



EVEN RISING STARS NEED A LITTLE BOOST



Message from the Founder and Dean

Dr. Bala V. Balachandran

"The soft fluttering of a butterfly's wings on earth resonates in the distant galactic voids"

What is an Eternal Truth in Physics - that everything is interconnected with everything else in this Universe - is becoming true for the world of Business and Management. In a world that is becoming flatter by the day, where the national and geographic borders are diffusing, it is no longer an insular business environment any more. No matter where you are and what you do, you are impacted by the business events anywhere on earth, and in turn what you do impacts them across the globe. Thus Money Value of Time has become more important than Time Value of Money.

More and more Indian businesses are now leading the transnational mergers and acquisitions. This is leading to an acute scarcity of Business Managers and Leaders with global perspective, capabilities to handle scale and diversity, passion and above these, impeccable virtue and character. These are to be groomed and provided by schools of higher quality and values - like Great Lakes.

Welcome to Great Lakes Institute of Management. This institute is a not-for-profit organization with "A Global Mindset and Indian Roots", propelled by knowledge and steered by ethical values, where today's managers are groomed to become leaders of tomorrow. It is definitely by design that at Great Lakes a global perspective permeates all its programs - the curriculum, pedagogy, faculty background and credentials, outlook, approach, treatment and above all the Great Lakes culture.

It is in line with this that we have further enhanced our PGXPM program and offer it to the Indian Corporate to invest upon their most successful managers, to groom them for their future leadership roles, thus building Loyalty Effect for Sustainable Profitability.

The institute has identified the best features of American Management Education and adapted them to Indian/Asian values and ethos. With the commitment and focus as enunciated herein, our objective will be to offer a world-class program that will help each manager realize his or her full potential as a future leader ready to take on global scale responsibilities.

PGXPM 2011-13

Business Ready General Managers™

The Great Lakes PGXPM is a holistic program for fast track managers to become Business/SBU Heads in the next 3 years.

Mass Customisation

- Unique program architecture
- Residencies followed by application, apprenticeship and projects back in the work place aligned to career plan
- Integrated with business challenges and opportunity
- All the above facilitated by a dedicated faculty from Great Lakes acting as anchor/interface/facilitator

Value Additions

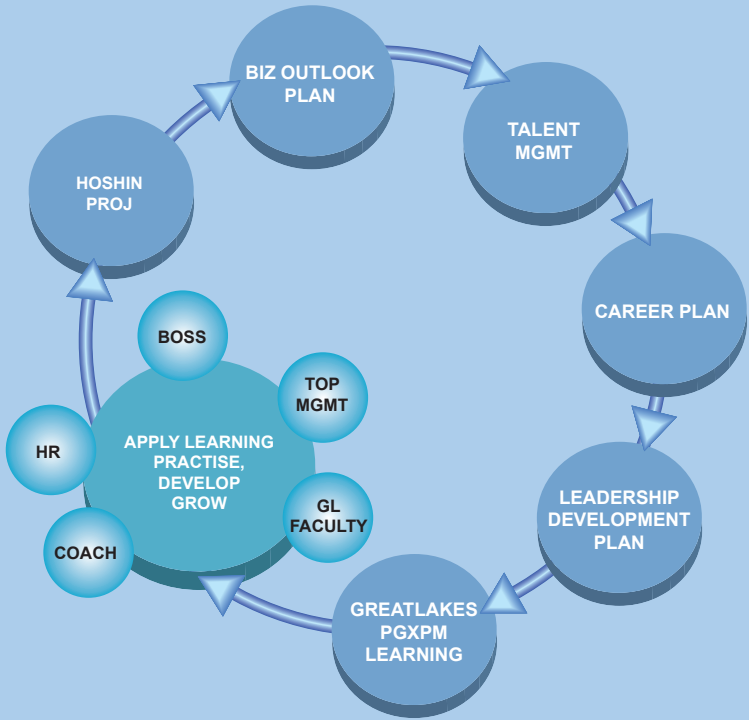
Same faculty from Great Lakes are available for Business Consulting and Solutions for the participant(s) in their business area, and could add further value through case writing etc. with the participant/company.

Hoshin (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 dual guidance of a faculty from Great Lakes and a business leader from the company/industry.

Business Leaders as Co-Faculty

In line with the credo to produce "Business Ready General Managers™", this program will have business leaders of proven track record/expertise coming in as co-faculty in key courses, working in tandem with his/her academic faculty counterparts.



Message from the Executive Director
Prof. S. Sriram



It gives me immense pleasure to address the prospective sponsoring companies and candidates of our PGXPM. The program is in its eighth edition and we have made substantial additions to enrich the program and make it more relevant based on the previous seven years' experience.

The first five batches have already passed out successfully and the heartening fact is that most of them have gone on to assume positions of higher responsibility during and subsequent to the duration of the program. We have restructured the program to make it more global in its outlook.

Message from the Director,
Corporate Initiatives and PGXPM
Prof. R. S. Veeravalli



This is a premium Post Graduate Program for your brightest and the best Managers - people whom you see as your future leadership material - whom you want to retain, invest upon, develop and groom, from the middle to senior management cadre, to prepare them to be Global Business Ready General Managers™ today and Global Business Ready Leaders tomorrow.

No matter whether they are based in India or anywhere else in the world, the managers of today - and increasingly in the days to come - are to manage and perform in an environment that is global. There are hardly any businesses today whose Value-Creation is without an international component or constituent. Hence to say that managers have to be global in their perspectives is to state the obvious, especially for the middle and senior management. The program aims to provide a blend of the fundamentals and the cutting-edge learning as well as contents. It is our objective that this program should enable each of the participants to be Global Business Ready General Managers™. For the sponsoring companies, here is an opportunity to transform their managerial talent into a force with 'global' perspective and outlook.

