Our flagship B-school fest, L’Attitude brings together the best B-school talent across India in a two-day academic, cultural and sporting extravaganza completely conceived and executed by our PGPM students. L’Attitude represents an exclusive blend of bright professionals, illustrious academicians and eminent thought-leaders the world over. Watch from the ring-side as the stars grapple with each other to find the best solution to burning problems. Get caught up in the excitement as the contestants constantly strategize, negotiate, innovate, speculate and formulate to outwit the competition. Tune-in to the wavelength of some of the world’s celebrated ‘gurus’ and ‘icons’ on their global grun, as they unravel the mysteries of the economic realm. Enjoy the limelight while the young and graceful set the ramp on fire; saddle to the beats of fine music; tap your feet to the top-of-the-charts numbers; Great Lakes brings to you two days of tremendous learning and explosive fun. Be there when it happens!

Message from the Executive Director

Prof S. Sriram
Executive Director

L’Attitude 13º’05’, our yearly management fest is a unique event showcasing the convergence of smartest minds from top business schools, executives from the corporate world and some of renowned leaders who play a major role in development of this country. L’Attitude 13º’05’ is organised by students of our PGPM program who have an opportunity to exhibit their managerial and organising skills. L’Attitude 13º’05’ attracts brightest of minds across India and thousands of hits in the virtual space every year. As the events unleash, the campus would engross into extreme frenzy. The list of events lined up focuses on areas like Marketing, Operation Strategy and Business acumen. The CEO Conclave is one of the prime attractions which provide a unique platform for networking with CEOs and management gurus. We invite you to be a part of this spectacular event. We promise you the time of your life. Your only regret would be that it got over too soon.

Ishitva: Finance paper presentation

ISHITVA is the power using which one masters all the physical objects. Great Lakes presents ISHITVA, the finance paper presentation contest. Contestants will be finance wizards and using their powers will analyze the market scenario, stocks, and risks and present their views on a gamut of national and international economic volatility.

Vashitva: Marketing case study challenge

"No doubt, O mighty armed, the mind is hard to control, it is wavering, but by practice it is held."

- Bhagwad Gita chapter 6 - verse 35

Vashitva involves the ability to subjugate all beings. This requires an extraordinary display of strong will and patience. Considered to be one of the highest of the eight desirable powers and requires the mastery of many other powers. Withstand the market forces in VASHITVA, a marketing case study presented by Great Lakes, and present your strategy to beat the best.

Message from the Founder and Honorary Dean

Dr. Bala V. Balachandran
J.L.Kellogg Distinguished Professor of Accounting, Information Management and Decision Sciences and
Director, Accounting Research Center, Northwestern University at Evanston, Illinois, USA
Chairman, Academic Advisory Council, Great Lakes Institute of Management

Latitude 13º’05’ the annual B fest at Great Lakes, this year synthesizes the best of the East and the West which is reflected in the motto “Global mindsets, Indian roots”.

This year the event draws inspiration from Ancient India.

By establishing oneself in the earnestness of noble pursuits, it is possible to transcend the temporal self, limited by desires, fears, memories and mental constructs, and gain blissful immersion in pure consciousness. The act of acquiring this state is both a sublime art and an exact science.

Great Lakes proudly invites you to compete with an amalgamation of the best business brains in the country.

CEO Conclave

At CEO Conclave, the powerhouses of the business world come together, to provide the best mix of perspectives on the major challenges facing business and industry today. Together, they debate the contemporary issues and emerging challenges in the corporate domain. They share their vast experiences, their successes as well as their failures and enrich all with their thoughts.
Message from the Founder and Honorary Dean

Dr. Bala V. Balachandran
J.L.Kellogg Distinguished Professor of Accounting, Information Management and Decision Sciences and Director, Accounting Research Center, Northwestern University at Evanston, Illinois, USA
Chairman, Academic Advisory Council, Great Lakes Institute of Management

Our flagship B-school fest, L’Attitude brings together the best B-school talent across India in a two-day academic, cultural and sporting extravaganza completely conceived and executed by our PGPM students. L’Attitude represents an exclusive blend of bright professionals, illustrious academicians and eminent thought-leaders the world over. Watch from the ring-side as the stalwarts grapple with each other to find the best solution to burning problems. Get caught up in the excitement as the contestants constantly strategize, negotiate, innovate, speculate and formulate to outwit the competition. Tune-in to the wavelength of some of the world’s celebrated ‘gurus’ and ‘icons’ on their global gran, as they unravel the mysteries of the economic realm. Enjoy the limelight while the young and graceful set the ramp on fire; sashay to the beats of fine music; tap your feet to the top-of-the-charts numbers; Great Lakes brings to you two days of tremendous learning and explosive fun. Be there when it happens!

