Enabling Transformation.
Empowering Leadership.

PGXPM 2016-18
Admissions Brochure
The faculty members at Great Lakes are outstanding. The institute truly focuses on quality of education and prepares its students for senior leadership roles in their respective organizations. Executive management education in Great Lakes is true value for the resources invested.

- Rengarajan Sundarajan
  Director - Caterpillar India Pvt. Ltd.
  (PGXPM Class of 2012)
ABOUT GREAT LAKES

Led by exceptional academic faculty, steered by an outstanding advisory council and buoyed by the International collaborations Great Lakes has within a short span of 10 years, emerged as a top-ranked Business school.

Great Lakes was founded in 2004 by Dr. Bala V. Balachandran with a vision of becoming the leading Management Institution in India providing Quality Education at an affordable cost and Human Capital for Emerging Economies. Led by exceptional academic faculty, steered by an outstanding advisory council and buoyed by the International collaborations, Great Lakes has within a short span of 10 years, emerged as a top-ranked Business school. In 2014, Great Lakes was accredited by Association of MBAs (AMBA, UK) for its PGPM and PGXPM programs and is the youngest B-school in India to receive this prestigious international accreditation. Great Lakes also received the South Asian Quality Assurance System (SAQS) accreditation by AMISDA Association in the same year.

Great Lakes offers One Year full time MBA program for experienced professionals, Two year MBA program with focus on Emerging Markets, Part Time Executive MBA Program, Weekend Executive MBA Program, Specialized sectoral management programs in Information Technology, Analytics and Energy.

Vision
To be a world class management institute to develop socially sensitive business ready leaders and entrepreneurs with futuristic orientation and commitment towards innovation and excellence by creating, communicating and delivering valuable knowledge at an affordable cost.

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

2015 Rankings:

- **1st**: among Top 10 Analytics Education Institutions (B-Schools) in India by Analytics India Magazine
- **5th**: among Private B-Schools by Careers 360
- **7th**: among Executive Programs by Business Today
- **9th**: among One Year Programs by Business World
- **9th**: among One Year Programs by Outlook
- **10th**: among Top B-Schools by Business India

GLOBAL ASSOCIATIONS

[Logos of various global associations]

ACCREDITATIONS

[Logos of accreditation bodies]

01
Greetings!

Life is a series of ups and downs. Life has the irritating and unnerving habit of throwing at you an ‘unexpected’ surprise and you are of course ‘expected’ to deal with it, resolve it and move on. I like to look at these ups and downs as experiences, which are necessary simply to widen your perspective, infuse a certain maturity of thought into your system and finally, through all these experiences propel you to take on initiatives that give you the most satisfaction and enrichment.

Great Lakes is one such experience. And a Transforming one. The reason I say this is because the time that you spend with us is filled with so much learning - a lot of which will happen inside and outside the classroom! For starters, your peer group will be a diverse and talented set of culturally diverse professionals with varied backgrounds and work experiences. Likewise, your coursework will bring you in contact with brilliant academicians, management gurus and industry experts from around the world. Interactions with all these people will not only elevate your levels of thought but will also enable a cross-fertilization of ideas and exchanges, some of which will serve as game changers that you hold dear for the rest of your lives.

In this world of Global Competition and Constant change to stay afloat you need, Innovation, Imagination, and clear focus on changing Technology and customer Centricity. When Customers Migrate, and technology disrupts management philosophy, we need to be Distinct, or else we will be Extinct.

Welcome to this newly designed PGXPM, which creates in you a culture to adapt, accept and advance the knowledge that can cope up with continued change and give you the Competitive Advantage to think about “Money Value of Time” as Opposed to “Time Value of Money” and take you to Inspirity or Inspired Prosperity.

Welcome to Great Lakes. Come and have the Transformational Experience; and Be a Path Breaker and a Trail Blazer – as a True future Leader!

Best wishes,

PROF. BALA V. BALACHANDRAN
Founder and Dean, Great Lakes Institute of Management, Chennai, India
J. L. Kellogg Distinguished Professor (Emeritus in service) of Accounting and Information Management, Northwestern University, Illinois, USA
Executive Professor and Strategy Advisor to the Dean, Bauer College, University of Houston, Texas, USA
Greetings,

This Post Graduate eXecutive Program in Management (PGXPM) is a premium Post Graduate Program has four clear target groups as beneficiaries:

- The Corporation that is priming its senior management Talent & leadership pipeline – by grooming its best young functional managers to transform into great General Managers and future business leaders.

