

300 BUSINESS READY GLADIATORS.
NOW, READY TO TAKE ON
GLOBAL CHALLENGES







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MESSAGE FROM CHAIRMAN, BUSINESS ADVISORY COUNCIL

The resilience of the Indian economy through the recent global recession has underlined our continuing need for developing business leaders who can graft a global perspective onto proven Indian values and traditions.

This situation is propitious for the Great Lakes Institute of Management because its founding premise is that, management students need to understand business principles not in abstraction but in the context of how they can be best practiced to address the unfolding opportunities for the Indian business community. Accordingly, the Institute has forged a large number of associations and affiliations with different corporate houses and universities.

In its short tenure, the institute has also created a promising record in student placement. This has been made possible by the competent manner in which the Institute's experienced faculty has developed the potential inherent in the diversity of its students in terms of their work experience, cultural background and technical expertise.

I am sure the school will very soon rank among the finest destinations for anybody seeking world class management education and I wish all Great Lakers success and prosperity in their future endeavors.

Mr. Ratan N. Tata
Chairman, Tata Sons Ltd., India.

MESSAGE FROM CHAIRMAN, BOARD OF DIRECTORS



I have been associated with Great Lakes Institute of Management as the Chairman of the Board of Directors, since its inception in 2004. This institute has been among the pioneers in the field of management education, in endorsing one year MBA education in India. Under the mentorship of world renowned management guru, Dr. Bala V. Balachandran, the institute has done a phenomenal work by raising the benchmark of management education in India. I am happy to note the support from Pirojsha Godrej Foundation towards Great Lakes Institute of Management.

Great Lakes institute has a very unique mission of producing not just business ready managers but leaders. The students embody the qualities of a leader, which is evident from how they engage with people and ideas, and work towards transformational leadership. The exhaustive course curriculum at Great Lakes polishes the students into the finest knowledge leaders in their respective fields and all this is augmented by the Empirical Study that each student has to do to complete his degree. The Empirical Study offers an opportunity to the students to learn from the field work, by getting their hands dirty, bringing back those learnings to the classrooms, to interpret their studies and use it in management practices.

I am very heartened by the importance given to Business ethics and how the institute sensitises its students about the best practises in Corporate Governance and Corporate Social Responsibility through a separate course on “Karma Yoga”. This involves helping the society at large and instilling in the students a sense of gratitude towards the society and practising the art of giving back to the society. This is instrumental in producing well rounded leaders in one year rather than just managers. Another important, new initiative is on Energy Management and promotion of energy efficiency in cooperation with the Bauer College of Business, University of Houston, which is a laudable effort.

All this is reflected in the excellent relationship that the recruiters share with this institute and the heights reached by the Great Lakes Alumni in their respective careers.

I wish the Gladiators and the faculty members a very successful year ahead and hope the Great Lakes Community continue transforming the management community in India. All the Best.

Mr. Jamshyd N. Godrej,
Chairman and Managing Director,
Godrej & Boyce Manufacturing Company Limited.





MESSAGE FROM THE FOUNDER & DEAN

J L Kellogg Distinguished Professor of Accounting and Information Management (Emeritus in Service), NorthWestern University, Illinois, Founder and Dean, Great Lakes Institute of Management, Chennai, Executive Professor and Strategy Advisor to the Dean, Bauer College of Business, University of Houston, Texas.

“Executives are constrained not by resources, but by their imagination.” - I wholly subscribe to this mantra expounded by Dr. C.K.Prahlad and in today’s age of dynamic global business this has become the byword that is the only hope of survival for businesses the world over. But here is where the demand supply economics truly wrecks havoc. Companies need to be certain that the professionals they hire are not only efficient managers but also innovative leaders. Enter Great Lakes!

Post the US economic meltdown that began in the US in 2008 and spread to the rest of the world, critics have discussed at length the quality of the management education that is being imparted. Whether we are teaching professionals to ruthlessly pursue their goals and further their company’s ambitions was the crux of a series of discussions. It was generally agreed that the curriculum should allow for a more overall rounding of one’s personality and this could be done perhaps by including appropriate literature that would serve as guideposts in conducting fair business and acknowledging that the ends do not justify the means.

This is precisely what the Great Lakes proposition is all about. Our students are professionals in every right – they have an outstanding prior work experience background, they have been mentored by the best minds in academia and industry and above all, in the one year that they have spent with us, they have internalised what I refer to as ‘responsible freedom’. They are not only innovative managers who will help scale business to unforeseen heights and

uncharted territories, but they will also be responsible citizens who will ensure that the corporate social responsibility is never compromised in the quest for the bottom line.

The current Class of 2011 has been hand-picked after a rigorous selection process and possesses varied academic and industrial backgrounds making up an extremely diverse and vibrant group. We present to you the best pick of the season - 300 bright and business ready managers, equipped with state-of-art management skills arsenal and knowledge garnered from some of the best known international gurus, with the right attitude, team skills, result-orientation and ethical consciousness. They are truly exceptional. Need I say more?

I welcome you to the Great Lakes campus this placement season. Let's join hands and secure the future of these young ladies and gentlemen as they will then go on to secure the future of not only your valuable corporation, but that of the nation as well, going forward. Swagatham!

Dr. Bala V. Balachandran,
The Founder & Dean,
Great Lakes Institute of Management.





BUSINESS ADVISORY COUNCIL

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Tata Sons Ltd.

Dr. Bala V. Balachandran

J L Kellogg Distinguished Professor of Accounting and Information Management, Emeritus in Service, NorthWestern University, Illinois, Founder and Dean, Great Lakes Institute of Management, Chennai, Executive Professor and Strategy Advisor to the Dean, Bauer College of Business, University of Houston, Texas.

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Member of International Panel on Democracy & Development of UNESCO.

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Larsen and Toubro Ltd.

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Chairman & Chief Mentor,
Infosys Ltd.

Dr. S. Narayan IAS

Secretary,
Economic Affairs.

Mr. Roger Nelson

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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,
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Ms. Rama Sankar
CEO,
Delta Consulting Group.

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Mr. Pratik Kumar
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Wipro.

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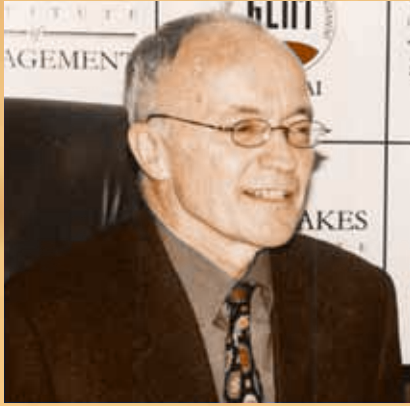
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Former Secretary to President of India.