The impact of globalization is all there to see and even firms that are confining themselves to national frontiers are no more immune to it as global players are here competing with them across a cross section of industries. Becoming global is no more a choice but is inevitable. Looking forward to having your nominee on board.

Business Management, by having the best faculty from around the world and India teaching them in the contact sessions and guiding them seamlessly further during the following terms, through the Blackboard Learning Management System, the e-learning platform that connects the participants with the faculty and the institute, to ensure more than adequate and in depth learning takes place. This approach is taken to effectively address the needs of a wide spectrum of participants - while all of them commonly are high potential leadership material having a varied academic background, from engineering to commerce to economics etc., while some already have formal management education as well.

The learning will get further reinforced with a unique year-long Country/Industry Study that each participant will take on, which will culminate in a report and presentation at the end of the program. They will further learn Chinese-Mandarin, and spend one week overseas during their final contact session in a country appropriate to the program. All of which would round them to be Global Business Ready, which is the raison d'etre of this program.

Titans Speak



I am very happy to see the program of Great Lakes Institute of Management. I am sure the future is bright - Congratulations.

Jamshyd N. Godrej



It was a great experience interacting with the students of Great Lakes Institute of Management. The campus really opened my mind.

Dr. Lakshmi Narayanan



It is so heartening to see the progress and caliber of this institute which has grown to be a landmark in the education sphere.

Ratan N. Tata



A fantastic campus and very active student participation.

V. Kasturi Rangan, Harvard Business School



Work with Integrity, Success with Integrity

Dr. A.P.J. Abdul Kalam

Great Lakes is guided by a Business Advisory Council, comprising corporate titans, who maintain a strong connection and interface with the industry. The objective is to ensure that the course curriculum reflects the dynamic changes in the business environment and equips students to meet emerging challenges.

Business Advisory Council

Dr. Ratan N. Tata
Chairman,
Tata Sons Ltd.

Mr. Madhur Bajaj
Vice Chairman,
Bajaj Auto Ltd.

Mr. Kumarmangalam Birla
Chairman,
Aditya Birla Group

Mr. K.B. Chandrasekhar
Chairman & CEO,
Jamcracker Inc

Mr. John Fisher
Chairman,
Solid Systems Engineering

Mr. Jamshyd N Godrej
Chairman & Managing Director,
Godrej & Boyce Mfg. Co. Ltd.

Mr. G.P. Goenka
Chairman,
Duncans Group

Mr. Deshbandhu Gupta
Chairman,
Lupin Labs

Dr. Abid Hussain
Chancellor,
Rai University

Mr. T. Kannan
Managing Director,
Thiagarajar Mills Ltd.

Mr. L. Lakshman
CEO,
Rane (Madras) Ltd.

Mr. A. Mahendran
Managing Director,
Godrej Consumer Products Ltd.

Mr. A.M. Naik
Managing Director & CEO,
Larsen and Toubro Ltd.

Mr. N.R. Narayana Murthy
Chairman & Chief Mentor,
Infosys Ltd.

Mr. Roger Nelson
Former Chairman,
Ernst & Young Consulting
Adjunct Professor of Information Systems
and Management,
Kellogg School of Management

Mr. Deepak S. Parekh
Chairman,
HDFC & IDFC

Mr. G.V. Prasad
CEO,
Dr. Reddy's Laboratories

Mr. S. Ramadorai
Vice Chairman,
Tata Consultancy Services

Mr. Ratan Ranka
Chartered Accountant

Mr. Mohan Reddy
Chairman & CEO,
Infotech Enterprises Ltd,

Mr. N. Sankar
Chairman,
Sanmar Group

Ms. Rama Sankar
CEO,
Delta Consulting Group

Mr. G. Sathasivam
Chairman,
Watawala Plantations Ltd.

Mr. R. Seshasayee
Managing Director,
Ashok Leyland

Mr. Venu Srinivasan
CMD,
TVS Motor Company Ltd

Mr. VK. Sundaram
Managing Director,
Sudharshan Agencies

Mr. A. Vellayan
Executive Chairman,
Murugappa Corporate Board

Dr. Darsh Wassan
Vice President,
Illinois Institute of Technology

Dr. Ing.h.c.Heribert J. Wiebenheus
CEO,
Krebs Engineering Germany

Mr. S.V. Balasubramaniam
Chairman,
Bannari Amman Sugar Ltd.

Mr. A.C. Muthiah
Chairman,
SPIC Ltd.

Mr. N. Srinivasan
Vice Chairman & Managing Director,
The India Cements Limited

Mr. Arun Bharat Ram
Chairman & Managing Director,
SRF Limited

Mrs. Rajshree Pathy
Managing Director,
Rajshree Sugars Ltd.

Mr. R.K. Krishna Kumar
Director,
Tata Sons Ltd.

Mr. Vivek Paul
Partner,
Texas Pacific Group

Mr. Pratik Kumar
Executive Vice President,
Human Resources Wipro

Mr. Ravi Venkatesan
Chairman,
Microsoft Corporation (India) Pvt.Ltd.

Mr. P. Murari
Adviser to President of FICCI
Former Secretary to President of India

Ms. Indra K. Nooyi
Chairman of the Board & CEO,
PepsiCo

Mr. R. Ganapathi
Executive Director,
Trigyn Technologies Ltd

Mr. G.R.K. Reddy
Chairman and MD,
Marg Ltd.

Mr. Raymond Spencer
Non-Executive Chairman,
Financial Services Strategic Business Unit,
Capgemini

Dr. Harvey Kahalas
Executive Director,
Center for Strategic Competitiveness
Executive Director,
IIT Knapp Entrepreneurship Center
IIT Stuart School of Business, Illinois Institute of Technology

Mr. Ashok Vasudevan
CEO,
Tasty Bite

Mr. Adi Saravannan
Founder & President,
Allsec Technologies Ltd.

