POST GRADUATE GLOBAL EXECUTIVE PROGRAM IN MANAGEMENT

Aerial view of the new green campus

LEADERSHIP TERRITORY - LEARN TO MAKE YOUR OWN PATH
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 & Management. In a world that is becoming flatter by the day, where the national & 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 & Leaders with global perspective, capabilities to handle scale & 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 delivered by design that at Great Lakes a global perspective permeates all its programs - the curriculum, pedagogy, faculty background & credentials, outlook, approach and 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 Corporates 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.

Consulting & Solutions for the participants in their business area, and a 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 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.
This is a premium Post Graduate Certificate 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 of 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 having 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.

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 sixth edition and we have made substantial additions to enrich the program and make it more relevant based on the previous five years’ experience. The first three 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 as well as content. It is our objective that this program should enable each of the participants to be a 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.

Message from the Director,
Corporate Initiatives and PG XPM
Prof. R. S. Veeravalli
This is a premium Post Graduate Certificate 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 of 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 back-ground, from Engineering to Commerce to Economics etc., while some already having 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

“A great school built by passionate pioneers that produces passionate students. I wish GREAT LAKES all the best.”
Mr. Adi Godrej
Chairman, Godrej Group

“A wonderful example of a student centered, ‘real-life’ academic institution.”
Mr. Raymond Spencer
CEO, F.S, Capgemini

“It is easy for me to come to Great Lakes as they have done such an extraordinary job in such a short period of time. It’s always good to be associated with winners. I am happy to be associated with Professor Bala. What he has accomplished is quite extraordinary.”
Dr. C.K. Prahalad
Paul and Ruth McCracken, Distinguished University Professor of Corporate Strategy, Stephen M. Ross School of Business, University of Michigan

“Great Lakes Institute of Management has excellent International focus. I am impressed to know that Chinese language is part of curriculum... I will extend all support to strengthen the partnership between Great Lakes and Yale Business School.”
Ms. Indra K. Nooyi
Chairman of the Board and CEO, Pepsi Co.
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**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title / Company</th>
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</thead>
<tbody>
<tr>
<td>Mr. Ratan Tata</td>
<td>Chairman, Tata Sons Ltd., Chairman, Business Advisory Council, Great Lakes Institute of Management</td>
</tr>
<tr>
<td>Dr. Bala V. Balachandran</td>
<td>J.L. Kellogg Distinguished Professor of Accounting, Information Management and Decision Sciences and Director, Accounting Research Center, Northwestern University at Evanston, Illinois, USA and Deputy Chairman, Business Advisory Council, Great Lakes Institute of Management</td>
</tr>
<tr>
<td>Mr. Arun Bharat Ram</td>
<td>Chairman and Managing Director, SRF Ltd., India</td>
</tr>
<tr>
<td>Mrs. Rajshree Pathy</td>
<td>Vice-Chairman, Bajaj Auto, India</td>
</tr>
<tr>
<td>Mr. Madhur Bajaj</td>
<td>Chairman and Managing Director, SRF Ltd., India</td>
</tr>
<tr>
<td>Mr. Kumaramangalam Birla</td>
<td>Chairman, Aditya Birla Group, India</td>
</tr>
<tr>
<td>Mr. Jamshed Godrej</td>
<td>Chairman, Aditya Birla Group, India</td>
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<tr>
<td>Dr. K. B. Chandrasekhar</td>
<td>Chairman and CEO, Jamcracker Inc, USA</td>
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<td>Mr. John Fisher</td>
<td>Chairman, Solid Systems Engineering, USA</td>
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<tr>
<td>Mr. G. R. Goenka</td>
<td>Chairman, Duncans Goenka Group, India</td>
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<td>Dr. Dush Bandhu Gupta</td>
<td>Chairman, Lupin Labs, India</td>
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<td>Dr. Abid Husain</td>
<td>Former Indian Ambassador to USA</td>
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<td>Mr. T. Kannan</td>
<td>Managing Director, Thiagaraj Mills Limited, India</td>
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<td>Mr. L. Lalithanan</td>
<td>CEO, Rane (Madras) Ltd., India</td>
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<tr>
<td>Mr. A. Mahendran</td>
<td>MD, Godrej Sara Lee, India</td>
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<tr>
<td>Mr. A. M. Naik</td>
<td>MD and CEO, Lancer and Touby Ltd., India</td>
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<tr>
<td>Dr. S. Narayan IAS (Retd.)</td>
<td>Former Advisor, Economic Affairs, Prime Minister's Office, Government of India</td>
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<tr>
<td>Mr. Roger Nelson</td>
<td>Former Chairman, Ernst &amp; Young Consulting, Adjunct Professor of Information Systems and Management at Kellogg Graduate School of Management, Northwestern University, Evanston, Illinois, USA</td>
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<tr>
<td>Mr. Deepak Parekh</td>
<td>Chairman, HDFC &amp; IDFC, India</td>
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*Going back to school after a gap of 20 years was actually horrifying but Professors made it quite easy and fun...the program is designed so well that I was able to create a balance between Professional/Personnel life and assignments/classes...ours being Pioneeer Batch, there were lot of learnings thru us, which were getting corrected for future batches...all the Management of Great Lakes are very helpful and Prof Bala- Uncle has so much of energy in him that it charges others also....all batches came from different industry so there we had lot of cross learning...During the course, all case studies were so beautifully selected that they opened up the new ways of looking at the problem...it helped me to adopt "Helicopter technique" for problem solving in daily life..."

