, the institute has invested in state-of-the-art Learning Management System - Blackboard.

Salient features of Blackboard:

- Creating and Uploading Course Content
- Communications Assessments & Grade Book
- Student Management
- Workshops
- Discussion Board
- Forum
- Forum Moderation & User Management
- Group Discussions
- Statistics
- Cross-browser Options

## THE AWARD

Successful participants will be awarded the prestigious Global Energy Executive MBA Post Graduate Degree by University of Houston in a glittering convocation ceremony at Houston at the end of the program. The GEMBA is the oldest of the AACSB accredited programs in Houston, USA.



## GREAT LAKES CHENNAI CAMPUS

The Great Lakes own world class campus is built on about 27.5 acres of land near the historic town of Mahabalipuram. It is about an hour's drive from Chennai, situated among open fields on the East Coast Road at 9<sup>th</sup> milestone after Mahabalipuram towards Pondicherry. Nestled in sylvan and serene surroundings that would facilitate learning, the state-of-the-art campus is an environment friendly green building with different blocks dedicated to research, faculty offices and housing, administrative, student residences, recreation centre etc. The green campus is a part of our social responsibility that will inculcate the spirit of social consciousness and patriotism in all. Facilities include an open air theatre, hostels for students, resource centre and cafeteria to name a few. It is designed to be a LEED Platinum rated green campus and would be one of the first in India and very few in the world.

The fully residential campus provides for the following Green features:

- Provision at site to support alternate transportation systems such as bicycles and battery vehicles
- Encouragement for pedestrian movement & cycles through design
- 100% shading of the car park areas to reduce heat island effect
- Landscape open and semi-open spaces used for micro-climatic advantages
- 100% of waste water treated at site to tertiary standards and reused for landscaping and other purposes
- Rain water harvesting done in entire campus by means of a combination of collection and storage as well as ground recharge
- High efficiency water system design and low flow water fixtures resulting in water use reduction by over 30%
- Energy saving measures including insulated roof, Aerocon walls, double glazed UPVC window with low-E glass, high efficiency VRV systems with an EER of 11 and Heat recovery with 70% efficiency, T5 lighting with occupancy sensors and day-lighting control contributing to over 25% energy reduction from the stringent Asrae base case requirements
- Non-HCFC gas and Halons in HVAC and fire systems
- Allocation of separate recycling room to collect, segregate and store all recycled materials such as paper, plastic, glass, metals etc. before selling to recycling agents

- Utilization of materials with high recycled content thereby reducing impact resulting from extraction and processing of virgin materials
- Use of regionally manufactured materials to reduce the impact of environmental pollution through transportation
- Use of salvaged / reused materials to reduce virgin material exploitation
- Specific use of rapidly renewable materials (materials with life harvest cycle of less than 10 years) to reduce the depletion of finite raw materials and long-cycle renewable materials
- Increased outdoor air ventilation rates and CO<sub>2</sub> monitoring for enhanced occupant comfort
- Use of low VOC paints, carpet and composite wood products to reduce indoor air contaminants and provide superior indoor environment
- Use of high efficiency MERV-13 filters in the air-handling systems for better indoor environment
- High efficiency entrance mats at all building entries and independent exhaust systems for pantry, house keeping and chemical areas to reduce indoor pollutant source control
- 100% Day lighting in all regularly occupied spaces. No artificial lights have to be switched on during the day time
- Provision of occupants with a connection between indoor spaces and the outdoors through daylight and views for most occupied areas

## DINING FACILITIES

- High quality vegetarian food is available in the campus due to Gurukulam style of instruction. However, non-vegetarian food is available in the facility adjoining the campus





## STATE-OF-THE-ART CLASSROOMS

Each classroom is equipped with a Public Address system, with individual mikes on the participants' desks, fitted with Bose Audio system so that all can hear clearly, as well as record the entire discussion. From the conference halls, participants can interact by computer or video-link with faculty, industrial leaders and other students anywhere in the world.

Simultaneous interactions through live-video conferencing facilities connecting 4 to 6 different locations in the Globe are available in each classroom. In addition there are specially designed mini conference halls and syndicate rooms that facilitate group study and dynamic peer interaction.

The heart of the campus is the Academic Wing which houses a versatile resource center, a computer lab, classrooms, faculty offices, administrative offices, air-conditioned lecture theatres, meeting rooms, and an auditorium with a seating capacity of 500 that is coming up shortly.