Mr. Kevin R. Thieneman
President,
Caterpillar Asia Pte Ltd.

Scholars

The Academic Advisory Council is a stellar body of who-is-who of academics and thinkers in Management. This council guides and approves the curriculum design, pedagogy etc. Besides this, many of these stalwarts also teach in our post graduate program.

Members in the Academic Advisory Council

Dr. Bala V. Balachandran
Chairman - Academic Advisory Council
Founder & Dean
Great Lakes Institute of Management

Dr. Gadi Ariav
Associate Professor of Management
Information Systems

Dr. V. S. Arunachalam
Former Scientific Advisor to the
Prime Minister and Defence Minister,
Distinguished Services Professor,
Carnegie Mellon University

Dr. Yair M. Babad
Professor,
Department of Information and Decision Sciences,
University of Illinois at Chicago

Dr. Sudhakar V. Balachandran
Assistant Professor of Accounting

Ms. Rama Bijapurkar
Consultant

Dr. Bala Chakravarthy
Strategy and International Management

Dr. Sunil Chopra
IBM Distinguished Professor of Operations
Management & Information Systems

Prof. Aswath Damodaran
Professor of Finance

Dr. N. Jayashankaran
Honorary Dean and Advisor,
Bangalore Management Academy
Former Vice Chancellor,
SCSVMV

Dr. S.P. Kothari
Gordon Y Billard Professor,
of Management, and Accounting

Dr. Lakshman Krishnamurthi
Chairman and Montgomery Ward
Professor of Marketing

Dr. Philip Kotler
S.C. Johnson & Son Distinguished
Professor of International Marketing

Dr. B Mahadevan
Professor of Operations Management

Dr. Rajnish Mehra
Professor of Finance

Prof. Nandu Nagarajan
Professor of Business Administration

Mr. Mohan Nair
Sr. Vice President - Marketing

Dr. V.G. Narayanan
Associate Professor of
Management Accounting

Dr. Paul Prabhaker
Associate Dean & Professor (Marketing)

Dr. Srinivasan Raghunathan
Associate Professor of Management
Information Systems

Dr. Raghuram Rajan
Joseph L Gidwitz
Professor of Finance,
University of Chicago, Illinois

Dr. Ram T. S. Ramakrishnan
Department of Accounting

Dr. Keshavamurthy Ramamurthy
Professor, Management Information Systems

Dr. V. Kasturi Rangan
Malcolm P McNair Professor of Marketing



Dr. Hayagreeva Rao
Professor of Organizational Behavior;
Director of the Human Resource
Executive Program

Dr. Suresh P Sethi
Distinguished Professor of Operations
Management,
Charles & Nancy Davidson
Director, Center for Intelligent Supply Networks,
University of Texas, Dallas

Dr. Konduru Sivaramakrishnan
Bauer Endowed Chair of Accounting

Dr. Jitendra V. Singh
Saul P. Steinberg Professor of Management

Dr. K.K. Srinivasan
Founder President of two e-com ventures,
Former faculty at Georgia Institute
of Technology

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

Prof. Marti G. Subrahmanyam
Charles E Merrill Professor of
Economics and Finance

Dr. Shyam Sunder
James L. Frank Professor of Accounting,
Economics and Finance

Dr. Swaminathan Sridharan
John L. and Helen Kellogg Distinguished
Chair; Professor of Accounting Information
and Management

Dr. Krishnamurthy Surysekar
Assistant Professor of Accounting

Dr. Asher Tishler
Associate Professor of Economics
Director of Executive MBA Program

Dr. M.B. Athreya
Sri Sringeri Sharda Institute of Management

Dr. Nirmal Gupta
Marketing Educator

Dr. Srikant M. Datar
Professor of Business Administration,
Senior Associate Dean, Chair,
Executive Education, Harvard Business School

Dr. M.S. Krishnan
Area Chairman and Professor of Business
Information Technology
Co-Director, Center for Global Resource
Leverage:India, Ross School of Business,
University of Michigan

Dr. Finn E. Kydland
Henley Professor of Economics,
University of California, Santa Barbara

Dr. Lakshmanan Shivakumar
Associate Professor of Accounting,
Accounting Group, London Business School

Dr. Jagdish N. Sheth
Kellstadt Professor of Marketing,
Goizueta Business School, Emory University

Dr. Baldev Raj
Distinguished Scientist and Director,
Indira Gandhi Centre for Atomic Research



Memorandum of Understanding

Within seven years of commencement, Great Lakes has evolved into a known, reputed and aspired for business school in India. Great Lakes has partnered with a number of reputed institutions in India and abroad for research and academic purposes. Currently, Great Lakes holds MoUs with the following:

- Stuart School of Business, Illinois Institute of Technology, Chicago, USA
- Bauer College of Business, University of Houston, USA
- Yale University
- Nanyang Technological University of Singapore
- Universiti Tun Abdul Razak of Malaysia
- Indian Institute of Technology, Madras, India
- Indira Gandhi Centre for Atomic Research - Kalpakkam, India
- Caterpillar Foundation
- Educomp Solutions Ltd.
- SCSVMV University, Kanchipuram, India





Faculty

The best in the business will facilitate you. We offer a unique opportunity for students to evolve their understanding of business concepts and skills with top notch faculty from India and abroad. They will help students understand issues from a ground level, implementation perspective as well as a strategic or CEO point of view. Our faculty members bring fresh perspective and new ideas to all facets of business education. They share a passion for continual improvement and a long term relationship with the students. We have a unique mix of the best faculty from India and abroad. An indicative list of the faculty at Great Lakes.