-Chandra Shekhar Wamorkar

**General Manager Sales, TVS Motor Company**
As I found myself moving into management roles, I wanted to get prepared holistically, and anticipate the growth in my career, rather than react to it by learning on the job. The executive MBA program at GLIM was on the dot - world-class faculty, interaction with highly experienced peers with diverse backgrounds, exposure to management gurus of our times, and very important, a way for us to pause in our regular jobs, and learn in a safe environment. In fact, doing this course has given me most confidence and a broader view of my career direction.

Aarthi Srinivasan
Ex-Sr. Project Manager, Infosys

“...and they also feature innovative pedagogies and exciting case studies. These classes helped me gain a deeper understanding of the theory and practice of management...”

Santanu Mitra
Current MBA student, Great Lakes Institute of Management

“...the programs are designed to cover a wide range of management topics, from finance to strategy to operations management...”

Dr. Paul Prabhakeer
Assistant Professor of Marketing, Great Lakes Institute of Management
Within five years of establishment, Great Lakes has evolved into a known, reputed and aspired business school in India.

Academic Collaboration - Stuart School of Business, Illinois Institute of Technology, Chicago, USA;
Research Collaboration - Yale University, USA

Memorandum of Understanding (MoUs) - Nanyang Technological University of Singapore
Universiti Tun Abdul Razak of Malaysia
Indian Institute of Technology, Madras, India
Bauer College of Business, University of Houston, USA
Indira Gandhi Centre for Atomic Research - Kalpakkam
Caterpillar Foundation

Faculty
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
Prof. S. Srinivasan
Executive Director
Great Lakes Institute of Management
Dr. Venkat R. Krishnan
Director - Yale - Great Lakes Centre for Management Research
Dr. M. J. Xavier
Prof. of Marketing
Director – Kotler – Srinivasan Centre for Research in Marketing
Prof. R.S. Venkatachalam
Director - Corporate Initiatives & Global Executive MBA
Dr. R.P. Sundar Raj
Prof. of Operations Management & Information Technology, Director – Management of Technology Fusion
Anil Srinivasan
Adjunct Faculty
Prof. T. N Seshan
Distinguished Faculty of Leadership & Strategy
Prof. T.N. Sumanthan
Associate Prof. of Marketing
Director – Admissions and External Relationships
Dr. S. Bharadwaj
Associate Prof. of Marketing
Associate Director - Kotler-Srinivasan Centre for Research in Marketing
Mr. Ramji Narasimhan
Adjunct Prof., Information Systems