- The young functional managers who
  - See themselves growing high and going far in their careers, and wish to equip themselves with the necessary professional management knowledge and capabilities, and,
  - Also wish to remove possible glass-ceilings caused by lack of formal management qualifications vis-à-vis peers competing in the career growth.

- The members of families that own and run their own businesses – especially those that are currently running their businesses, and would want to equip themselves with the relevant business management skillsets, besides developing their leadership qualities, to lead their enterprises to great future

- Entrepreneurs, who have ventured on their own by their natural flair and smarts, savvy and dynamism, now realizing the need to be equipped with the relevant business & management acumen, skillsets, and required leadership qualities, to stabilize, grow and lead their enterprises

What is common as learning needs to all these 4 groups is, to make the participants to become “Business-ready General Managers” – which means that the participants know how to run a business unit, or a business, successfully, and grow it to greater heights.

How do we facilitate this transformation?

We do this by

- First ensuring that the class is filled with General Manager material. The admission process is painstaking to bring high potential managers with extremely diverse backgrounds into the class.

- Second, the program is a careful creation from a great pedigree of executive MBA programs & management gurus – and it is benchmarked to global top 10 Exec.MBA programs periodically and enhanced, by the Program Director and the Academic Council.

- Third, the faculties who teach in this program are the best – professors who have been star teachers with consistently great standing.

- Fourth, the program has a unique engagement framework, which drives the learning from the classrooms into development back at the work place, through a seamless process.

- Fifth, the learning gets further reinforced with a unique individual 2nd yearlong project that each participant will take on, which shall be in an area that is in convergence of his/her career path aspirations and the strategic future outlook of the employer organization – which will culminate in a report and presentation at the end of the program, and would pave way for the participants’ career growth seamlessly.

I welcome you, to read on further, to get to know the details on this unique program for General Management & Business Leadership.

Prof R.S. VEERAVALLI
Director – PGXPM
THE TWO YEAR POST GRADUATE EXECUTIVE PROGRAM IN MANAGEMENT HELPS EXPERIENCED EXECUTIVES TO DEVELOP GENERAL MANAGEMENT COMPETENCIES AND PREPARES THEM FOR FAST TRACK GROWTH TO LEADERSHIP ROLES.
The PGXPM allows executives to pursue a world class management program while continuing to work and helps them leverage the classroom learning in their professional roles. This 8 term (with 9 days classroom learning in each term) blended, rigorous, fully mentored holistic 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 with the abilities to graduate to the General Management and Business Leadership Levels.

Each class has a diverse group of participants from across industries, sectors and levels which enables them to learn from each other and to build a close-knit, yet distributed network. Another unique feature is the Leadership Development program where the participants get a chance to interact and learn from eminent thought leaders and industry stalwarts. The PGXPM’s architecture also offers a program-long schedule of group and executive coaching, 360-degree assessments and team activities, designed to unleash the leadership potential in the participants and help accelerate their careers.

**PGXPM IS MEANT FOR**
- Fast-track Functional Managers looking to graduate to the next level
- Next Gen Family Managed Business Owners
- Senior Services Officers planning for transition
- The Hi-pots and identified future Business Leaders in the organization

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**Program Highlights**
- Flexible learning with 8 terms spread over two years
- Great peer learning from a diverse background of class participants
- Dynamic and industry requirement driven curriculum tailored to suit the Global Business Environment
- Distinguished faculty from US, European and Asian B-schools
- Residencies, apprenticeship and live projects at work aligned to career plan
- Individual country-based / vertical-based intensive year-long project under a faculty guide
- Experiential learning through simulations
- Technology driven virtual classrooms with global connectivity
- Executive coaching support
- Leadership lecture series from eminent thought leaders and industry stalwarts
- Quasi-Consulting for practical problems / cases from participant’s place of work
- Chinese (Mandarin) Language offered
- Overseas visit in the final term (optional)
The PGXPM program spans over two years and is divided into 8 terms of 3 months each. Each term starts with a 9 day residency during which 4 courses of 15 hours each plus 5 hours of Mandarin Language is covered. The program has about 520 in-class contact hours and the participants are expected to put in similar hours of self-study. The participants also have to take up a project during the second year of the course.

The participants have to compulsorily attend the 9 residencies and are required to live on campus during the visits. Each of these residencies is followed by assignments / submissions in the form of application exercises based on what was learnt in the 9 days.