Faculty - Permanent

Dr. Bala V. Balachandran
Founder, Dean & Distinguished Professor
of Management Accounting and
Information Systems

Prof. S. Sriram
Executive Director

Prof. R.S. Veeravalli
Director,
Corporate Initiative & Global Executive MBA

Dr. T.N. Badri
Associate Professor of Operations

Dr. S. Bharadhwaj
Professor of Marketing
Associate Director,
Kotler-Srinivasan Center for
Research in Marketing

Dr. S.K. Shanthi
Chair Professor,
Union Bank Center For Banking Excellence

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

Dr. Tapan Panda
Prof. of Marketing
Director, PGPM

Prof. Easwar Krishna Iyer
Associate Prof. of Marketing
Director, PGWPM & Admission PGPM

Prof. T.N. Seshan
Distinguished Faculty of Leadership & Strategy

Prof. T.N. Swaminathan
Director - External Relations & Professor - Marketing

Faculty - Adjunct

Prof. P.B. Ramanujam

Mr. B. Venkatesh

Faculty - Indian Visiting

Prof. Devakunjari Natarajan
Professor of Mandarin

Prof. V. K. Murti
S. P. Jain Institute of Management
and Research

Dr. S. Narayan
Former Economic Advisor to Prime Minister,
Govt. of India

Dr. Nirmal Gupta
Marketing Educator

Prof. V. Gopalan
Director, Janhar Management
Consultancy Pvt. Ltd.

Dr. Rakesh Singh
Professor of Economics

Prof. Raghu Iyer
S. P. Jain Institute of Management

Mr. Sameer Mehta
COO & Director, Mehta Hospitals Founder
Director, Atlas Advisory

Prof. P. K. Viswanathan
IFMR

Prof. Hariharan
Director, Savoir Faire Management
Services Pvt Ltd.

Dr. M.J. Xavier
Director,
IIM Ranchi

Faculty - International Visiting

Dr. Abdul Rasheed
University of Texas, Arlington, USA

Dr. V. Anantha Nageswaran
Managing Director,
Bank Julius Baer & Co. Ltd., Singapore

Dr. V. S. Arunachalam
Carnegie Mellon University

Mr. Ashok Vasudevan
Chairman,
Tasty Bite Eatables Ltd.

Prof. G. Sunderraman
Vice President,
Corporate Development
Godrej & Boyce Mfg. Ltd.

Prof. Dr. Vaidyanathan K.N.
Director,
Xavier Institute of Management & Research,
(XIMR), Mumbai

Dr. S.R. Musanna
Dean, Jaipuria Institute of Management,
Lucknow

Prof. Vijay Menon
Management Academician &
Competency Enabler, Payir Trust

Prof. Swaminathan S
Management Consultant

Mr. G. Chandrashekhar
Associate Editor of “The Hindu/ Business Line”

Sandeep Budhiraja
Vice President, TNS India

Professor Rajiv Mishra
XLRI, Production & Operations Management

Professor TAS Vijayaraghavan
XLRI, Information Systems,Operations
Management

Dr. S. S. Srinivasan
Professor of Marketing
Associate Director,
Kotler-Srinivasan Center for
Research in Marketing

Dr. Finn E. Kydland
Nobel Laureate in Economics, 2004,
University of California, Santa Barbara

Mr. Gerald J. Lobo
C.T. Bauer College of Business,
University of Houston, Houston

Prof. V. Kasturi Rangan
Harvard Business School

Dr. Konduru Shivaramakrishnan
University of Houston, Texas

Prof. S. P. Kothari
Massachusetts Institute of Technology

Dr. Krishnamurthy Suryasekar
Florida International University

Dr. Krishnan Dandapani
Florida International University

Dr. Lynn Miller
Stuart School of Business

Prof. V. S. Mahesh
Director, Centre for Service Management,
University of Buckingham, England

Dr. Marti G. Subrahmanyam
Stern School of Business, New York University

Mr. Mohan Parthasarathy
Sr. Vice President, Nexus Business Solutions Inc.,
New Jersey

Dr. Murali Patibandla
Copenhagen Business School, Denmark

Dr. Narendar V. Rao
Northeastern Illinois University

Dr. Paul Prabhaker
Associate Dean & Professor (Marketing),
College of Business, Northern Illinois University, USA

Dr. Raja Rajaraman
Former Vice President of Corporate
Strategy and Business Development,
British Telecom NA, San Jose, CA

