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Managing Director, Birla Cements Ltd.

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Chairman, Indian Institute of Management, Bangalore

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Professor of Marketing, Kellogg School of Management, USA

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Mr. Suresh P Sethi
Assistant Professor of Accounting, University of Illinois

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Mr. G. Venkatesh
Associate Professor of Finance, Indian Institute of Management, Bangalore, India

Mr. R. Rajan
Professor of Economics, University of California, Berkeley

Great Lakes Institute of Management
Campus: East Coast Road, Manamai P.O, PIN 603 102, Tamil Nadu. Ph: 044-3808 9000
City Office: 19, North Mada Street, Saidapet, Chennai - 600 015. Ph: 044-43132326
Website: www.greatlakes.edu.in

Introducing
PGWPM
Post Graduate Working Professional Program in Management

THE FIRE POWER TO TAKE YOUR CAREER TO THE NEXT TRAJECTORY
Great Lakes has always held high, the values of the individual and Institution. A "win-win" situation while co-creating value for both, and rewarding talent, corporates could ensure a definitive "investment" towards future leadership. By nurturing past performance or a "motivator" in ensuring continuity or viewed by the corporate sponsor as either a "reward" for India Inc. In this context, the PGWPM program could be a catalyst for middle level functional managers to high profile general managers.

This still leaves a population whose aspirations are not addressed – a segment that yearns to move up from entry level management to middle management; but the catch is that this aspirant cannot afford to be away from work and forego his current earnings. Neither can he participate in the Executive PGPM as his corporate exposure falls short of the mandatory five year prior work ex requirement. Sounds like you? Welcome to the Great Lakes Post Graduate Weekend Program in Management – the PGWPM.

The PGWPM aspirants are ambitious yet flexible, fun-loving yet practical, career focused and goal oriented yet hunting for the wherewithal to realize a dream. Their career aspiration is one of global mobility and they cope with change with a winning ‘can do’ attitude. Great Lakes has structured the PGWPM course to reflect these innate characteristics and individual priorities of the aspirant while providing for a synergistic learning experience for the entire group as a whole.

From a corporate point of view, with the economy looking up, motivating and retaining talent becomes a key issue for India Inc. In this context, the PGWPM program could be viewed by the corporate sponsor as either a "reward" for past performance or a "motivator" in ensuring continuity or as an "investment" towards future leadership. By nurturing and rewarding talent, corporates could ensure a definitive "win-win" situation while co-creating value for both, the individual and Institution.

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Founder and Dean,
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<th>Hours</th>
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<tr>
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<td>100</td>
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<td></td>
<td>(The extra 4 hours will be added dynamically during the program)</td>
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**Fee Structure & Payment Plans**

**PLAN I**

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**Note:**

If a participant leaves the program for any reason after he/she has been accepted and enrolled, no fee refund will be made.

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.
Dear Prospective Great Laker,

It gives me immense pleasure to address this inaugural communication about our Post Graduate Weekend Program in Management (PGWPM). This is a unique program designed to address the needs of working professionals in Chennai and around, who want to pursue a rigorous management program without giving up their job/career. This need has been felt for quite some time now and based on our interaction with such prospective Great Lakers, we have come up with this program. As you go through the brochure, you will find that this is an ideal program for people with 2 to 10 years’ experience, who are keen to upgrade their knowledge and career prospects. We have looked at this program very carefully to ensure that, as and when we launch the program, we can give the best in class.

You have taken the right first step by looking into this program and I am sure that you will go on to take the next step in enrolling for the same.

Looking forward to having you on board.

With Warm Regards,

Prof. S. Sriram
Executive Director, Great Lakes Institute of Management

Welcome to Great Lakes Institute of Management’s Post Graduate Working Professional Program in Management (PGWPM). This new program offers the same academic rigor that we are currently offering to our one-year full-time residential PGPM students. The only difference is in the time frame of delivery. To facilitate learning while you are still at work, the working professional program is spread over 52 alternate week ends, thus making PGWPM an eight term, 2 year academic program. Over and above the 36 courses that are class room delivered, every enrolled student will go through a fully mentored Master Thesis Project, which will be treated as a full 12-credit course. Renowned faculty from various leading B-Schools and from industry will be hand-holding you through your course work.