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Chairman of the Board &
Chief Executive Officer,
Pepsi Co.

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Executive Director,
Trigyn Technologies Ltd.

Mr. G. R. K. Reddy
Chairman & Managing Director,
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Mr. Raymond Spencer
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Financial Services Strategic Business Unit,
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-  **Dr. M. B. Athreya**
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-  **Dr. Baldev Raj**
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-  **Dr. Krishnamurthy Surysekar**
Assistant Professor of Accounting, School of Accounting, Florida International University, Miami, Florida, U.S.A.



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-  **Prof. Nandu Nagarajan**
Professor of Business Administration, Katz Graduate School of Business, University of Pittsburg, USA.
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-  **Dr. Yair M. Babad**
Professor, Department of Information and Decision Sciences, University of Illinois, Chicago.
-  **Dr. Jagdish N. Sheth**
Kellstadt Professor of Marketing, Goizueta Business School, Emory University.

TITANS SPEAK

Mr. S. Ramadorai, Vice-Chairman, Tata Consultancy Services.

"Several visits to The Great Lakes Institute of Management has convinced me that this institute nurtures some of the finest managerial talent in the country. It provides a stimulating environment for their professional development beyond theory and into real world experiences. It has enabled a top class education right here in India."



Mr. N. R. Narayana Murthy, Chief Mentor, Infosys Technologies.

"That Great Lakes is recognized as one of the country's premier B-schools is itself testimony to the nature and quality of the education that is imparted. During my interaction with the students at Great Lakes, I have found them to be curious, motivated, energetic and enterprising. Great Lakes has earned the undisputed respect of the academic and corporate community in a very short span of time and my best wishes to Bala and the Institute to scale greater heights in the days to come."

Mr. Lakshmi Narayanan, Vice Chairman, Cognizant Technology Solutions.

With a global mindset, a 'can-do' attitude, and strong work and professional ethics, these students have played a critical role in ensuring Cognizant's enviable position as the fastest growing top-tier Consulting and IT Services company. One example of this live association is the creation of a focused 'Great Lakes Alumni Network' within Cognizant, that involves itself in fostering and growing the bilateral bonds. We, at Cognizant have enjoyed being an active participant in many of Great Lakes' academic and business initiatives. We look forward to sustaining and growing this mutually beneficial relationship, consistently in the future too.



Mr. Ravi Kant, Vice Chairman, Board of Directors, Tata Motors.

"Interacting with the students of Great Lakes was a refreshing experience. The students displayed a sense of keen inquiry in asking variety of questions which reflected their intelligence, knowledge and maturity. I am sure that they will be highly prized and well regarded wherever they go."

Mr. Adi Godrej, Chariman, Godrej Group.

"Great Lakes Institute of Management is an outstanding institution, built by Professor Bala Balachandran and his team, with great vision, extraordinary passion and deep insight. It has been built on a wonderful campus that meets all the needs of a modern business education. The quality of the students it attracts is superb. The Godrej Group has recruited many graduates from Great Lakes Institute Of Management and we are extremely pleased with their contribution and progress."



I wish the Institute all success and hope it will continue to contribute strongly to our nation's progress."

MESSAGE FROM EXECUTIVE DIRECTOR



Greetings from Great Lakes Institute of Management!

Last year has been a momentous year in the short history of Great Lakes. We moved into our 25 acre state-of-the-art residential campus in the outskirts of Chennai. This is conceived as an eco-friendly, environmentally sustainable green campus with the highest possible platinum rating globally. This would not have been possible without the help, support and well wishes of our major constituent. i.e., You.

I once again take this opportunity in reaching out to you and present to you, our Business Ready Managers, whom we call “Gladiators” this year. As has been our track record, this batch again is a significant improvement in terms of their experience, previous academic background, test scores, etc. and I am sure that when you interact with them during the placement process, you will find this to be so.

I hereby welcome you all to participate in our placement process this year and take our mutually rewarding experience a notch further.

Look forward to meeting you.

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





MESSAGE FROM PGPM DIRECTOR

Great Lakes has come a long way since its inception in 2004. Within a short span of time, it has emerged as one of the leading business schools in India. The institute produces 'Business Ready Managers' who epitomise its motto - 'Global Mindset, Indian Roots'. It has a rich culture which is a perfect blend of academics, team leadership and continuous innovation. The dynamic environment here plays a great role in motivating everyone - faculty, staff and students to deliver their best.

We have a truly world class faculty from the top International B-Schools such as Kellogg, Stanford, Harvard, Chicago, Columbia, Yale, among many others. Our core faculty team, though relatively small, is comparable to the best in the country. This is supplemented with insightful guest lectures delivered by eminent personalities from the industry.

We do not believe in teaching; but we encourage learning by doing. The culture in Great Lakes facilitates not only learning from academicians and eminent industry captains but peer learning as well. Aided by the latest technology, a scientifically designed curriculum, and continuous corporate interaction, our students are transformed from being first class management students into astute thought leaders who are ready to take on the challenges of the corporate world in India and abroad.

Giving back to society helps make every one of us become a well rounded human being. The Karma Yoga project aims at achieving just that. Great Laker with the help of local NGOs give the underprivileged a fighting chance at the future.

In sum, we produce ethical, industry-ready, team-players who are in great demand for managerial positions in organizations in India and abroad. I have great pleasure in inviting you to take a look at the profiles of the current batch of students who will turn out to be great assets for your organization.

Prof. M. J. Xavier,
PGPM Director,
Great Lakes Institute of Management.

MESSAGE FROM PLACEMENT DIRECTOR



Delighted to connect, and present you some of the best business-ready talent India produces.

At Great Lakes, we endeavor to pick the best of potential the country and the world has to offer, and hone their knowledge and skills to provide them with holistic business and value perspectives that compare favorably with the best in the world.

In a short span of six years, Great Lakes has produced, through the one-year PGPM, over 1000 business-ready managers who have been making exemplary contributions to the society and businesses across the world, through the Great Lakes-acquired wisdom coupled with their superior intellect and competence. And they continue to support the talent development process at Great Lakes through their enriched experiences and insights.

All this has been made possible through the best-in-class talent development processes that Great Lakes has carefully developed and nurtured, under the mentorship of Dr. Bala V. Balachandran, through the curriculum, portfolio of global faculty (fulltime and visiting), the academic and research associations and output, in the Green Learning ambiance: In essence - the spirit of business excellence.