Faculty - Indian Visiting
Dr. S. Ramani
Former Director, National Institute for Training in Industrial Engineering, Mumbai
Prof. Lalitha Maheshwaran
Facilitator, Behavioral & Leadership Development
Mr. Arjun Chakraverti
Principal, Instructor Department Management Services Pvt. Ltd.
Mr. Bharath Krishna Sankar
CMD, Aparajitha Group
Mr. M. S. Jayaraman
President, Lumino Strategies
Prof. Devakunjari Natarajan
Prof. of Mandarin, Great Lakes Institute of Management
Ms. Latha Ramakrishnan
Consultant
Prof. B. Mahadevan
IBM Bangalore
Prof. V. K. Murthi
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
Dr. Omkar Goswami
Founder and Chairperson, CEBG Advisory Pvt. Ltd.
Dr. Rakesh Singh
Prof. of Economics, Director-Union Bank-Great Lakes Centre for Banking Excellence

I was reasonably growing in my organization, and ready for the top management position. Updating my qualification and knowledge become inevitable for my further growth. Great lakes EMBA course provided me this, and now my growth journey is continuing.

R.S Gopalakrishnan
Associate Vice President, Supply Chain Integration Sira Lee H&BC
I value Global Executive MBA Program in Great Lakes Institute of Management as one of the best learning experiences. The program is well structured covering wide range of apt subjects. Faculty chosen for the course is one of the best with international experience in business and education systems. With a peer group of immense experience from different business verticals, the learning experience is enhanced multifold. This learning experience has definitely enabled me to come out of my own core functional thought process to a more diversified global business thought process.

Ramakrishnan Suresh
General Manager, MARG

Faculty - International Visiting

Dr. Abdul Rashid
University of Texas, Arlington

Dr. V. S. Arunachalam
Carnegie Mellon University

Prof. Anup Varma
Loyola University, Chicago

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

Prof. V. Kasturi Rangan
Harvard Business School

Dr. Konduru Shivaramakrishnan
University of Houston, Texas

Prof. S. P. Kothari
Massachusetts Institute of Technology

Dr. Krishnamurthy Suryanarayanan
Florida International University

Dr. Krishna Dandapani
Florida International University

Dr. Lynn Miller
Stuart School of Business

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

Prof. Mohan Parthasarathy
St. Louis University, Nexus Business Solutions Inc., New Jersey

Dr. Muradi 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, Dekalb, IL, USA

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

Dr. Rama Shankar
Delta Management Associates, Illinois

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

Dr. Sanford A. Bradin
Stuart School of Business

Dr. Soenu V. Srihviswan
Stanford Graduate School of Business

Dr. Shaham 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 Venkatarama
University of Rhode Island, Kingston

Dr. Vidy Shankar
Mphasis Business School, Texas A&M University

Mr. Vishal Nagaoula
Country Manager, Dodsia Pvt. Ltd., Dubai

Mr. R. P. Pillai
Managing Director, Krysalis Consultancy Services Pvt. Ltd.

Dr. Prasanna Bhate
Independent Corporate Advisor

Prof. Pradip Mohanta
IIM Calcutta

Prof. Premchander
Independent Consultant

Mr. K. N. Reddoukhab
Former Advisor, Sironam Group of Companies

Mr. N. Raghunandan
CIED, Indium Software India Ltd.

Mr. C. S. Rajan
 Adviser, Rayalaasa Alkalis & Allied Chemicals Ltd.

Mr. R. V. Rajan
CMD, Anugraha Madison Advertising Pvt. Ltd.

Mr. Rajiv Pandey
Independent Management Consultant

Mr. Raju Rao
Founder - Director, Consultant and Trainer, Xtrapolis Solutions

Ms. Rama Bijapurkar
Consultant, Mumbai, India

Prof. G. Ramesh
IIM Bangalore

Prof. S. Ramesh
Consultant

Prof. N. Rajechandra
IIM Ahmedabad

Mr. D. Raveeshankar
Co-Founder and CEO Credit Market Services Ltd.