Are you game for the new journey – a journey in which perplexity ends and knowledge-seeking begins? Then go on and apply.

Prof. Easwar Krishna Iyer
Director [PGWPM], Great Lakes Institute of Management

Message from the Executive Director

PGWPM - Course Architecture

Term 01 - Autumn Quarter 1
- Months: JAS 2010
- No. of Contact hours = 100
1 Financial Accounting
2 Statistical Methods
3 Macroeconomics
4 Marketing Management
5 Business Communication

Term 02 - Winter Quarter 1
- Months: OND 2010
- No. of Contact hours = 80
6 Managerial Accounting
7 Financial Management
8 Operations Management
9 Microeconomics

Term 03 - Spring Quarter 1
- Months: JFM 2011
- No. of Contact hours = 100
10 Marketing Management
11 Financial Management
12 Operations Management
13 HRM
14 IT for Managers

Term 04 - Summer Quarter 1
- Months: AMJ 2011
- No. of Contact hours = 80
15 Strategic Management
16 Organizational Behaviour
17 Market Research
18 Investment Analysis

Term 05 - Autumn Quarter 2
- Months: JAS 2011
- First term for Emp. Study
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- No. of Contact hours = 100
19 Sales & Distri Management*
20 Supply Chain Management
21 Elective 01
22 Elective 02
23 Elective 03
24 CRM*
25 Working Capital Management*
26 Elective 04
27 Elective 05
28 Services Marketing*
29 Investment Management*
30 Elective 06
31 Elective 07
32 Elective 08
33 ERP*
34 Impression Management*
35 Elective 09
36 Elective 10

Term 06 - Winter Quarter 2
- Months: JFM 2012
- No. of Contact hours = 80
37 First term for project
38 Strategic Management
39 Organizational Behaviour
40 Market Research
41 Investment Analysis

Term 07 - Spring Quarter 2
- Months: JFM 2012
- No. of Contact hours = 100
42 First term for project
43 Services Marketing
44 Investment Management
45 Elective 06
46 Elective 07
47 Elective 08
48 ERP
49 Impression Management
50 Elective 09
51 Elective 10

Term 08 - Summer Quarter 2
- Months: AMJ 2012
- No. of Contact hours = 80
52 Submission of Project
53 Elective 09
54 Elective 10
55 Elective 11

Project
- Starts on Term 5
- Ends on Term 8
- Duration 1 Year
- Credits 12 credits
- Max. students in a team 5
- Faculty Guide Yes
- Location Own place of work

(= Equivalent to 4 papers)

* MANDATORY ELECTIVES (6 NOS. Two per quarter in second year)

Message from the Director PGWPM

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Become a Great Laker. We promise you that the experience will be rewarding.

Prof. Easwar Krishna Iyer
Director [PGWPM], Great Lakes Institute of Management

Mission
To become the leading management institution in providing Quality Education at an affordable cost and Human Capital in Niche areas for Emerging Economies.

Vision
To become the Centre of Excellence in fostering managerial leadership and entrepreneurship in the development of human potential through quality research, teaching and residential learning and professional services.

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Post Graduate Working Professional Program in Management (PGWPM) is specially designed for the working professionals who want to take their career on a fast track, and for those who desire to take their family business further. With 720 hours of intense learning and a powerful curriculum that’s the same as the full time course, the course offers a great opportunity to learn while earning, as the classes are spread out over the weekends. What’s better, students get an opportunity to implement at work what they learn at the class.