The current batch of 300 Great Lakers, christened “Gladiators”, have an average work experience of 40 months and a GMAT mean score of 690. With diverse background experience in various industry sectors and functions, the Gladiators have made great progress through learning and entelechy, and will be business-ready by end April 2011.

It will be our pleasure to host you in our Green Campus on the happening business-corridor near Chennai, and let you soak in the vibrant and superior Great Lakes learning experience, while you share your wisdom with the future business leaders, and pick up as much great talent as you would need, on your return.

Look forward to hearing from you soon, and to partnering in your business growth through providing Great and Best-fit Talent!

Mr. T. Madhu Mohan,
Placement Director,
Great Lakes Institute of Management.

ABOUT GREAT LAKES

Great Lakes Institute of Management is a dream child of Prof. Bala V. Balachandran.

Great Lakes offers 1-year full time Post Graduate Program in Management and 2-year part time Post Graduate Global Executive Program in Management and has recently started the Post Graduate Working Professional Program in Management. Our vision is to equip the world with passionate yet compassionate leaders. Every year the talents we groom, nourish and educate go out into the world as better individuals, responsible corporate citizens and outstanding leaders who also have an impeccable virtue and character.

To this end, we have created an unmatched curriculum, drafted to perfection and delivered by some of the world's best gurus. A superior set of students, committed professionals handpicked after passing through a grueling series of evaluations, unbridled support and guidance from a team of business stalwarts represented by none other than Dr. Ratan N Tata as the chairman of our Business Advisory council and since April 2009, we are also delighted to offer our wards, the experience of a vibrant and engaging campus life. Great Lakes represents a perfect fusion of of the wonderful concepts and innovations of the west with the ageless ethos and

values of India packaged into one world class offering for budding professionals. Reflecting this is the institute's motto: "Global Mindset, Indian Roots".

Six years down the line, it is heartening to see that our model is a resounding success (we are ranked among the top 20 B-schools in the country - Business World - October 2009) and has won the support and faith of the student, academic and corporate community alike. Our curriculum boasts of a unique concept - vertical (industry specific) and horizontal (functional discipline specific) specialization streams.

Our strategic alliances with Illinois Institute of Technology, USA, Nanyang Technological University, Singapore, UniTAR Malaysia, Indian Institute of Technology, Madras and more recently the University of Houston, USA allow us to offer several unique courses to the deserving and demanding professionals of India. We have also invested in several chair professorships and centres of excellence in collaboration with leading companies to churn out cutting-edge research and our association with NASMEI (North American Society for Marketing Education in India) and YALE are testimonials to the quality of research that we do.



CAMPUS INFRASTRUCTURE

Great Lakes is now in the global league with world class B schools. The new state of the art LEED platinum-rated green campus has been operational since May 2009. Spread over 25 acres, the campus is a sight to behold. Off the ECR highway, near the historic Mahabalipuram, resides the new breeding ground for global leaders. The Institute has been built in the style of the Gurukuls of yore, with an open courtyard structure. Towering at the centre of the Open Air Theatre is the symbol of tranquility, which makes it an ideal place to sit back, unwind and watch the world go by. There are fountains at the four corners of the campus. An authentic, thatched roof pathway leads to hostel block and the students dining. A steady breeze blows across every corner of the campus providing relief from the tropical climate.

The main hall, with a seating capacity of 300 students, is state of the art and can also be divided into two halls of 150 each when required. In addition there are 3 other halls that seat 75 students each! All the halls are provided with the latest AV and projecting equipment that can support virtual learning. The resource centre and library boasts of a comprehensive collection of international publications, periodicals, business magazines, case papers and abstracts that any world-class institute would be proud to showcase. Individual study cubicles facilitate deep learning, be it rigorous study during exams or working late into the night to complete an assignment. A newly established Trading Terminal (for real-time online trading) augments the infrastructure support for the Intellectual Capital.

Students stay in single air-conditioned rooms fully furnished supported with TV rooms in each block, with a recreation space, gymnasium, a dining hall, a main basketball court and volleyball courts. Separate accommodation for married students is also available.

A Sodexo catered, Bistro style coffee shop for short eats is open till late night, an ATM at the doorstep and a physician on call completes the service support to the students.





ADMISSIONS AT GREAT LAKES

Great Lakes Institute of Management is committed to creating "Business Ready Managers" who epitomise "Global Mind Sets, Indian Roots". In line with this vision, the institute's selection process is structured to ensure that the intake for Great Lakes is a combination of academic brilliance, hard work, strong ethical values and diversity. At the end of the screening and selection process only around 1 in 12 i.e. 8.33% of the total applicants make the grade and are admitted to the program. With such a select and diverse group of students, the standards set, the level of comprehension and learning is exceptionally high.

Applicants for admission are evaluated based on GMAT/CAT score, past academic performance, essays, letters of recommendation, work experience, performance in the interview and group discussions. The selection process builds in criteria that facilitates evaluating each applicant on:

- a) Academic Abilities: Being a one year fast track, the program at Great Lakes is highly demanding and intense, candidates with consistent academic background and an ability to work under pressure make the shortlist.
- b) Standardized Test Scores: To eliminate inconsistencies between colleges and universities at Under Graduate level, Great Lakes considers GMAT or CAT scores in the overall assessment. This year due to the problems surrounding CAT 2009 results, Great Lakes was among the first colleges to come out with a speedy solution. It considered XAT scores and additionally conducted its own test called the GREAT test. It considered CAT '08 & '09, GMAT '09 & '10 and XAT 2010 apart from the GREAT scores.
- c) Leadership & Interpersonal Skills: Great Lakes as an institute promises to deliver Business Ready Managers who would be leaders in their fields. Hence, applicants who have exhibited leadership skills at work and/or in school/college make the grade to be part of the Great Lakes Family.
- d) Integrity and Ethical Values: Great Lakes lays a lot of emphasis on integrity and values including plagiarism which are probed thoroughly during the process.
- e) Diversity of Background: At Great Lakes, diversity in background facilitates peer learning which transforms the 'uncut jewels' into 'diamonds'. Students in the current batch come from diverse fields of Engineering, Finance, Economics, Fashion, Media, Law, Mathematics, CFA and Hospitality.