Message from the Executive Director

Prof S. Sriram
Executive Director

L’Attitude 13’05’, our yearly management fest is a unique event showcasing the convergence of smartest minds from top business schools, executives from the corporate world and some of renowned leaders who play a major role in development of this country. L’Attitude 13’05’ is organised by students of our PGPM program who have an opportunity to exhibit their managerial and organising skills. L’Attitude 13’05’ attracts brightest of minds across India and thousands of hits in the virtual space every year. As the events unleash, the campus would engulf into extreme frenzy. The list of events lined up focuses on areas like Marketing, Finance, Strategy and HR. The CEO Conclave is one of the prime attractions which provide a unique platform for networking with CEOs and management gurus. We invite you to be a part of this spectacular event. We promise you the time of your life. Your only regret would be that it got over too soon.

L’Attitude 13’05’ the annual B fest at Great Lakes, this year synthesizes the best of the East and the West which is reflected in the motto “Global mindsets, Indian roots”.

This year the event draws inspiration from Ancient India.

By establishing oneself in the earnestness of noble pursuits, it is possible to transcend the temporal self, limited by desires, fears, memories and mental constructs, and gain blissful immersion in pure consciousness. The act of acquiring this state is both a sublime art and an exact science.

Great Lakes proudly invites you to compete with an amalgamation of the best business brains in the country.

Date - Time - Venue

Date : 20th December
Time : 9 AM to 10 PM
Venue : Image Auditorium
        MRC Nagar
        R A Puram
        Chennai - 600028

Events for this year

CEO Conclave

At CEO Conclave, the powerhouses of the business world come together, to provide the best mix of perspectives on the major challenges facing business and industry today. Together, they debate the contemporary issues and emerging challenges in the corporate domain. They share their vast experiences, their successes as well as their failures and enrich all with their thoughts.
Kaalteet: B plan contest

Kaalteet stands for “something which is beyond time”
It requires quite a bit of motivation and clarity of thought to innovate and devise a B-Plan which may stand the test of time. It further demands expert vision and mastery of varied fields of management to keep it thriving.
Great Lakes present KALTEET, an invitation for all the timeless B plans.

Dvija: Relaunch failed product

“Thou art able to dispel this doubt of mine completely, O, truly there is none save thee who can dispel this doubt”
In ancient India being twice born meant being born in spirit and undergoing a spiritual growth through four stages in life.
We present DVJAVA: relaunch of a failed product. Come and reinvent a failed product through its lifetime and execute it to success.

Arthashastra: International B-Plan Contest

Arthashastra stands for “studying the business of production, distribution, and consumption of goods and services”.
Great Lakes Institute of Management proudly invites all the aspiring entrepreneurs to broaden their horizons and come up with their path breaking business ideas at Arthashastra. It is a wonderful platform to rub shoulders with some of the best brains of the world in the “would be entrepreneurial cohort” and to launch your business.

Rahasya: An online cryptic game

A mystical teaching which has captured the minds of people since eternity. This form of secret wisdom is coveted by all.
For the first time we present an online cryptic game. You get to use all senses and specially the 6th sense to crack some of the clues you see here.

Kumbhaka: Operation strategy game

Kumbhaka is the toughest strategy of retention of breath which evokes the spiritual energy lying dormant in all individuals.
Mastering it has been the prime concern of all ancient yogis.
Great Lakes presents KUMBHAKA: The Strategy Game. Stimulate your dormant senses and represent large corporations in strategizing and making powerful decisions to maximize their profit and market share.

Jigyasa: Business Quiz

“All men by nature desire to know” --- Aristotle

JIGYASA - Curiosity that motivates investigation and study is the natural condition of one’s mind. Source knowledge from all avenues and be a part of a challenging quiz which would essentially be based on the happenings in the Business world around us.