Great Lakes also has a trading terminal directly connected to the NSE trading terminal to facilitate On-line stock trading. The Amphitheatre in the middle of the Institute would be the social hub of the campus, providing space for discussions and leisure.

Resource Centre houses the Great Lakes library services, the Media Room and the reprographic services. Located on the ground floor as a separate wing of the main building, it is an air conditioned hall providing the right ambience for learning.

The Resource Centre is a one-stop knowledge hub, providing access to information resources of all kinds.

It has books, journals, periodicals, collection of case-studies, reports, project dissertations, CD-ROMs and audio-video materials related to all the functional areas of management and its allied fields. The Resource Centre subscribes to many journals, including International e-journals. The RC proactively acquires and organizes information resources, in the areas of management and allied subjects, to meet the present and future needs of its users. 6000 books, 70+ print journals, 5 online databases, and 9000+ e-journals through our resource centre link. New books are added every week. The Resource Centre is enabled with RFID technology and is well organized with a database of all the resources, providing easy search facilities. The electronic library with the Online Public Access Catalogue (OPAC) provides online access to all the resources and access to other premier databases. It has subscriptions to access online databases like Indiastat.com, ISI-Emerging Markets, EBSCO-Business Source Premier, Pro-quest ABI / Inform complete and offline database like CMIE: Prowess.

## AUDIO VISUAL FACILITIES

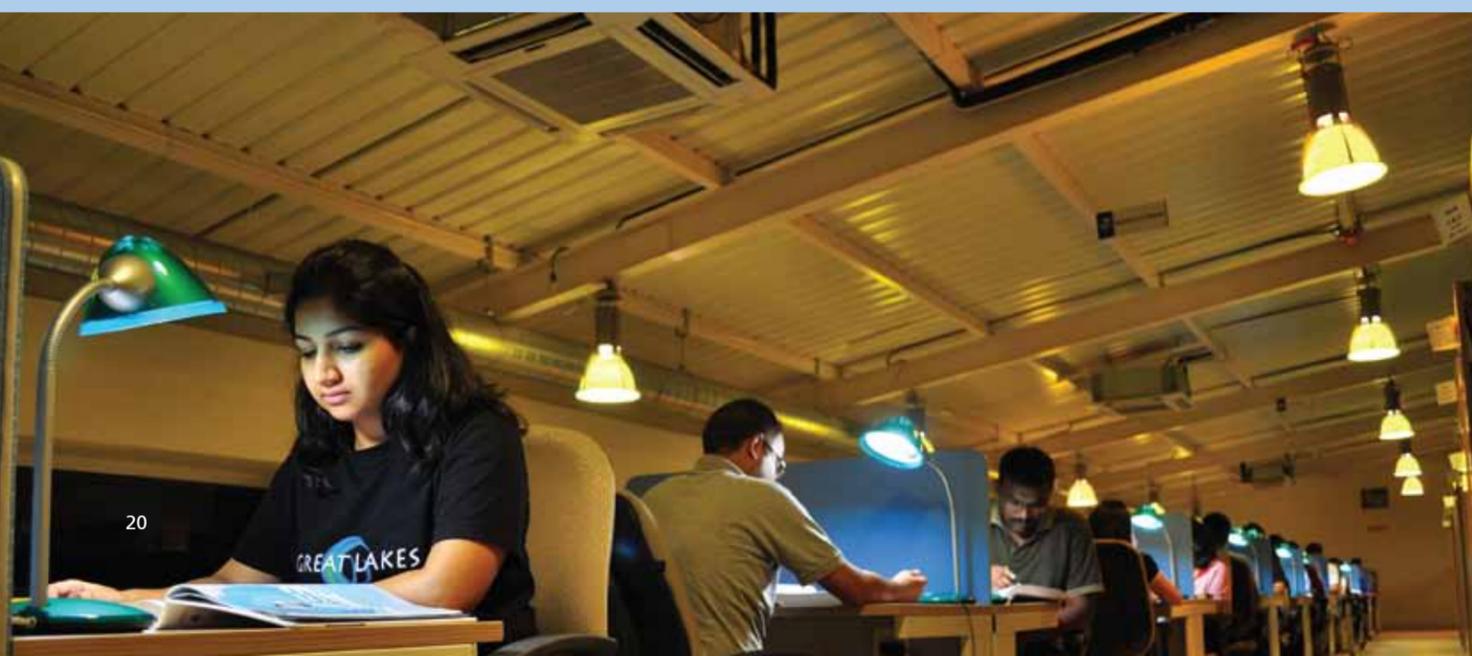
The Institute is equipped with modern audio-visual technology facilities.