PGPM PROGRAM OVERVIEW

Course Curriculum

We at Great Lakes strive to produce 'masters of business readiness and future leaders' through an integrated and well-balanced curriculum that not only emphasizes shareholder returns but value creation for all the stakeholders, viz., the customers, employees, suppliers, intermediaries and the society at large. Great Lakes Institute of Management's vision is to seek, mould, polish and develop such leaders with changing times. Based on its discipline based core courses (horizontals) it moulds the students to become "Masters of Business Readiness" by a dynamic curriculum of customer - centric electives (verticals) providing synergies, enriching tradition with innovation. Great Lakes Institute of Management recognizes that India tomorrow will be shaped by entrepreneurs who can creatively leverage knowledge, skill sets, business processes, technology and intellectual capital.

Course Content

This program is designed to equip a student to respond to the complex business requirements that arise in a changing global business environment. The Post Graduate Program offered at Great Lakes Institute of Management is a fast-track program of one year divided into 7 terms. At a high level the curriculum is divided into the following components: Induction, Core Courses, Specialization, Other Activities. The core courses cover Strategy, Marketing, Finance & Accounting, Entrepreneurial Economics, Organisational Behaviour, Operations and Quantitative Decisions. The last four terms of the course are called "Specialization Phase" where the students have to choose their field of specialization.

The Gurukulam way of learning

We are in the vicinity of the quaint and historic old town of Mahabalipuram. Our students find this a perfect haven, far removed from the hustle and bustle of the city to nurture their subject curiosities – a 'gurukulam' in the best sense as applied to these days and times. We take pride in nourishing our students budding talents, honing their skill sets and above all in inculcating in them a strong commitment to society. The course requires to carry out a "Karma Yoga" project for a period of five months, for the upliftment of relatively powerless people of the society. Students visit villages, carry out surveys about their problems and work out possible solutions.



COURSE CURRICULUM

Term 1

- Intelligently Interacting with Others
- Financial Accounting
- Statistical Methods for Decision Making
- Micro Economics
- Marketing Management
- Business Communication

Term 2

- Managerial Accounting
- Financial Management
- Macro Economics
- HRM
- Investment Analysis
- IT for Managers

EXPERIENTIAL LEARNING

FINANCE SPECIALISATION

- Capital Markets
- Options and Futures
- Investment Banking
- Security Analysis & Portfolio Management
- Project Financing
- Strategic Decision Making
- Strategic Cost and Profitability Management
- Mergers and Acquisition
- Management of Banking
- FSAV I (Financial Statement Analysis and Valuation)
- Global Financial Strategy
- Experimental Economics
- Behavioral Finance
- Equity Valuation and Related Issues.
- Financial Derivatives Engineering
- FSAV II (Financial Statement Analysis and Valuation)
- Advance Risk Management
- Alternative Investments
- Credit Analysis
- Financial Modeling
- Fixed Income analysis
- Global Financial Markets
- Carbon Finance
- International Trade Environment

MANDARIN (CHINESE)

MARKETING SPECIALISATION

- Distribution and Sales Management
- Business Analytics
- Customer Relationship Management
- Integrated Marketing Communication
- Strategic Outsourcing
- Services Management
- Brand Management
- Consumer Focused Product Marketing
- International Marketing
- Strategic Marketing
- Business-to-Business Marketing
- Pricing Strategies
- Retailing Management
- New Product Development
- FMCG Marketing
- Consumer Behaviour
- eMarketing
- Technology Marketing
- Rural Marketing
- Advanced Marketing Research

Term 3

- Strategic Management
- Quantitative Methods
- Organizational Behavior
- Market Research
- Operations Management
- Management Information Systems
- Negotiations



KARMA YOGA

OPERATION & TECHNOLOGY SPECIALISATION

- Logistics & SCM
- Project Management
- Strategic Operations Planning
- Total Quality Management
- Information Security and Risk management
- Supply Chain Modelling and Analysis
- Enterprise Resources Planning
- Demand Planning and Supply Chain Forecasting
- Lean Manufacturing & Process Management
- IT in Banking
- Business Intelligence
- Technology Management
- Statistics and Computer Simulation
- Service Operations management
- Decision Support System
- E-Commerce

SOFT SKILLS TRAINING

STRATEGY, OB & HR SPECIALISATION

- Compensation Management & Reward Process
- Leadership, Influence and Power
- Neuro-linguistic Programming
- Orchestration for Success
- Strategic Sourcing & Corporate Quality
- International Entrepreneurship
- Learning and Development
- Strategy Execution
- Performance Management
- Employer Branding
- Strategic Innovation
- Business Analytics
- Change Management
- Economics of Strategy
- Sociology for HRD
- International Trade & Business
- Upanishads and Transformational Leadership
- Managing the Family Business
- Business & Society
- Doing Business in the Middle Kingdom
- International Business Strategy
- Legal Environment in Business
- Managerial Counselling
- Motivation Theory and EQ

EMPIRICAL STUDY

Great Lakes Institute of Management firmly believes that the best way for students to advance their knowledge is to question the existing as well as the old conventions and establish new fundamentals. By way of better achieving Great Lakes' objective of creating business ready managers, a mandatory empirical study has been introduced as part of the PGPM course. Empirical study is the best way to demonstrate that belief. Apart from the regular academics, introduction of the empirical study gives student a chance to do an in depth analysis on any contemporary topic of his/her choice. Every student has to carry out an empirical study in the form of a real life study on a chosen topic, under the guidance of prominent faculty members. In the course of empirical research, the student attempts to study accurately the interaction between dependent and independent variables, by defining a hypothesis, gathering information, analyzing data and then accepting or rejecting the hypothesis based on the analysis and finally documenting the findings. The practical benefit of writing an empirical article is that the students learn how to actually persuade and convince others- by culling out relevant information, gathering and analyzing data and presenting the output to support one's stand. The accumulation of evidence for or against any particular theory enable planned research designs for the collection of empirical data, and academic rigor plays a large part in judging the merits of research design & findings.

This project spans over the entire duration of the course. This is an individual project spanning the entire year, and is worth 6 credits. The expected outcome of the empirical study is a paper co-authored by the students and the faculty guide.

Out of the 125 empirical studies completed last year, the following three studies were selected as the Top 3, listed here (a two-step selection procedure was followed: 30 papers were first shortlisted; all those 30 papers were then anonymously judged):

1. Impact of F&O Volume, VIX and FII Volume on NIFTY
Nithya Ganesan; Yamuna Priya Ramiah; Shiva Shekhawat
2. Simulation of multi-attribute models for E-procurement
Vidhyasagari Sundaram; Hitesh Jain
3. Transformational leadership in health care sector: Role of gender and emotional intelligence
Nithiya Loganathan

This study brings in an excellent opportunity to translate management concepts from the classroom to the field so that the expected transformation of the students into business ready managers takes place effortlessly.