Arthashaastra: International B-Plan Contest

Arthashastra stands for “studying the business of production, distribution, and consumption of goods and services”.
Great Lakes Institute of Management proudly invites all the aspiring entrepreneurs to broaden their horizons and come up with their path breaking business ideas at Arthashastra. It is a wonderful platform to rub shoulders with some of the best brains of the world in the “would be entrepreneurial cohort” and to launch your business.

Rahasya: An online cryptic game

A mystical teaching which has captured the minds of people since eternity. This form of secret wisdom is coveted by all.
For the first time we present an online cryptic game. You get to use all senses and specially the 6th sense to crack some of the clues you see here.
Dvija: Relaunch failed product

"Thou art able to dispel this doubt of mine completely, O, truly there is none save thee who can dispel this doubt"
In ancient India being twice born meant being born in spirit and undergoing a spiritual growth through four stages in life.
We present DVIJA: relaunch of a failed product. Come and reinvent a failed product through its lifetime and execute it to success.

Kaalteet: B plan contest

Kaalteet stands for "something which is beyond time"
It requires quite a bit of motivation and clarity of thought to innovate and devise a B-Plan which may stand the test of time. It further demands expert vision and mastery of varied fields of management to keep it thriving.
Great Lakes present KALTEET, an invitation for all the timeless B plans.

Arthashastra: International B-Plan Contest

Arthashastra stands for “studying the business of production, distribution, and consumption of goods and services”.
Great Lakes Institute of Management proudly invites all the aspiring entrepreneurs to broaden their horizons and come up with their path breaking business ideas at Arthashastra. It is a wonderful platform to rub shoulders with some of the best brains of the world in the “would be entrepreneurial cohort” and to launch your business.

Kumbhaka: Operation strategy game

Kumbhaka is the toughest strategy of retention of breath which evokes the spiritual energy lying dormant in all individuals.
Mastering it has been the prime concern of all ancient yogis.
Great Lakes presents KUMBHAKA: The Strategy Game. Stimulate your dormant senses and represent large corporations in strategizing and making powerful decisions to maximize their profit and market share.

Rahasya: An online cryptic game

A mystical teaching which has captured the minds of people since eternity. This form of secret wisdom is coveted by all.
For the first time we present an online cryptic game. You get to use all senses and specially the 6th sense to crack some of the clues you see here.

Jigyasa: Business Quiz

“All men by nature desire to know” --- Aristotle
JIGYASA - Curiosity that motivates investigation and study is the natural condition of one’s mind. Source knowledge from all avenues and be a part of a challenging quiz which would essentially be based on the happenings in the Business world around us.

Arthashaastra: International B-Plan Contest

Arthashastra stands for “studying the business of production, distribution, and consumption of goods and services”. Great Lakes Institute of Management proudly invites all the aspiring entrepreneurs to broaden their horizons and come up with their path breaking business ideas at Arthashastra. It is a wonderful platform to rub shoulders with some of the best brains of the world in the “would be entrepreneurial cohort” and to launch your business.

Kumbhaka: Operation strategy game

Kumbhaka is the toughest strategy of retention of breath which evokes the spiritual energy lying dormant in all individuals. Mastering it has been the prime concern of all ancient yogis. Great Lakes presents KUMBHAKA: The Strategy Game. Stimulate your dormant senses and represent large corporations in strategizing and making powerful decisions to maximize their profit and market share.

Jigyasa: Business Quiz

“All men by nature desire to know” --- Aristotle
JIGYASA - Curiosity that motivates investigation and study is the natural condition of one’s mind. Source knowledge from all avenues and be a part of a challenging quiz which would essentially be based on the happenings in the Business world around us.
Great Lakes Institute of Management is a not for profit organization

MoU with:

Great Lakes Institute of Management, 24, South Mada Street, Srinagar Colony, Saidapet, Chennai - 600015, India.
Ph: 91-44-42255855, 42168228. www.greatlakes.edu.in, www.latitude1305.com. email id: latitude09@greatlakes.edu.in

Great Lakes Institute of Management is a not for profit organization