Prof. Ram Iyer
S. F. Jain Institute of Management

Prof. Robert Ballantyne
Director, 36 English For Empowerment & Enrichment

Mr. V. Sanjaid
Managing Director & CEO, Logistics Pvt. Ltd

Mr. Sameer Mehta
COO & Director, Matha Hospitals

Founder Director, Atlas Advisory

Mr. R. Sehadeh
Delivery Head - E-Funds International India Pvt. Ltd.

Mr. T. Shankar
CEO, Management Solutions

Mr. G. D. Sharma
Vice President and Head - Human Resources, Larsen & Toubro Ltd.

Mr. R. Shekar
Vice President, Polaris Software Lab Ltd.

Mr. M. S. Shetty
Former Executive Director, Spectrum Ethers Ltd.

Prof. Srinivasarao Rao
S. F. Jain Institute of Management and Research

Prof. K. R. Srinivasan
Aishk Leyland Ltd.

Prof. Sunil Rai
Mumbai Business School

Mr. Suresh
Director, DMS Financial Services Pvt. Ltd.

Prof. S. Suresh
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Director, Credit Market Services Ltd.

Mr. M. Suresh
Consultant, New Brand Consultants & IIM Ahmedabad

Prof. G. S. Vasan
President, Capellas

Prof. P. K. Viswanathan
IFMR

Mr. S. Vishwanathan
Senior Manager, CavinKare Pvt. Ltd.

Mr. N. Vittal
Former Central Vigilance Commissioner

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Ramakrishnan Suresh
General Manager, MARG
The 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 1356 hours learning time over 8 terms. Total of 32 courses over two year duration. In addition to this Mandarin Chinese language offered through out the 8 terms. Capstone - Business Game, Role of General Manager
- Top faculty from US, Europe and Asian & Indian 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

Key Differentiators

**PGXPM - A Global Business Perspective**

The Post Graduate Global Executive Program in Management is Great Lakes’ answer to unbiding 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.

Program Objectives

Make participants understand the case study methodology that forms the basis for the entire learning. It has to follow through components through the Blackboard e-learning platform in the following 3 months after every term. There will be a total of 32 courses and lectures on the contemporary areas in management.

**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 the 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) General management skills
The program will be interactive in nature with a lot of emphasis on case study methodology 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 companyindustry knowledge on the part of the participants. The program is based on certain key adult learning principles and provides opportunity/demands for self study and self-learning. During the first six terms, the program will focus on the core courses in Finance, Marketing, Operations, Technology and Human Resource Management.

3) Great peer learning
The sheer caliber and variety of the back grounds of the class participants make for the fertile ground for tremendous peer learning – a big learning component that is consciously leveraged and facilitated.

4) Reinforce concepts
Some of the best International faculty come and teach at this program, bringing with them the latest, cutting edge theories and practices, in management through a blend of their distinguished academic work and hands on consulting experience.

5) Integration with work-place for ability Creation

6) Blended Action Learning
The best delivery methodologies available for a learning and development, including Blackboard e-learning which has components of online & offline course delivery, self study materials, field trips, simulations & games, classroom-based instruction, electronic performance support, paper-based, and formalized or informal on-the-job solutions with a mentor or coach among numerous others.

7) Quasi consulting
Participants can bring in their real life practical problem cases from the place of work and discuss possible solutions during the contact sessions.

8) International (country-based) study / Business plan project work
The participants will do individually or in very small groups country-based / vertical-based projects towards the end of the program, which would be integrative of all the learning that happens through the programs.

Karen Ponnudurai
Senior Project Manager, Infosys

*Optional*
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 which will be fully residential during which 4 courses of 15 hours each would be covered. In addition to this Mandarin Chinese language will also be taught for 4 hours every term. The program will be completely residential with all students required to live on campus in single / twin sharing accommodation on payment basis. Each of these 9-day residencies will be followed by assignments / submissions in the form of application exercises - based on what was learnt in the two weeks. 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 day during the off-campus period.