KARMA YOGA

“The salt of life is self-less service. The bread of life is universal love. Life is not fully lived, life has not been fully realized, if you do not serve and love the entire humanity. The secret of true life is in the love of God and the service of humanity. Live to help others. The Divine power will stream through you as a life-giving force.”

~ Swami Sivananda

The above quote embodies the intrinsic value that is all but lost in today's world of greed and materialism. The disastrous consequences of immoral and selfish conduct in business world have become such common-say that mankind today has accepted it and developed a stoical approach towards it. Fortunately, there has been a growing unrest among the people in general and once again the fundamental premise of accountability and responsible management has risen from the ashes and it is becoming a major force defeating the evil of greed and unethical business conduct.

This has largely been possible because of the rise of a small group of transformational leaders who have gradually become a major force in fighting the evils that plague the business world. At great lakes we believe in moulding such transformational leaders. Students who join great lakes go through a rigorous curriculum that holistically develops their skills that help them not only in solving business problems but also become leaders who transform an organisation in a holistic way. One of the major activities that Great Laker students undergo as a part of their mandatory curriculum is that of “KARMA YOGA” which helps the students to connect to the socio-economic roots of the country and play a role in bringing about a positive change in the vicinity of their college campus.

As a part of this project the students undertake various activities that help transform the lives of the local villagers living in the same district as the college. Several activities focussing on education for the blind and the under-privileged children, old age homes and rehabilitation have been undertaken. The vision is to create a sustainable and beneficial relationship between the academia and society through Karma Yoga.

There is a student driven committee guided by Dr. Venkat R. Krishnan(Director, Yale-Great Lakes Centre for Management Research) that coordinates the efforts of 300 PGPM students in 30 + nearby villages. The activities that our students engage in include educational assistance, career counselling, small scale

business setup consultation, micro-finance, waste and water resource management, rain water harvesting and health awareness. Some village activities are also done in collaboration with IGCAR (Indira Gandhi Centre for Atomic Research), Kalpakkam.

The Karma Yoga project is a tool that is used to imbibe into the Great Lakes' students a sense of responsibility towards their society and to channelize their energies towards the betterment of the under-privileged section of the country. It is also a great methodology that indirectly gives lessons to our students on constraint management, resource optimisation, innovation, leadership, team building and communication. It is thus a symbiotic relationship that develops between the villagers and the students as through volunteer work villagers are benefitted immensely and the students internalise key concepts of management through experiential learning by participating in the Karma Yoga Project. The impact this project has on the personality of the students is life-long and each and everyone develops a value-system that helps them become transformational leaders in the corporate world.



HR CONCLAVE

In these times of economic difficulty, it is perhaps appropriate to ask where we stand on the Human Resources front, with respect to our organizations. While economic profitability and prosperity are by nature cyclical, Human Capital stays with an organization steady right through. In fact, great organizations leverage their Human Capital to overcome the tough times.

As is the case with most other functions of business, one of the key challenges for the Human Resource Management fraternity is maintaining strong relationships with their customers i.e. their employees, despite the demanding situation. While some have succeeded, others have struggled. The ones who have met with success are leaders in the true sense of the term. The Great Lakes Human Resource Conclave is an attempt to bring to the fore these leaders and unravel the perceived mystique behind excellent Human Capital Management. Importantly, these speakers would present views and strategies to gear up for the upturn wiping away the negative externalities of the recession.

Great Lakes Institute of Management has taken a strong initiative to tap the learning from the experiences of highly eminent HR leaders belonging to companies from various sectors.

Started in 2008, 'Great Lakes Human Resource Conclave', is envisioned as a unique platform to bring together the best of HR leaders in the industry and the potentially great managers of the future. The event includes panel discussions and speeches from distinguished speakers pertaining to the central theme of the event. The HR leaders are invited from various industries and offer industry-specific insight about the theme.

Last year, the event was organized at our "LEED Platinum-rated Green Campus" on 5th September, 2009.



The chief guest for the 2009 event were:

Mr. R Seshasayee,
Managing Director, Ashok Leyland Limited.

Mr. Srini Raju,
Managing Director, Peepul Capital Advisory Services Pvt. Ltd.

The Keynote Speakers for the 2009 edition of the event were:

Mr. S Ramakrishnan (IAS)

Mr. Jay Desai – Founder & CEO; Universal Consulting India

Mr. Durjoy Patranabish – Country Head; Redpill Solutions

Mr. Ravishankar B. – Head – Organization Development & Effectiveness; HCL

Mr. S. V. Nathan – Director, Talent; Deloitte, US India Firms

Ms. Bhavana Isaar – GM, HR – India Region; British Petroleum

Mr. Samuel Chandar – Senior VP, HR; Henkel India

Mr. Puneet Jetli – Senior VP, HR and Head, People Function; MindTree Ltd.

Dr. Pramod Solanki – Head-People & Organization Development (E&C Division); Larsen & Toubro Ltd.

Mr. Subramaniam Arumugam – Senior VP, HR & Admin; Consim Info Pvt. Ltd.

Mr. Sudhir Warde – Executive VP, HR & Talent Development; Larsen & Toubro Infotech

Ms. Richa Gulati – Economist, Watson Wyatt Worldwide

The Panel Discussion members for the 2009 event were:

Mr. Ramkumar Ramamoorthy (Mod) – VP, Marketing & Communications; Cognizant Technology Solutions

Mr. Edwin Sudhakar – Senior Manager, HR; Saksoft

Mr. Bijumon Jacob – Senior Manager, HR; Verizon

Ms. Kalpana S. – GM, HR; Sical Logistics Ltd.

Ms. Vishnu Priya – Manager, HR; Tecpro Systems

H R Conclave provides a wonderful opportunity for the students and to interact with industry leaders and gain insights into the domain of Human Resource Management.





CENTRES FOR EXCELLENCE

MARG CENTRE FOR EXCELLENCE IN INFRASTRUCTURE

“Our GDP growth rate would run two percentage points higher if India had decent roads, railways, and power.”

- Dr. Jagdish N. Bhagwati,
Professor at Columbia University.

A Centre for Excellence in Infrastructure, namely “Marg Centre for Excellence in Infrastructure” was created by Marg Constructions Limited at Great Lakes Institute of Management with an objective to develop business models and solutions for growth and development of infrastructure in India and abroad. This is specifically to lead a focused research on formulation of strategies that can help, enable and further strengthen the success and growth of Indian infrastructure companies, besides helping the industry stand out as leaders and scale up in the global arena as successful enterprises.