The video-conferencing facilities are used for placement services, online seminars, especially with partner B-schools, and also for other educational and business conferences. The audio-visual facilities include the following:

- Connectivity and projection from any prominent audio-visual device / media
- Touch-pad operation, controlling cameras, lighting, voice, and window-drapes
- Microphones on all student desks, integrated with the AV system
- In addition to the above, the central AV control room provides the facilities of recording, editing, patching, format conversion, and digital storing

## COMPUTING FACILITIES

The Institution has a well-equipped computing facility and offers Intranet, Internet and e-mail services to its community members. The entire campus is Wi-Fi enabled and there is 24 hour uninterrupted net access including the hostels. The e-mail system, which is the most widely used service on the campus premises, offers a very user-friendly and comprehensive set of communication facilities. The e-mail system allows users to access mails, both from inside the campus and outside. A computer lab with several desktop systems is also available for students to access. The centre has several software packages like SPSS, SAS and more, to help students to be Business Ready Managers. Every student is given a permanent lifelong e-mail (Web Mail) account for all correspondence with the faculty, administration, peers and alumni. The Great Lakes website also provides for in-depth information on the School and its activities. Great Lakes implement a very strict security policy to ensure the highest levels of network health and safety.



## RECREATIONAL ACTIVITIES

In addition to the Fitness centre that houses treadmills, steppers, stationary cycles, multi-station gym, the participants can enjoy inbound and outbound group events such as Carrom, Chess, Cricket, Volleyball, Cycling, etc. Participants are encouraged to avail the facilities at the Great Lakes campus at Manamai.

## SERVICES

To ensure a comfortable stay on campus, Great Lakes has provided for a number of services to meet the basic needs of all participants.

Services include:

- Food & refreshments
- Laundry
- Postal and courier
- Convenience store for essential groceries and toiletries
- Book store for text books, periodicals, magazines, novels and stationery
- Documentation centre for printing and photocopying
- Washing machine facility\*
- ATM Facility by Indian Bank

\* Common washing facility on each floor



## GREAT LAKES - BAUER COMMITMENT

The staff and the faculty of Great Lakes are committed to helping the participants manage time while balancing commitments to the program, work and personal life. At Great Lakes, you will receive the highest level of administrative and faculty support before, during and after the program.

## SPONSORING COMPANY'S COMMITMENT

It is important to spell out the terms of sponsorship and to demonstrate that the organization fully supports the candidate's goal. In addition to financial support and time off for the residencies, the sponsoring organization must accommodate the shifting time commitments and help the participant to delegate more broadly to balance work, family and academic demands.

## PARTICIPANT'S COMMITMENT

Participant must balance the demands of a strenuous curriculum, extended periods of course work, distance learning preparation, assignments, ongoing electronic interaction with faculty and fellow students, all the while remaining highly productive in the workplace.

## BAUER COLLEGE CAMPUS

C. T. Bauer College of Business is Houston's most comprehensive business school that provides an excellent environment for an outstanding education that also provides for a competitive edge and global perspective. This college attracts students from 139 countries – making it the single most diverse business school in the United States of America. The strong pool of expertise that the Bauer faculty bring to the table helps prepare students for integrated learning across academic disciplines. The faculty are distinguished scholars with substantial experience in the professional world and take innovative approach to teaching.



## ALUMNI QUOTES

“Houston is home to several respected graduate business schools, so my decision centered on which program had done the most to distinguish itself from this field. Consequently, in a city defined by the global energy industry, Bauer became the obvious choice for me because it alone fulfilled Houston’s need for an Energy MBA. GEMBA combines excellence, uniqueness and relevance to elevate not only the Bauer MBA, but also the University of Houston.”

Jason Sweeney, GEMBA Alumnus, Supply Manager, GDF-SUEZ Gas North America

“The Bauer Global Energy MBA program provided me an opportunity to explore a wide swath of the energy value chain, with guidance from an experienced and engaging faculty, while concurrently honing my general management skills. Although I brought 20 years of energy industry knowledge into the program, I learned something new every single day, and gained valuable insights on how to improve business performance. My advice to others is simple - the GEMBA program is an excellent preparation for those seeking executive management responsibilities in the energy sector.”