Dr. Rama Shankar
Delta Management Associates, Illinois

Dr. Ram Krishnan
Research Professor of Marketing,
University of Miami, Miami

Prof. Ram T. S. Ramakrishnan
University of Illinois, Chicago

Prof. Ram Sriram
Georgia State University, Atlanta

Dr. Sanford A. Bredine
Stuart School of Business

Dr. Seenu V. Srinivasan
Stanford Graduate School of Business

Dr. Shyam Sunder
Yale School of Management

Dr. Soni Simpson
Stuart Graduate School of Business

Dr. Siva Nathan
Robinson College of Business,
Georgia State University

Dr. Vaidy Jayaraman
University of Miami

Dr. Ven Venkatesan
University of Rhode Island, Kingston

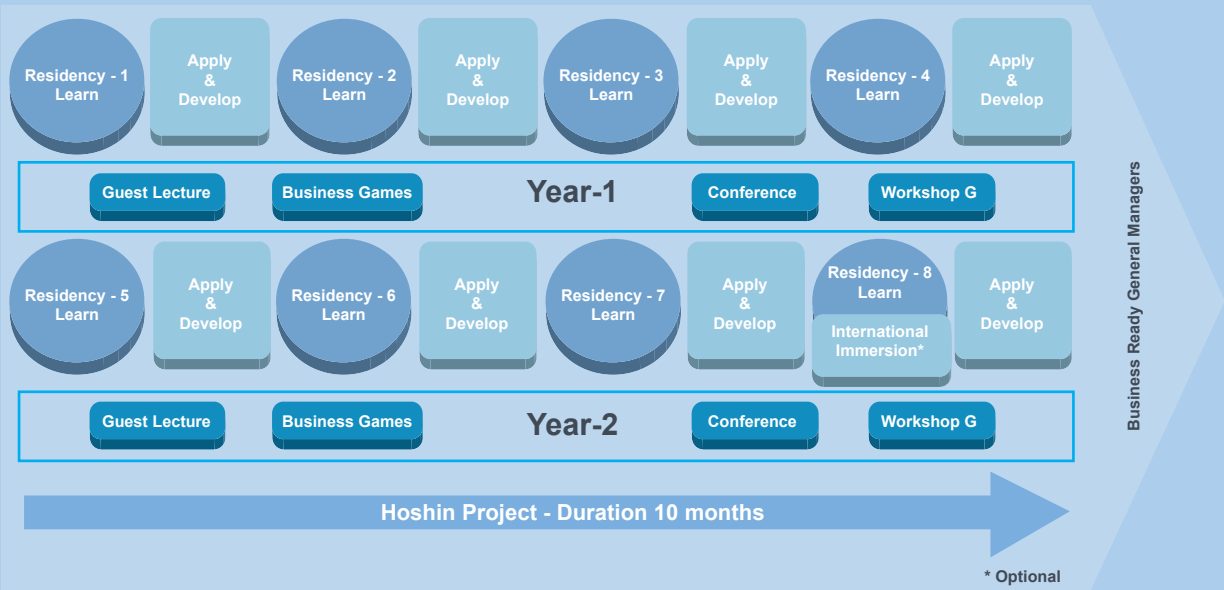
Dr. Venky Shankar
Mays Business School, Texas A&M University

Mr. Vishal Nagpaul
Country Manager, Dodsai Pvt. Ltd., Dubai



Great Lakes - Beyond imparting knowledge, to facilitate building Strategic, Systemic & Human Capabilities.

- Two years part-time program with contact session of 9 days once in 3 months. Stringent selection process including entrance test and panel interview. Compression ratio 1:5
- Rigorous 1536 hours learning time over 8 terms. 32 courses excluding Mandarin Chinese language throughout the two years. Capstone - Business Game, Role of General Manager
- Top faculty from US, European and Asian B-Schools
- Rich peer environment for cross-learning and networking, as course participants are fast track senior managers from top 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 organizations' talent management process
- Individual country-based/vertical-based intensive year long project in 2nd year under a faculty guide
- Leadership lecture series aligned to the course plan
- Quasi-consulting - Participants are given real business issues to analyse and solve
- Overseas visit in last term



Key Differentiator

PGXPM - A Global Business Perspective

The Post Graduate Executive Program in Management is Great Lakes' answer to unfolding global changes in business perspectives. It helps to lift one's career beyond expectations with an international life-changing experience. This 8 term, rigorous, fully mentored program takes the work experience of the participants into consideration and focuses on sets of core courses in Finance, Marketing, Operations, Technology and Human Resource Management with a perspective to provide the participants the abilities to graduate to the General Management and Business Leadership levels.

Target Participants

PGXPM is meant for

- Fast-track Functional Managers to transit to General Managers
- Family Managed Business - Next Generation
- Senior Services Officers' Planning for transition
- The identified future Business Leaders in the organization that the management wants to invest upon and groom

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 specialization areas namely Finance, Marketing, and other business domains.

2) 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.

3) Great Peer Learning

The sheer caliber and variety of the backgrounds of class participants make for fertile ground for tremendous peer learning - a big learning component that is consciously leveraged and facilitated.

4) 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.

5) 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.

6) 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.

7) 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 program.





The Architecture

The entire program spans over two years and is divided into 8 terms once every 3 months. Each term starts with a 9 day residency during which 4 courses of 15 hours each would be covered. The program will be compulsorily residential with all students required to live on campus in single / twin sharing accommodation on payment basis. Each of these 9 days residencies will be followed by assignments / submissions in the form of application exercises - based on what was learnt in the 9 days. The total number of rigorous classroom hours that a PGXPM participant undergoes is to the tune of approx 500 hours. The participants are expected to put in at least 6 to 8 hours every week during the off-campus period.

Contact classes duration	Off-campus period	Total hours
4 Courses of 15 hours duration each would be covered in the 9 days duration. In addition, Mandarin for 4 hours would be taught.	6 hours x 8 off campus periods x 11 weeks = 528 hours	504 + 504 + 528 = 1536 hours
7 hours in class x 9 days x 8 terms = 504 hours		
7 hours out of class x 9 days x 8 terms = 504 hours		

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 Guest Lecture 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. Recent speakers include Mr. Ratan Tata, Prof. Philip Kotler, Prof. C.K. Prahlad, Prof. Ashwath Damodaran, Dr. Y. V. Reddy, Prof. Jagdish Sheth, Mr. Vivek Paul, Dr. Gold Ratt, Mr. Narayana Murthy and Dr. Marti Subrahmaniam, Dr. Subramaniam Swamy, Dr. Anji Reddy of Reddy's Labs and Prof. Mangalam Srinivasan (advisor to former Indian PM Mrs. Indira Gandhi).

The topics discussed have been as varied as “Sustaining competitive advantage”, “Managing scales of growth”, “Handling crisis in markets”, “Technology and Economies”. 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 the state-of-the-art Learning Management System - Blackboard.

Salient features of Blackboard :

- Creating and Uploading Course content
- Forum - Forum & Thread grading
- Communication
- Forum moderation & User management
- Assessments & Grade Book
- Group discussions
- Student management
- Statistics
- Workshops
- Cross browser options
- Discussion Board

International Immersion (Emerging Economies)

An overseas visit in the second week of the last contact session will be to visit and immerse in an emerging economy country of choice

- Visit to Eminent Business Schools. Interface with a select set of world-class faculty, apart from interacting with the student bodies
- Visit to Global Corporates for first hand inputs on Best practices
- Meeting Regional/National leaders to understand the geo-socio politics of the country/region

The Award

Great Lakes Institute of Management will award the Post Graduate Executive Program in Management (PGXPM) certificate to the participants completing the program successfully.