Great Lakes strategic alliances with premier institutions such as Yale School Of Business, Stuart Graduate School of Business - Illinois Institute of Technology, Chicago; Nanyang University, Singapore; Indian Institute of Technology, Madras etc. would be leveraged in making available the best of global academic and research minds for the purpose of adding valuable inputs to the center’s research activities as well as aid in achieving the objective. The role and activities conducted by “Marg Centre for Excellence in Infrastructure” would be:

- a) Academic Research
- b) Industry oriented dissemination of the learning
- c) Advisory to the government and society

T S SRINIVASAN

CHAIR ON ENTREPRENEURSHIP

T S Srinivasan Chair on Entrepreneurship will play a catalytic role through focused research, teaching, training, consulting, evangelizing and other suitable ways in fostering and enriching entrepreneurship in India.

The activities conducted by the Chair would be two-fold: academic research and industry oriented dissemination of the learning by way of teaching, training and management consulting that would symbiotically engender further research and learning. It will also study the strategic approach, structure, systems & processes appropriate for this type of ventures. Such intense investigation, improvement, and development of appropriate practices and methodologies will help the entrepreneurs as well as industry in standing out as leaders and scale up in the global arena as successful players.

Research Objective:

- 1) Study the nature of entrepreneurial businesses - their drivers and critical success factors with a view to evolve new/improved business & management models for such entrepreneurial businesses
- 2) Create and study management processes & systems for entrepreneurial businesses to succeed in the global business environment
- 3) Conduct study on the leadership and the human resources management styles and practices required by entrepreneurs to succeed
- 4) Study / explore the critical trends, challenges, and opportunities for entrepreneurial businesses today and in the future
- 5) Convert result of study into appropriate teaching, training and consulting materials



KOTLER SRINIVASAN CENTER FOR EXCELLENCE IN MARKETING

The Kotler-Srinivasan Center for Excellence in Marketing was created to bridge the academia-industry gap in marketing intelligence, analytics and insight-led solutions. The aims of the centre include academic research and industry-led consulting innovations in keeping with the needs of marketing managers across the country.

The Institute, during the visit of the marketing legend, Dr Philip Kotler, announced that it has identified its core competence in the area of marketing and that it aims to become a school reputed for marketing excellence. With this, Great Lakes is following the footsteps of premier US B-Schools, which are known to have focus in one area.

Giving the rationale for focus on Marketing, Prof Sriram, Executive Director, said that Great Lakes has an unparalleled intellectual support from the illustrious marketing professors of the world. The legendary Dr Philip Kotler visited Great Lakes and continues to support in all forms. Dr Seenu V. Srinivasan, the Adams distinguished professor of Marketing Research of Stanford University, regularly teaches here. In addition to that, Dr Paul Prabhaker, Associate Dean, College of Business Northern Illinois University, Illinois, USA, has keen involvement in the operations of the Centre.

To take marketing focus further, Great Lakes, along with Dr. Philip Kotler, announced setting up of “Kotler-Srinivasan Center for Marketing Research” for enhancing marketing based research in India. This center receives financial as well as knowledge support from both the stalwarts on which the center is named. A member of the Academic Advisory Council of Great Lakes, Dr. Kotler is involved with his key research projects at this B-School.

The objectives of the Kotler Centre for Excellence in marketing are:

- To undertake original academic research and investigate enquiry into marketing problems facing Indian companies
- To provide consulting solutions to companies faced with issues pertaining to business intelligence advanced analytics and data mining
- To conduct training and intensive acclimatization in the areas of business intelligence analytics for management faculty in addition to developing “think tank” that can design original course ware for management students in Indian institutions







UNION BANK GREAT LAKES CENTRE FOR BANKING EXCELLENCE

Union Bank Great Lakes Centre for Banking Excellence (UBCFE) has been established at Great Lakes Institute of Management to conduct research on learning programs and undertake initiatives in the field of Banking Financial Services and Insurance Investments.

The Center will have a panel of eminent industry leaders from the likes of Mr. Y. V. Reddy (Former Governor, Reserve Bank of India), Mr. N. Vagul (Former Chairman, ICICI), Dr. S Narayanan IAS (Former Economic Advisor, PMO), Mr. Deepak Parekh (Chairman, HDFC & IDFC), Dr. Omkar Goswamy (Founder, CERG), Dr. Shyam Sunder (Yale University), Dr. Raghuram Rajan (University of Chicago) among others, in the form of an Advisory Council, which will do the guiding, coaching and mentoring roles in the endeavors of the Center.

Dr. S. K. Shanthi is the Chair Professor, Union Bank - Great Lakes Center for Banking Excellence.

The research objectives of this centre are -

- To understand and map the inherent nature and dynamics of banking business- their drivers and critical success factors
- To design and/or improve upon the suitable strategy business an management models for such banking businesses.
- To study, create and validate management processes and systems suited for banking businesses to meet and succeed in the global business environment
- To do research on leadership and human resources management styles and practices required by banking businesses.
- To study/explore the critical trends, challenges, and opportunities for banking business today and future.
- To convert all the above into appropriate teaching, training and consulting material.

SUCCESSFUL WOMEN IN MANAGEMENT (SWIM)

Over the years, the Indian woman has come a long way from playing the passive role of a caretaker at home, to being an active contributor in the social and corporate arena. Despite scaling great heights in all fields, the percentage of women at the top management and leadership positions is relatively minor. We, at Great Lakes believe that the presence of a larger proportion of women in such roles will enable organizations to be effective, ethical and socially conscious entities. With its genesis in 2007, the Successful Women in Management (SWIM) event is an initiative by the students of Great Lakes to empower women with the required traits, to assume leadership roles in the corporate and social spheres. This annual event aims to highlight the achievements of successful women and promote the spirit of leadership amongst them. It facilitates personal and professional development of the students through interactive forums, discussions and power talks.

An exclusive SWIM event gives the audience an opportunity to interact with and gain insight from eminent women in their respective fields. Over the years, several inspirational and distinguished women personalities like Kiran Bedi, Kanimozhi Karunanidhi, Anu Aga, Sudha Raghunathan, Mridula Mahesh, Rajshree Pathy, Mallika Srinivasan, Jeyashree Ravi, Indra Subramanyam and Hemu Ramaiah have been a part of SWIM. SWIM strives to develop, encourage and nurture women leaders in management in accordance with the changing times and thus enhance their contributions to the society at large.