This unique program is designed keeping in focus Capability Building objectives and is integrated with the organization’s talent management process to help the individual apply the learnings from the program in order to develop and grow. The PGXPM participants learn, apply, appraise, reflect, are coached, redo, report and are mentored. The schematic below illustrates the same:

**PROGRAM DESIGN**

THE PGXPM HAS BEEN DESIGNED TO ENABLE HIGH-PERFORMING FAST TRACK SENIOR EXECUTIVES TO PURSUE HIGHER LEARNING IN FORMAL MANAGEMENT EDUCATION WITHOUT INTERRUPTING THEIR CAREERS.
# Course Architecture

## Core Courses

### Term 1
- Managerial Accounting
- Business Economics
- Statistical Methods for Decision Making
- Basic Financial Accounting
- Mandarin Chinese Language

### Term 2
- Organization Behavior
- Operations Management
- Marketing Management
- Financial Statement Analysis
- Mandarin Chinese Language

### Term 3
- Financial Management
- Negotiations & Bargaining
- Business Law & Ethics (Module)*
- Human Resource Management
- Optimization Models for Business Decision Making
- Mandarin Chinese Language

### Term 4
- Supply Chain Management
- Marketing Research
- Services Marketing + Service Level Agreement, Creation and Delivery
- Product & Brand Management
- Design Thinking
- Mandarin Chinese Language

### Term 5
- Strategic Management (Module)
- International Business Management
- Sales & Distribution Management
- Strategic Total Quality Management (Module)*
- Customer Relationship Management
- Mandarin Chinese Language

### Term 6
- Business Analytics and Big Data Management (Module)*
- Strategy Execution (Module)
- Project Management
- Equity & Commodity Markets
- Doing Business in Far East
- Mandarin Chinese Language

### Term 7
- Strategic Profitability Management
- Transformational Leadership and Change Management
- Strategic Marketing
- Wealth Management for Corp and Global Fin Strategy
- Board room simulation
- Mandarin Chinese Language

### Term 8
- Valuations, Mergers & Acquisitions
- Innovation & New Product Development
- Entrepreneurship
- Corporate Governance
- 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.

## Simulations

1. Business Game
2. Role of General Manager

## International Immersion

Optional

**Note:**
The above program content and the schedule may be modified suitably, where warranted, at the sole discretion of the school academic management.

* Of various durations
CLASS PROFILE
PGXPM BATCH XII

AGE ANALYSIS
- Below 30 yrs: 9%
- 30-35 yrs: 44%
- 36-40 yrs: 28%
- 40-55 yrs: 19%

POSITION ANALYSIS
- Senior: 34%
- Middle-Senior: 58%
- Middle: 8%

EDUCATION ANALYSIS
- Engineering: 63%
- Bachelor of Science: 28%
- Diploma: 6%
- Commerce: 3%
PAST SPONSORS

The PGXPM program participants are by intent and design sponsored by their companies to nurture the future leaders in their organization. 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 to apply their newly acquired knowledge for immediate business results.

Past Sponsors of PGXPM Students

- Anugraha Qualitech Services
- Asco India
- Asphere Tech
- Bharti Infotel
- Brakes India
- California Software
- Caterpillar
- Chempast Sanmar
- CI Global Solutions
- CNGSN & Associates, Chartered Accountants
- Cookson Electronics
- Creative Tannery
- Crisit
- Dr. Reddy’s
- Dresser Valves India
- ELGI Equipments
- Expert Solution Technologies
- Flowerserve Sanmar
- Ganesan Builders
- GMMCO
- Godrej & Boyce Manufacturing
- Godrej Consumer Products
- Godrej Group Companies
- Godrej Hershey’s
- Godrej Household Products
- Godrej Mercury
- Godrej Sara Lee
- Godrej Tea
- HCL Technologies
- HDFC
- Infotech
- Interchange Systems
- Johnson & Johnson
- Lucas TVS
- Mahindra Satyam
- Mangalayatan University
- Marg Constructions
- Mercury Manufacturing
- Merittrac Services
- Pactron India
- Sankara Nethralaya
- Sanmar
- Sanmar Foundries
- Sanmar Specialty Chemicals
- Schlumberger Overseas, Qatar
- SCID Management Solutions
- Shasun Pharmaceuticals
- Sowra Info Solutions
- Stand 21 Exports
- Sundaram Clayton
- Tata Motors
- Tata Consultancy Services
- Tecpro Engineers
- Turbo Energy
- TVS Capital Funds
- TVS Electronics
- TVS Motor Company
- Tyco Sanmar
- Wabco TVS (India)
- Wabco IT

*Partial List
All applicants applying to Great Lakes Institute of Management’s PGXPM should have –