Leed Platinum Certified Campus

Great Lakes Institute of Management is the first Educational Campus in India to have achieved LEED PLATINUM certification under LEED India NC version 1.0. Great Lakes Institute Campus sports many green features that directly contribute to the environment in terms of reduced energy consumption, greenhouse gas emissions, impact on the local environment and usage of natural resources.

Site Sustainability Features

- Plantation of new saplings to protect soil erosion
- Ample landscaping and open space to promote bio diversity
- Car and bus pools to reduce pollution and traffic congestion
- Aero con walls, double glazing glass ,insulated and reflective roofs to reduce heat transmission

Water Efficiency

- 100% of wastewater is being treated onsite to tertiary standards
- Low flow dual flush toilets, sensor based urinals to reduce water consumption by over 32.52 %
- 100% rain water harvesting, Recharge ponds to improve the water table
- Waste water treatment plant to serve the landsacaping

Energising The Building

- Solar water heater to reduce consumption of power
- Daylight glass and HVAC system to reduce power consumption

Indoor Environmental Quality

- Certified wood & low VOC paints to promote responsible forestry
- The entire building is a nonsmoking building thereby ensuring the health and safety of all its occupants
- Housekeeping with biodegradable materials and green certified chemicals

Novelties

- The institute has also taken initiatives to educate the staff, students, building occupants, visitors and the clients on the various sustainability measures that can be taken to create more environmental friendly energy efficient spaces





Resource Center

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 Center 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 Center subscribes to many journals, including International e-journals. The Resource Center proactively acquires and organises information resources, in the areas of management and allied subjects, to meet the present and future needs of its users. The Resource Center has 6 online databases, 7000 books, 120+ print journals, 9000+ e-journals through our resource centre link. New books are added every week.

The Resource Center 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 Indiatat.com, ISI-Emerging Markets, EBSCO-Business Source Premier, Proquest ABI/Inform complete, Emerald and offline database like CMIE: Prowess.

Audio Visual Facilities

The Institute is equipped with state-of-the-art modern audio-visual facilities. The video-conferencing feature is used for online seminars, especially with partner B-schools, educational & business conferences, Board meetings and also for placements. The audio-visual facilities include:

- Connectivity and projection from any prominent audio-visual device/media
- Touch-pad operation, controlling cameras, lighting, voice, and window-drapes
- Micro-phones on all student desks, integrated with the AV system, whereby on pressing the same, the camera is focused towards them so that the person at the other end feels like one to one interaction
- 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. Blackboard, online learning management software focuses on enhancing administrative efficiency and empowering instructors to create differentiated learning environments for students. Software packages like SPSS, SAS, XLMINER help students to be Business Ready Managers. Every student is given a permanent life-long e-mail account for all correspondence with the faculty, administration, peers and alumni. The Great Lakes website also provides in-depth information on the School and its activities. Great Lakes implements a very strict IT policy to ensure the highest levels of security.

Recreational Activities

In addition to the fitness centre that houses treadmills, steppers, stationary cycles, multi-station gym, the PGXPM 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
- Documentation Centre for printing and photocopying
- Washing machine facility

FACULTY TESTIMONIALS



Prof. TAS Vijayaraghavan

“I have been visiting Great Lakes for quite some time and my experience in teaching here has been exciting. The learning environment and ambiance of the campus is quite academic and the entire team of Great Lakes is professional in all they do. The students of all the programmes are quite experienced and mature and I have gained immensely with my interactions with them. The informality and sharing of

Professor Bala is quite an experience and students and faculty of Great Lakes are fortunate to have his guidance every moment. I have no doubt in my mind that this institute will be in the top list of premier B-schools very soon.”



Prof. Vijay Menon

“One of the inglorious epithets about many contemporary B-schools is homogeneous mediocrity. Hype, exaggerations and concoctions make a heady cocktail of glaringly diluted offerings. This is where one marvels at Great Lakes Institute of Management for its moral fibre and visionary conception making B-school education congruent with Swami Vivekananda’s ‘man making’.

In every aspect at Great Lakes from personnel to approach, pedagogy to subject-centricity, modules to modalities, philosophy to practice, I find unsullied reflections of honesty and meaningfulness. That is why it has never had to make big noise or clamour for sound bytes. Profound belief in purpose and core offering has made it invincible. I value this institution for being silent and powerful and for having espoused purpose and not success as its pursuit. The legacy and depth involvement of the students amaze me especially when you have versatile managers from every sector in the E-PGP. Empty vessels make more noise and noisy people are usually empty. It is the sublimity and maturity of Great Lakes that has made it redefine B-school worth.”

PARTICIPANTS TESTIMONIALS



Aparna P

IT Analyst, Tata Consultancy Services

"I had an excellent experience with the PGXPM program in Great Lakes, from great professors and fellow students from very diverse backgrounds, to the huge campus and resource center, each and every aspects of the program made my learning experience the best possible. The program was a valuable investment and helped me

grow both professionally and personally. It has inspired me beyond my expectations, making my career goals clearer and more focused. It has built the confidence in me to show strategic leadership in my organization. Thank you, Great Lakes.”



Pradipta Nath

Operations Director (Delivery & Services),
Huawei Telecommunications (India) Co. Pvt. Ltd.