GREAT LAKES HERALD

"Great Lakes Herald" is a half-yearly journal of the Great Lakes Institute of Management, Chennai, India. The mission of this journal is to present new evidence that describes the world of management and business and translate research findings on important issues concerning management and business for non-specialists. It aims to publish articles and writings based on empirical research.

The journal contains management and business related articles that are based on research findings and has a panel of eminent professors as editors with the chief editor being Prof. Venkat R. Krishnan. Inaugurated on 23rd Dec, 2006, by Ms. Indra Nooyi, Chairman and CEO of Pepsi Global, along with eminent academicians led by Prof. Seenu Srinivasan of Stanford, Herald is carrying on the legacy of encompassing important issues and developments concerning management and business in the form of selected research reports, innovative perspectives and industrial case studies.

The journal publishes empirical research that tests, extends, or builds management theory and contributes to management practice. All empirical methods -- including, but not limited to, qualitative, quantitative, field, laboratory, case study, meta-analytic, and combination methods -- are welcome. To be published in "Great Lakes Herald," a manuscript must make strong empirical and theoretical contributions and highlight the significance of those contributions to the management field. Thus, preference is given to submissions that test, extend or build strong theoretical frameworks while empirically examining issues with high importance for management theory and practice. The journal is not tied to any particular discipline, level of analysis, or national context.



VIRTUAL FEED TERMINAL

The current global financial mayhem has thrown an opportunity and the call for a different genre of financial experts who can comprehend the principles of capital market adapt to its dynamic behaviour and minimise the risks involved with them. Great Lakes takes a leap forward to set up a state-of-the-art ONLINE TRADING CENTRE in this financial turmoil to provide training to tomorrow's financial managers. At present, the Lab will comprise trading terminals and a 24X7 giant trading screen in the midst of real time data from various stock exchanges like NSE, BSE and other global stock exchanges. The massive database and news resource in online trading centre will facilitate the prospective equity research czars to validate their theoretical principles of the capital market with the current financial news and data.

STUDENT COMMITTEES:

GREAT LAKES NASMEI – KOTLER SRINIVASAN COMMITTEE

The GL-NASMEI-KS Committee undertakes the year round activities of the Kotler Srinivasan Centre for Market Research. Each year the centre organises the Great Lakes NASMEI Marketing Conference and the Analytics Conference which attract marketing experts from all over the world. During the past two years we have had presentations by professors and doctoral students from USA, India, Australia, New Zealand, Singapore and Hong Kong.

BRANDING & PUBLIC RELATIONS COMMITTEE

"A brand is a living entity and it is enriched or undermined cumulatively over time, the product of a thousand small gestures" – Michael Eisner, Former CEO of Walt Disney. BPR- The Branding and Public Relations Committee – with the aid of a small core and multiple dedicated sub committees, strives to position Great Lakes as the brand it deserves to be. Coordinating with the advertising agency, press and media, helping the organization of events, social networking, blogging and corporate interface – this is but a small set of activities, the BPR committee engages in. As proud flag bearers of the Great Lakes brand, BPR is instrumental in making sure that the right brand values of the institution are consistently communicated to the external world.

The challenge of the work in BPR lies in its variety. Not every event is the same and neither is every stakeholder. "Variety is the spice of life" – this axiom epitomises the functioning of the committee and its members consistently rise up to the multitude of challenges that every day brings in and relish in converting them to opportunities.



FINCOM

The Finance Committee strives to increase the awareness of the finance discipline at Great Lakes by working closely with students, faculty & professionals. The responsibilities of FinCom include (but are not limited to) the following tasks :-

- Augmenting the existing finance curriculum through guest lectures & seminars by distinguished academicians
- Providing students with opportunities to interact & gain valuable industry insight by inviting eminent individuals from the financial services sector
- Organizing GLFIC – Great Lakes Financial Inclusion Conference & conducting Finance competitions, Online simulation games, etc.
- Promoting & encouraging Finance Majors to generate products and models of high impact for the Financial Services Industry through Internships & Empirical Studies.
- Monthly Newsletter discussing about contemporary issues in finance, markets, global trade etc.

Financial Research & Trading Lab provides students with an opportunity to integrate theory with practice. Students get a hands-on experience with trading in stock markets, forex, commodity markets, etc. Live feeds from BSE, NSE & Live News streaming provide students with real-time market data. The Investment Management Club is dedicated to providing a common forum for discussion on equity markets, investment analysis, portfolio management, analysis of microstructure and macro trends, company financial analysis, etc. The Student Managed Investment Fund empowers students with the opportunity to manage a live fund & discuss stock specific recommendations, industry analysis etc.



INDUSTRY ANALYSIS REPORT COMMITTEE

The IARCom (Industry Analysis and Reporting Committee) is a one of a kind initiation by the Great Lakes Institution of Management which aims to study and analyse different industries, and present these views in the form of an annual report.

Leveraging various in-house expertise nodes such as the Kotler-Srinivasan Centre for Marketing Excellence, in-house committees, the members of the our Business and Academic Advisory Councils, as well as other intellectual capital that Great possesses, we aim to provide a 360 degree view, analysis and information. Using detailed interviews with decision makers, members of the research & reports industry and our alumni in various sectors, we are able to judge the unique research requirements of the different sectors, and provide a report that is actionable, solution oriented and pragmatic.