Contact classes duration

<table>
<thead>
<tr>
<th>On-campus period</th>
<th>Total hours</th>
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<tbody>
<tr>
<td>104 x 15 hours</td>
<td>1560 hours</td>
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<tr>
<td>52 x 15 hours</td>
<td>780 hours</td>
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An optional opportunity

A possible overseas visit in the last week of the last contact session - subject to at least 20 participants from the class being in a position to fund themselves at cost for the trip (the rest would have their session as usual) - that could prove a one-of-a-kind memorable experience featuring:

- 15 hours of classroom sessions of about 5 hours each by 2 to 3 eminent faculty.
- Visit to Eminent Business Schools.
- Visit to Global Corporate like Motorola, GE, etc., for first-hand inputs on Best practices.

The Base

The Great Lakes own world class campus is built on about 18 acres of land near the historic town of Mahabalipuram. It is about an hour’s drive from Chennai situated among open fields on the East Coast Road at 9th milestone after Mahabalipuram towards Pondicherry. Nestled in sylvan and serene surroundings that would facilitate Learning, the state of the art campus is an environment friendly green building with different blocks dedicated to research, faculty offices and housing, administrative, student residences, recreation centres etc. The green campus is a part of our social responsibility that will inculcate the spirit of social consciousness and patriotism in all. Facilities include an open air theatre, hostels for students, student centre and cafeteria to name a few. It is designed to be LEED Platinum rated green campus and would be one of the first in India and few in the world.

The fully residential campus provides for the following Green features:

- Allocation of separate recycling room to collect, segregate and store all recycled materials such as paper, plastic, glass, metals etc., before sending to recycling agents.
- Utilization of materials with high recycled content thereby reducing impacts resulting from extraction and processing of virgin materials.
- Use of regionally manufactured materials to reduce the impact of environmental pollution through transportation.
- Use of salvaged/reused materials to reduce virgin material exploitation.
- Specific use of rapidly renewable materials (materials with life harvested cycle of less than 10 years) to reduce the depletion of finite raw materials and long-cycle renewable materials.
- Increased outdoor air ventilation rates and CO2 monitoring for enhanced occupant comfort.
- Use of low VOC paints, carpet and composite wood products to reduce indoor air contaminants and provide superior indoor environment.
- Use of high efficiency EMU-13 filters in the air handling systems for better indoor environment.
- High efficiency entrance mats at all building entries and independent exhaust systems for pantry, housekeeping and chemical areas to reduce indoor pollutant source control.
- 100% Day lighting in all regularly occupied spaces. No artificial lights have to be switched on during the day time.

State-of-the-Art Class-rooms

The heart of the campus is the Academic Wing which houses a versatile resource center, a computer lab, classrooms, faculty offices, administrative offices, air-conditioned lecture theatres, meeting rooms, and an auditorium with a seating capacity of 500 that is coming up shortly. It has a trading terminal directly connected to the NSE trading terminal to facilitate O’line stock trading. From the conference halls participants can interact by computer or video-link with faculty, industrial leaders and other students anywhere in the world. Specially designed conference halls and class rooms facilitate group study and dynamic peer interaction. The Amphitheatre in the middle of the Institute would be the social hub of the campus, providing space for discussions and leisure.
conferences. The audio-visual facilities include the following:

Audio Visual Facilities

The institute is equipped with modern audio-visual technology facilities. The video-conferencing facilities are used for placement services, online seminars, especially with partner B-schools, and also for other educational and business placement services, online seminars, especially with partner facilities. The video-conferencing facilities are used for

The Resource Centre is a one-stop knowledge hub, providing access to information resources of all kinds. It has books, journals, periodicals, collection of case-studies, reports, project dissertations, CD-ROMs and audio-video materials related to all the functional areas of management and its allied fields. The Resource Centre subscribes to many journals, including International e-journals. The RC proactively acquires and organises information resources, in the areas of management and allied subjects, to meet the present and future needs of its users. 6000 books, 70+ print journals, 5 online databases, 9000+ e-journals through our resource centre link. New books are added every week.