“Platinum” awarded Great Lakes is creating history. GL reflects the essence of simplicity, humbleness and clarity of thought. The versatility of the eight-term, rigorous, fully mentored program “PGXPM” is Great Lakes' answer to unfolding global

changes in business perspective. The exposure & creativity of the participant shows the quality of selection process and focus of the institution. Faculties, staff and amenities are at par with any top international B-school. My tenure in GL is contributing significant changes which would be cherished for the rest of my life. It will be a pleasure to associate with this great institution in future.”



Anay Mahimkar

Senior Manager - Business Planning,
TVS Electronics Limited

“The PGXPM program has curriculum and projects aligned with the current Indian business scenario and global business environment. It has a good mix of both in-house and reputed visiting faculty which helped me to understand issues from ground level

as well as strategic view. Our resource centre is a one-stop knowledge hub. Both Academics and Resource center members have been extremely supportive. My heterogeneous peer group helps to maintain connection with industry. This course has helped me widen my perspective and understanding of my company business functions and processes through rigorous learning and interaction with faculty members, guides and fellows.”



Shailendra Salvi

Managing Director, M/S. Vacon Drives & Controls Pvt Ltd
Member of Board, M/S. Kemppi India Pvt Ltd

“A leading manufacturer of electric welding machines and related products, the day I thought of pursuing mid career education in 2009, It was a tough decision to select a B-School with great reputation which will add value to my professional career. Great Lakes’ reputation, well planned course content added to its well designed PGXPM

programme schedule made it possible for me to take up the challenge of mid career learning without affecting my professional commitments at Vacon. A unique campus and well crafted campus with well reputed professors from India and abroad enlightened my business skills and entrepreneurship. A well select of peers coming from various segments, industries professional positions and culture was a great asset to my learning. Great Lakes is an institute in my life which will be always adored and admired . It’s a great opportunity for me to learn at Great Lakes under guidance of Uncle Bala and all the distinguished professors. I feel proud to be Alumni of a global institute with world class facilities, infrastructure and quality of teaching and learning. A well crafted institute by a well crafted man with blessing of Ganapati.”



Venkatesh Narasimhan

Director [Operations],
Kripya Engineering Pvt. Ltd.

“The executive management program at Great Lakes has been a fruitful journey of acquiring superior knowledge coupled with practical insights from great faculty.

An expert faculty with a fabulous mix of academic and industry experience, blended with a case based learning methodology provides a unique learning experience. I enrolled into the PGXPM program soon after I moved from delivery management roles in MNCs to an entrepreneurial role in a startup. The executive program at Great Lakes has tremendously helped me in the transition from a functional senior manager to that of a business owner. I would like to thank Great Lakes for the great learning opportunity and also strongly recommend the program for aspiring managers who want to move to leadership roles in their organizations. The institute provides a great environment and state of the art campus for effective learning, an opportunity to interact with an experienced peer group with a wide variety of functional skills, an academic and industry faculty with superior knowledge and experience – all ingredients needed for a tremendous learning experience.”



Renga Sundararajan

Director,
Caterpillar India Pvt. Ltd.

“I must say that executive management education in Great Lakes is true value for the resources invested. Under the leadership of Uncle Bala, the Dean, Professor Veeravalli, the Director and Professor Sriram, the Executive Director over the past 16 months,

I have realized that Great Lakes truly focuses on quality of the education and positions all of the students in preparing for senior leadership roles in the respective organizations and also exhibit entrepreneur skills.

The faculty members Great Lakes has (including from other leading business schools) to impart curriculum have been outstanding. All the professors were flexible, willing to work with us without compromising the quality of the return expected from students in the form of Quiz, assignments etc and also assessments were highly objective oriented. The Institute was also very flexible during mid-course for changing the topics/subjects to be taught to reflect the changing world/economic/business environment. I feel very privileged to have spent time at Great Lakes and am sure that my fellow students also feel likewise. It has been truly enriching and a time which adds value to our personality.”



Lalitha Seshadri

Vice President - Sales,
Godrej Consumer Products Ltd.

“I can apply the learning directly and immediately in my work situation. The course is programmed and structured to have an optimum balance between concepts and practical experience sharing. The case studies are based on real life situations. This, in

my opinion is the forte’, makes it highly interesting and effective. Another aspect that impressed me the most is the culture wherein, all the professors encourage and motivate students to be inquisitive and innovative, with mutual experience sharing and collaborative learning. The ambiance is highly conducive; the facilities including stay and food are par excellence, making learning, truly fun.”

The Commitment

Great Lakes' 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.



PROGRAM SCHEDULE

After extensive deliberations, the Academic Advisory Council (AAC) of Great Lakes has been happy to come up with an enhanced PGXPM program design and plan which will now consist of 8 terms of 3 months each. Each term starts with a residency for 9 days to cover the class work for 4 courses of 15 hours duration each. Thus the revamped program will now have 34 courses (32 + 2 course equivalent of Project work) enhanced from the earlier 32 courses (30 + 2 course) format.

Program Schedule - A typical plan

Term-1

BONDING

1. Business Economics
 2. Decision Support Sciences + Modelling
 3. Basic Financial Accounting
 4. Organization Behaviour
- Mandarin Chinese Language

Term-2

5. Management Accounting
 6. Operations Management
 7. Human Resource Management
 8. Financial Statement Analysis
- Mandarin Chinese Language

Term-3

9. Marketing Research
 10. Marketing Management
 11. Financial Management
 12. Negotiation and Bargaining
- Mandarin Chinese Language

Term-4

13. Product and Brand Management
 14. Sales and Distribution Management
 15. Supply Chain Management
 16. Services Marketing + Service Level Agreement, Creation and Delivery
- Mandarin Chinese Language

Electives:

As part of the 'electives segment', all participants in the second year do an Individual Country / Industry- wide Project for over 10 Months - equivalent to two courses. The Project is executed by PGXPM participants with a faculty guide and culminates in a high quality written output.