Robert A. Wilson, GEMBA Alumnus, President & CEO, SUEZ Energy Resources NA

“The perfect fit for those looking to broaden and enhance their careers in the oil, gas, and petrochemical industry. - Professors and guest speakers all deeply connected within the energy capital of the world; Class mates - current and future stars of the energy industry.”

Tanya Niu, GEMBA Alumnus, Dow Chemical

“The Global Energy Executive MBA at Bauer offers a well rounded energy education like no other. The program really opened my eyes to opportunities outside of my own field of petrochemicals. Since graduating, I have started a new career in the power industry with high level rotations in both generation and retail. Additionally, I’m confident the curriculum has prepared me to work in other areas of the industry from oil and gas to alternative energy.”

Steven Taake, GEMBA Alumnus, Manager, Downstream Marketing, GDF SUEZ Energy Resources

## THE VALUE

Program Fee*	PLAN II
PLAN I	INR 8,00,000 1 <sup>st</sup> Installment [To be paid at the time of admission]
INR 12,60,000	INR 5,00,000 2 <sup>nd</sup> Installment [To be paid not later than the last working day of the 4 <sup>th</sup> term]

For International participants the fee would be USD 30,000

GEMBA is a ‘residencies compulsory’ program. Boarding and Lodging is additional and is available at concessional rates at the Great Lakes Campus, whenever classes are held here.

Stay Cost @ Double Occupancy (Inclusive of Food): Rs.1350/- per day per participant

Stay Cost @ Single Occupancy (Inclusive of Food): Rs.2500/- per day per participant

Note: These subsidized special tariffs are for the Participants of the GEMBA program only.

International residency at Bauer College of Business in last term

The budgeted expenses for a 2 week trip are estimated to be approx INR 2,00,000 (Two Lakh Only) per participant per residency, to be borne at actual by each participant in addition to the other costs above.

Note:

- 1) If a participant leaves the program for any reason after he / she has been accepted and enrolled, no fee refund will be made.
- 2) If a participant leaves the employment of the sponsoring company during the program he / she could continue to do the program only if the sponsoring company gives a No Objection Certificate for the same.
- 3) \*The amounts indicated are in Indian Rupees equivalent to the USD as applicable on date. Great Lakes Institute of Management reserves the right to alter the amounts indicated in the schedule mentioned above any time before the 1st day of class of the first term for a given batch.
- 4) All the amounts indicated above are exclusive of Governmental Taxes / Levies as applicable, if any at actual.

Details of work experience of participants	Details of Industry representation
GEMBA participants had an average of 12 years of professional business experience upon entering the program.	GEMBA participants represented a variety of energy-related companies, including GE Oil & Gas, Center Point Energy, Shell Pipeline, Shell Trading, Panhandle Energy, El Paso Energy, Devon Energy, Suez Energy, Occidental Petroleum, Dow, Chevron, and BMC Software.

## SPONSORS OF GEMBA PARTICIPANTS SO FAR

Companies who have sponsored GEMBA participants to date have included Center Point Energy, Chevron, Devon Energy, Dow Chemical, El Paso Energy, Occidental Petroleum, Shell and SUEZ Energy.

The GEMBA program participants are by intent and design sponsored by their companies because they are to be the future Business leaders of those companies. Sponsorship is viewed in two ways: time away from work to attend classes and Funding support. The program also admits senior bureaucrats from the Indian Administrative Service, Senior professionals from BFSI, Senior Managers from Large infrastructure service providers comparable to those sponsored by Corporate.

Sponsors reap substantial benefits that begin early in the program and continue long after the participants have graduated. Great Lakes' action-oriented learning approach helps participants to apply their newly acquired knowledge for immediate business results. The program equips them to assume increased levels of responsibility and prepares them for global business leadership. Beyond these, it provides the power of networking with the best in the peer group who would be mantling leadership positions soon, and with the best of the International faculty - both could be life-long associations of immense enrichment.



## PROGRAM SCHEDULE - A TYPICAL PLAN

Two years part-time program with the first 7 residencies of 9 days in Asia - at Great Lakes, Chennai, UAE, Kuala Lumpur, or Singapore - and the last residency of 15 days at C.T. Bauer College of Business, University of Houston, Texas, USA.

The Program would comprise three major parts - General Management courses, Energy Management courses and in depth project equivalent of two courses credit.