The Resource Centre is enabled with RFID technology and is well organized with a database of all resources, providing easy search facilities. The electronic library with the Online Public Access Catalogue (OPAC) provides online access to all the resources and access to other premier databases. It has subscriptions to access online databases like Indiastat.com, ISI-Emerging Markets, EBSCO-Business Source Premier, Proquest ABI/Inform complete and offline database like CMIE, Prowess.

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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. The centre has several software packages like SPSS, SAS and more, to help students to be Business Ready Managers. Every student is given a permanent e-mail (Web 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 security policy to ensure the highest levels of network health and safety.

Recreational Activities

In addition to the Fitness centre that houses treadmills, steppers, stationary cycles, multi-station gym, the PGXPM participants can enjoy indoor and outdoor games 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
- Intranet, Internet and e-mail services to its community members.
- 24 hour uninterrupted net access including the hostels.
- Permanent e-mail (Web Mail) account for all correspondence with the faculty, administration, peers and alumni.
- In-depth information on the School and its activities.
- Very strict security policy to ensure the highest levels of network health and safety.
- Indoor and outdoor games group events.
- Convenience store for essential groceries and toiletries.
- Documentation Centre for printing and photocopying.

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 - 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
8. Financial Statement Analysis
   Mandarin Chinese language

**Term-3**
9. Marketing Research
10. Marketing Management
11. Financial Management
12. Negotiation & Bargaining
   Mandarin Chinese language

**Term-4**
13. Product & Brand Management
14. Sales & Distribution Management
15. Supply Chain Management
16. Services Marketing + Service Level Agreement, Creation & Delivery
   Mandarin Chinese language

**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
27. Process Management
28. Equity & Commodity Markets
   Mandarin Chinese language

**Term-8**
29. Valuations, Mergers & Acquisitions
30. Integrated Marketing Communication
32. Transformational Leadership & Change Management
   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.

**International Immersion :**
- Optional
**Capstone :**
1. Business Game
2. Role of General Manager
The PGXPM program participants are by intent and design sponsored by their companies because they are to be the future leaders of these 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 business 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. 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 mantling leadership positions soon, and with the best of the international faculty - both could be of life-long associations of immense enrichment.
The Value

**PLAN I**

Fee* Rs.6,00,000

**PLAN II**

Installment I Rs.3,75,000
   [To be paid at the time of admission]

Installment II Rs.2,50,000
   [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 (Subject to minimum enrollment)**

The budgeted expenses for one week to ten days trip are estimated to be approx INR 1,50,000/- (One Lakh Fifty Thousand Only) per participant, to be borne at actuals.

**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.

**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 the 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.
The Gateway

Admission Criteria
A Bachelor's degree in any discipline is the primary qualifying criteria. 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 will 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://www.greatlakes.edu.in/pgxpmApplyNow.php

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 emba@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:

The Officer Academics - PGXPM
Great Lakes Institute of Management
On East Coast Road near Anupuram
Manamai Village, Tamilnadu-603102, India
Phone: 044-30809000
Email: emba@greatlakes.edu.in
Website: www.greatlakes.edu.in

City office
The Officer Academics - PG XPM
Great Lakes Institute of Management
New No: 19, Old No: 25, North Mada Street,
Srinagar Colony, Saidapet, Chennai - 600 015, India.
Ph.: +91 44 43123128 Fax: +91 44 42049920
Email : emba@greatlakes.edu.in
Website: www.greatlakes.edu.in

The batch commences its first residency in the month of December 2009

Please note that all seats will be filled on a first come basis (Progressive Admission)
Admission will close on fill up of seats - 50 per batch (40 seats for corporate & 10 for members from Family Managed Business)
The date of commencement of the program - 2nd week of December 2009
Aerial view of the new green campus