Term-5

17. Strategic Management
 18. CRM + Business Analytics
 19. Total Quality Management
 20. Strategic Profitability Management
- Mandarin Chinese Language

Term-6

21. Management Control Systems
 22. Project Management
 23. Strategic Marketing
 24. Entrepreneurship
- Mandarin Chinese Language

Term-7

25. International Business Management
 26. Innovation & New Product Development
 27. Advanced Risk Management
 28. Equity and Commodity Markets
- Mandarin Chinese Language

Term-8

29. Valuations, Mergers and Acquisitions
 30. Corporate Governance
 31. Global Financial Strategy
 32. Transformational Leadership and Change Management
- Mandarin Chinese Language

International Immersion: (Emerging Economies)

Optional Capstone:

1. Business Game
2. Role of General Manager



MoU



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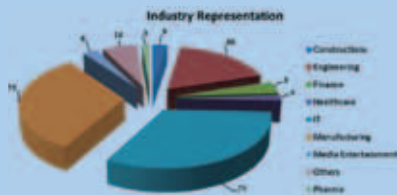
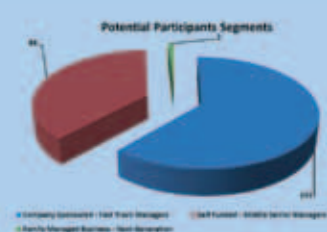
e-mail: pgxpmadmission@greatlakes.edu.in www.greatlakes.edu.in



PGXPM BATCH STATISTICS

Sponsors of PGXPM students Batch I - VII

1. Anugraha Qualitech Services Pvt. Ltd.
2. Bharti Infotel Ltd.
3. Brakes India Ltd.
4. California software Pvt. Ltd.
5. Caterpillar
6. CNGSN & Associates,
Chartered Accountants
7. Cookson Electronics
8. Crisil
9. Dr.Reddy's
10. Dresser Valves India Pvt. Ltd.
11. GMMCO Ltd.
12. Godrej Hershey's Ltd.
13. Godrej & Boyce Manufacturing Co. Ltd.
14. Godrej Mercury
15. Godrej Consumer Products Ltd.
16. Godrej Tea
17. HCL Technologies Ltd.
18. HDFC
19. Infotech Ltd.
20. Interchange Systems Pvt. Ltd.
21. Lucas-TVS Ltd.
22. Marg Constructions Ltd.
23. Mercury Manufacturing Company Ltd.
24. Sanmar
25. Mahindra Satyam
26. Schlumberger Overseas, Qatar
27. Stand 21 Exports India Pvt. Ltd.
28. Sundaram Clayton Ltd.
29. Tata Motors
30. Tata Consultancy Services
31. Tecpro Engineers Pvt. Ltd.
32. TVS Capital Funds Ltd.
33. TVS Electronics Ltd.
34. TVS Motor Company
35. Wabco TVS (INDIA) Ltd.



The PGXPM program participants are by intent and design sponsored by their companies because they are to be the future leaders of those companies. Sponsorship is viewed in two ways: time away from work to attend classes and funding support. The program also admits self-employed entrepreneurs, family managed businesses members from next gen, senior service officers and professionals of comparable caliber to those sponsored by Corporates. 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 apply their newly acquired knowledge for immediate business results. The program equips them to assume increased levels of responsibility and prepares them for global leadership. Beyond these, it provides the power of networking with the best in the peer group who would be assuming leadership positions soon, and with the best of the international faculty - both could be life-long associations of immense enrichment.



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e-mail: pgxpmadmission@greatlakes.edu.in www.greatlakes.edu.in

The Gateway

Admission Criteria

A Bachelor's degree in any discipline is the primary qualifying criteria. Participants Should 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. The selection process may include 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 Serial #6 of application form)

Participants once admitted into the program shall abide by the rules, regulations and codes of conduct of the Institute.

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/pgxpm/apply-now.html>

Sending filled-in applications in soft copy:

Prospective candidates may send their filled-in application form in pdf format as an attachment to an email at pgxpmadmission@greatlakes.edu.in. Such emails should be accompanied by proof of fund transfer made for Rs. 900/- through Internet banking (please attach screen shot view of transaction summary).

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. 900/- drawn in favour of 'Great Lakes Institute of Management' payable at Chennai to:

City Office: The Officer Academics - PGXPM, Great Lakes Institute of Management,
19, North Mada Street, Srinagar Colony, Saidapet, Chennai - 600 015, India.
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Campus: East Coast Road, Manamai Village, Tamilnadu - 603 102, India.
Ph: +91 44 30809000 Cell: 9380534886
e-mail: pgxpmadmission@greatlakes.edu.in www.greatlakes.edu.in

- # The batch commences its first residency in the month of September 2011
- # Please note that all seats will be filled on a first come basis (Progressive Admission)
- # Admission will close on fill up of seats – max 60 per batch (50 seats for corporate and 10 for members from Family Managed Business)



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FEE STRUCTURE

The Value *

PLAN I

Fee* Rs.7,50,000

PLAN II

Installment I Rs.4,50,000

[To be paid at the time of admission]

Installment II Rs.3,25,000

[To be paid not later than the last working day of the fourth term]

PGXPM is a compulsorily residential program. Boarding and Lodging is additional and is available at concessional rates at the Campus.

International Visit (Emerging Economies)

Important Notes:

- 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 can continue to do the program only if the sponsoring company gives a No Objection Certificate for the same.

Financing Option

There are several ways to finance the PGXPM program. Some participants receive full or partial sponsorship from their employers, while others utilize the educational loan provided by banks. The institute can facilitate financial assistance through educational loans for self funded candidates. Candidates who receive formal offer Letter are recommended to apply as early as possible.

- * Great Lakes reserves the right to alter the amounts indicated in the schedule mentioned above any time before the first day of class of a term at their sole discretion.



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