### Term-1

1. Managerial Economics
2. Understanding Financial Information for decision making

### Term-2

3. Statistical Analysis
4. Managerial Finance

### Term-3

5. Marketing
6. Operations Management

### Term-4

7. Management Information System
8. Organization Behaviour

### Term-5

9. Business Law & Ethics
10. Strategic Management

### Term-6, Term-7 & Term-8

(Any 6 of the following courses will be offered)

11. Energy Finance
12. Energy Value Chain
13. Financial Engineering & Derivatives
14. Project Management for the Energy Industry
15. Managerial Accounting for the Energy Industry
16. Competitive Analysis and Valuation in Energy
17. Oil & Gas Accounting
18. Energy Trading
19. Leadership issues in the Energy Industry
20. Strategy for Project Finance
21. Techniques for Project Finance

## ELECTIVES

1. Finance for Energy Industry
2. Advance Finance & Carbon Credits, Engineering & Derivatives

As part of the electives segment, all participants in the second year do an Individual Country-wide / Industry-wide Project for over 10 months that would be equivalent to two courses. The project is executed by GEMBA participants with a Faculty guide and culminates in a high quality written report.

In addition to the course modules there will be an Applied Research Project with two or 3 participants per project emphasizing a new Energy Leadership Issue or Thought to be advised by members of both advisory councils from U.S. and India spanning the last three modules earning a 2 course Credit. Selected Projects will be published in the Research journal along with other Research articles in the Energy Area.

## THE GATEWAY

### Admission Criteria

A Bachelor's degree in any discipline is the primary qualifying criteria. Participants should necessarily be a high performance Middle / Senior manager with strong leadership potential and communication skills. Complete application packet: The application, letter of recommendation, letter of sponsorship from the applicant's organization, photocopies of the educational certificates.

### Applicant's Goal / Purpose Statement

The selection process will include a written test, group discussions and interviews besides screening for academic performance and quality of work experience. Clarity of purpose in pursuing executive management education as evidenced by performance in interview and overall assessment of academic achievements will be the basis for final selection.

An in-principle agreement with the employer is mandatory for self-funded candidates also.

(Please refer to Specimen copy of Application form submitted as an Embedded word doc)

Participants once admitted into the program shall abide by the rules, regulations and code of conduct as applicable to the program. Any deviation shall entail appropriate action which may include expulsion from the program, if found warranted by the Institute.

## HOW TO APPLY

Interested persons and organizations may download the application form free of cost at <http://greatlakes.edu.in/programs/bauer-gemba/how-to-apply-3.html>

Sending filled-in applications in soft copy.

Prospective candidates may send their filled-in application form in pdf format as an attachment by email to [gemba@greatlakes.edu.in](mailto:gemba@greatlakes.edu.in). Such emails should be accompanied by proof of fund transfer made for Rs.1800/- / US\$ 45 through Internet banking.

Sending filled-in applications in hard copy.

Applicants may also send in their filled in applications in hard copy along with a DD / Cheque for Rs. 1800/- / US\$ 45 drawn in favour of 'Great Lakes Institute of Management' payable at Chennai to:

City Office:	Principal Campus Address :
The Officer Academics - GEMBA Great Lakes Institute of Management 19, North Mada Street, Srinagar Colony, Saidapet, Chennai - 600 015, India. Phone: +91 44 43123126 Fax: +91 44 43123858	The Officer Academics - GEMBA Great Lakes Institute of Management East Coast Road, Manamai Village, Tamilnadu. Pin - 603 102, India. Phone: +91 44 30809000
e-mail: <a href="mailto:gemba@greatlakes.edu.in">gemba@greatlakes.edu.in</a> Website: <a href="http://www.greatlakes.edu.in">www.greatlakes.edu.in</a>	

Last date for receipt of complete application packet at our office 1<sup>st</sup> February 2012

Admission Decision Date\* 15<sup>th</sup> March 2012

Program Launch 14<sup>th</sup> April 2012

The batch commences its first residency on 14<sup>th</sup> April 2012

Please note that all seats will be filled on a first come basis (Progressive Admission)

Admission will close on fill-up of seats: 40-45 per batch (MAX)





**C.T. Bauer College of Business**  
334 Melcher Hall, University of Houston  
Houston, TX 77204-6021  
Ph: 713-743-4600 Fax: 713-743-4622



**Campus:** East Coast Road, Manamai Village, Tamil Nadu, Pin - 603 102.  
Ph: 044-3080 9000/9011 Fax 044-3080 9001

**City Office:** 19, North Mada Street, Srinagar Colony, Saidapet,  
Chennai - 600 015. Ph: 044-4312 3126