Program Overview

- Two years (52 alternate weeks), 8-term academic program with rigorous 720 hours of classroom learning
- Comprises of 36 classroom delivered courses & one year-long Master Thesis project for a 120 credit program
- Stringent selection process including entrance test and panel interview
- Top faculty from leading US, Asian and Indian B-Schools will be handling classroom course delivery
- Good cross-industry peer environment for synergistic learning
- Course content matches that of the core PGPM program. Only the delivery is staggered over 2 years
- Unique, fully mentored 12 credit Master Thesis Project which runs through the entire second year. Each student will have to identify a core problem in his or her functional area within his/her organization, co-endorsed by them
- Leadership lectures series aligned to the course plan

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Target Audience for PGWPM

PGWPM is appropriate for ambitious, goal-oriented, career-focused working professionals with 2 to 10 years of work experience, on the lookout for the wherewithal. In fact, it best suits you, if you are:

- An engineer with 2-3 years work experience in a top-notch IT company with understanding limited to projects involved, and wanting to know how the application integrates and gets delivered as a functional solution to meet client’s business needs
- A second generation entrepreneur who’s not satisfied with the scale and scope of your inheritance. Though you’d like a sound academic grounding, your day-to-day operational pressures don’t permit you for a full-time program
- A start up owner wanting to scale up, and explore all the options, do a live project after you’ve got a good grounding in concepts in the first year and then hit the road
- In the ITeS / BPO industry for 5 years and yet your resume lacks the punch to take you to the next trajectory
- A start up owner wanting to scale up, and explore all the options, do a live project after you’ve got a good grounding in concepts in the first year and then hit the road
- In the banking industry for 6-7 years and realize that MBAs are being hired for higher positions
- In the manufacturing industry with 2-3 years experience, wanting to get the knowledge that would help you assess issues that impact the future of your industry and your career

While the list of industries is indicative, the possibilities with PGWPM are immense. Be it a young Doctor who’d like to start a full-fledged hospital, a budding model who’d want to start a modeling / ad agency, or a practicing lawyer who’d like to switch to corporate, PGWPM will help them reach higher levels.
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**Curriculum Highlights**

- **Great Lakes Value Proposition**
  - **Thought Leadership**
    - AAC / BAC / Prof. Bala
    - Board of Directors
    - Stuart / Yale / Nanyang / Bauer
    - Faculty
    - Centers for Excellence
    - Rating & Awards
  - **New Campus**

- **Core Essence of Great Lakes**
  - **Fostering Industry Relationships**
    - Consulting
    - Research
    - Chair Professorship
    - MDPs - open / customized
    - Entrepreneurship Cell
    - Alumni
  - **Philosophy**
    - Propelled by Knowledge
    - Shaped by Values
    - Gender Equality
    - Global Mindset – Indian Roots

- **PGWPM Value Proposition**
  - **Employer**
    - Augmenting the talent / leadership pipeline
    - Association value with Great Lakes for EDP / MDP placements, research and consulting
    - Availability of Managers & Leaders as knowledge / faculty resources
    - Retention tool for sponsored candidates: Attraction tool for fresh talent
  - **Student**
    - Breaking the proverbial Glass Ceiling - of MBAs vis-a-vis non MBAs
    - Networking, Peer learning, Alumni support
    - Higher equity with employer - as an attested fast tracker

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Dear Aspirant,

Welcome to Great Lakes Institute of Management!

When we commenced operations in 2004, our main goal was to provide the talented professional an unbeatable value proposition – that of time, money and outstanding quality Management Education. The other intrinsic value proposition was, of course, that Great Lakes would groom these professionals into not only superb managers but also responsible leaders of tomorrow.

Six years down the line, it is heartening to see that our model is a resounding success (we are ranked among the top 20 B-schools in the country) and has won the support and faith of the student, academic and corporate community alike. This, in turn, motivates us to create newer offerings to welcome more promising professionals into the Great Lakes family. Great Lakes currently offers the one-year fast-track residential PGP in Management as well as the 2 year part-time Executive PGP in Management program that levitates middle level functional managers to high profile general managers.

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