- Completed a minimum 10+2+3 years of education with an academic track record of 50% throughout
- Should be currently WORKING
- Should have a minimum work experience of at least 8 years by July 31st, 2016
- For PGXPM 2016, valid scores of CAT, GMAT, XAT or equivalent aptitude tests would be taken as additional criteria/qualification, indicative of the levels of the respective aptitudes/skills measured by these tests. Where the scholastic performance of the candidate has not been high, this would be a necessary input, as to be decided solely by Great Lakes. Such applicants, who do not have a valid aptitude test score as stated here, would need to take the Great Lakes Aptitude test GREAT as a pre-requisite instead, and would need to get a score acceptable to Great Lakes at their sole discretion, to be eligible for the admission process further.
- An in-principle agreement with the employer would be required for self-sponsored candidates.

* Great Lakes uses CAT scores only for screening applications for admissions and IIMs have no role in the conduct of Great Lakes academic programs

+ Great Lakes is not an associate institute of XLRI but uses XAT scores only for screening applicants for admission & XLRI has no role to play in the conduct of any of Great Lakes Management programs

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 of final selection.

The above conditions / clauses / terms can be reviewed by the Institute from time to time. Hence, the prospective candidate is encouraged to visit the Great Lakes website at www.greatlakes.edu.in for regular updates.
# Fee Structure

## PGXPM 2016-18

### Fee Structure

<table>
<thead>
<tr>
<th><strong>PLAN I</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Fee*</td>
<td>₹ 7,50,000 + Service Tax</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>₹ 7,50,000 + Service Tax</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>PLAN II</strong></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Installment I [To be paid at the time of admission]</td>
<td>₹ 4,80,000 + Service Tax</td>
</tr>
<tr>
<td>Installment II [To be paid not later than the last working day of the fourth term]</td>
<td>₹ 3,20,000 + Service Tax</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>₹ 8,00,000 + Service Tax</td>
</tr>
</tbody>
</table>

*PGXPM is a compulsorily residential program during the contact modules. Boarding and Lodging is additional and is available at concessional rates at the campus.*

**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. International Immersion is an optional element subject to enrollment of minimum required participants.
4. Amount for International visit shall be at actuals to be estimated by the class prior to visit.

**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. Admission to PGXPM program gives an automatic loan pre-approval from HDFC Credila. Candidates who receive formal offer Letter are recommended to apply as early as possible.
STUDENTS SPEAK

“I would like to thank Great Lakes for providing me with a perfect program in the form of the PGXPM. The program structure of 8 residencies, one every quarter spread over 2 years, provides working executives with the perfect opportunity of ENRICHING KNOWLEDGE without interrupting their careers. The entire experience of going back to campus every quarter, meeting new friends, networking and the feeling of becoming a student all over again is priceless.”

SHAILEN M. MERCHANT
Head HR, Parry Agro Industries Ltd.
PGXPM Class of 2014

“PGXPM is an ideal program for PRACTISING PROFESSIONALS. The course has wide variety of subjects that cover every aspect of different businesses. Apart from just academic learning, what enriches the whole class is sharing of experience by students coming from different industries & functions.”

KIRON C. PANDE
Sr. General Manager, Godrej & Boyce Mfg. Co. Ltd. – PGXPM Class of 2014

“Great Lakes’ reputation added to its WELL-DESIGNED PGXPM PROGRAM schedule made it possible for me to take up the challenge of mid-career learning without affecting my professional commitments. Reputed professors from India and abroad honed my business and entrepreneurship skills.”

SHAILENDRA SALVI
Managing Director,
M/s Vacon Drives & Controls Pvt. Ltd.
Member of Board, M/s Kemppi India Pvt. Ltd.
PGXPM Class of 2011

“I would like to thank Great Lakes for providing me with a perfect program in the form of the PGXPM. The program structure of 8 residencies, one every quarter spread over 2 years, provides working executives with the perfect opportunity of EFFECTIVE LEARNING, opportunity to interact with an experienced peer group with a wide variety of functional skills, academic and industry faculty with superior knowledge and experience – all ingredients needed for a tremendous learning experience.”

VENKATESH NARASIMHAM
Director (Operations), Kripya Engineering Pvt. Ltd.
PGXPM Class of 2012

“PGXPM is not just a degree course but a THOUGHT PROCESS shaping course. The content delivered by experienced faculty is very practical, innovative & easily implementable.”

SANGEETA GULATI
Joint President, Jaypee Associates
PGXPM Class of 2014
Contact Us
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Leed Platinum Rated Green Campus

Great Lakes Institute of Management

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