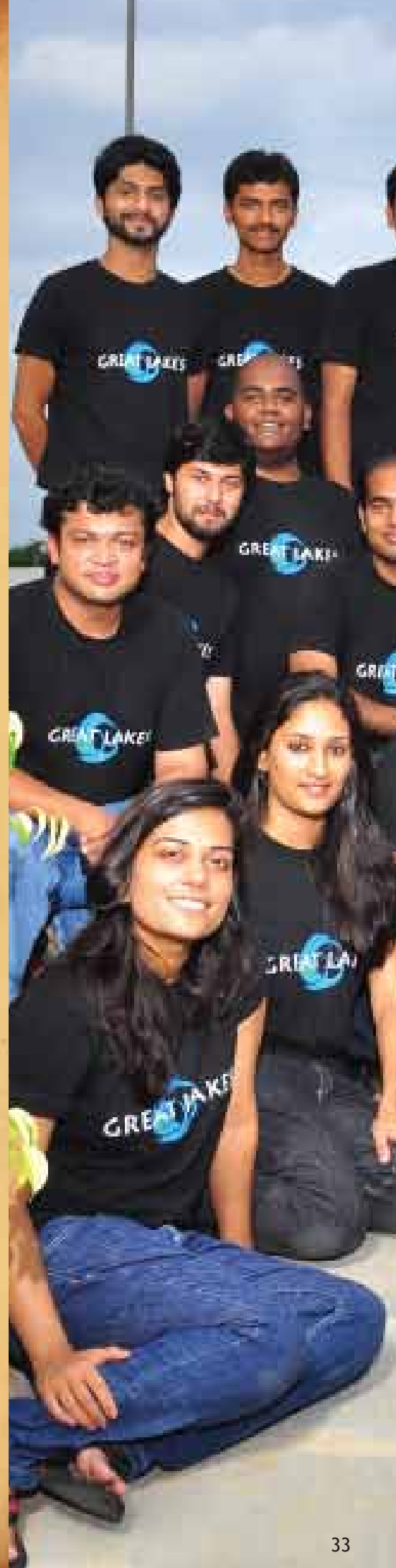
For the next few years, the committee will concentrate on Energy and Infrastructure. Maximising strong connections with industry players such as India Cements, MARG (via the Great Lakes MARG Centre for Excellence in Infrastructure), the Bauer Global Energy Management Institute, and other primary and secondary sources of information, we will give an in depth view and analysis on these crucial sectors which are to be the backbone for strengthening the Indian economy and industry competence for years to come.

ALUMNI COMMITTEE

The Alumni, brand ambassadors of the institute, are its face to the external world.

The Alumni are brand ambassadors of our Institute to the world and are a basis of information coming from the diversified industry. The Alumni Committee helps the Alumni of the institute to stay in touch and meet their colleagues and most vitally their alma-mater. They impart the information from the alumni to the college so as to better align the institute to the changing trends of the industry. This information helps the college management in updating the curriculum which appendages the institute's goal of preparing business ready managers.

The Great Lakes Alumni Association (GLAA) provides the forum for the Alumni and the institute to carry out the exchanges. Great Connect, a monthly newsletter, keeps all the associate members on the same page. The Committee also manages the Annual Alumni Get-Together which is the most cherished event in the Alumni circle. This daylong event brings the Alumni and current students on the same platform. Students get a chance to update their knowledge and understanding of the industry while Alumni enhance their network.



YALE CONFERENCE COMMITTEE

Yale-Great Lakes Center for Management Research aims to promote, facilitate and advance India-centric management related research, which contributes to the development of basic and applied knowledge in the field of management. In its 4th meet, the International Research Conference had various research papers presented on the theme and on areas of business and management including finance, human resources, marketing, operations management, organizational behaviour and strategy.

The conference was graced by distinguished speakers such as Dr. Bala V. Balachandran from Northwestern University, Shyam Sunder from Yale University, Seenu V. Srinivasan from Stanford University and Venkat R. Krishnan from Great Lakes Institute of Management.

Keynote speakers included Vasanthi Srinivasan from IIM Bangalore, Siva Nathan from Georgia State University, Navniet Sekera, I.P.S., Lucknow and Gerrit De Vylder from Leuven University, Belgium.

Research papers from institutes including Amity University- Rajasthan, Anna University- Chennai, Annamalai University, Cochin University of Science & Technology, Great Lakes Institute of Management- Chennai, Hindustan Springs Mfg. Co- Bhadravati, IBS- Ahmedabad, IIT- Roorkee, PSG Institute of Management- Coimbatore, Rajagiri School of Management- Ernakulam, Reva Institute of Technology & Management- Bangalore, SSN College of Engineering- Kalavakkam and University of Windsor- Canada were presented.

ENTREPRENEURSHIP DEVELOPMENT FORUM

The Great Lakes Entrepreneurship Development Forum (EDF) opens doors for Great Laker to explore into their entrepreneurial instincts by helping students in creating business plans and participating in business plan contests, conducting workshops on idea generation and incubating feasible business plans. EDF conducts the Great Lakes National Level Business Plan Competition “Kalteet”. EDF works closely with organisations like IMCI, NEN, CII Young India Programme and TiE to encourage entrepreneurship among young minds. EDF, with the help of these associations, has conducted a Start-Up Jobs event with NEN and they brought TiE Chennai Fund for funding and guidance. An elective course “International Entrepreneurship” has been introduced in collaboration with IMCI.

The EDF also organised the intellectually stimulating, socially responsible and financially rewarding 2nd Entrepreneurial Conference on “Incubating Innovation & Entrepreneurship”. The conference encouraged ideas about inspiring, nurturing, supporting and thereby incubating Entrepreneurship in India and Abroad.

The EDF has successfully embarked on some exciting live consulting projects in the areas of Market Research, Expansion Strategy, MIS Strategy, Behavioural Research and Marketing Plan. In short, EDF hails the entrepreneurial spirit in every Great Laker.



CIECOM

The Centre for Innovation and Entrepreneurship Committee (CiECom) is an initiative at the Great Lakes Institute of Management that aims to contribute to India's grassroots-level economic development by creating, nurturing, and sustaining successful business enterprises. Fostering a culture of entrepreneurship among students, the CiE aims to enable the mushrooming of socially-responsible entrepreneurial ventures built on a foundation of creativity and innovation.

In order to achieve its goals the CiE embraces a three-step approach to fostering entrepreneurship:

1. Idea-to-opportunity: identification of feasible business ideas, and matching them with identified capabilities and market gaps
2. Innovation: encouragement and assistance of technology/business based innovations that follow from ideas identified previously, thereby converting business ideas into business plans
3. Incubation: funding, establishment, and monitoring of the business plans that have been implemented

With the aim of nurturing successful entrepreneurial development, the CiE provides an Innovation Lab dedicated to the identification of innovative business solutions. Through a series of partnerships, the CiE provides access to external expertise such as technology access provided by the

IIT-Madras and business process access provided by IBM, as well as internal expertise such as customer and market research provided by the Kotler-Srinivasan Centre at Great Lakes. The CiE also facilitates mentorship of aspiring entrepreneurs by connecting them with organizations such as TiE, CII and FICCI. The CiE also leverages its connections with investing angels, assisting and guiding entrepreneurs in acquiring financial support for their new business ventures.

The importance of entrepreneurship to the economic development of the country being well understood, entrepreneurship has become one of the most important focal points of business education all over. With the right combination of partnerships, expertise and support, the CiECom at Great Lakes is perfectly positioned to provide the entrepreneurial solutions solely needed by Indian society.



CONSULT-COM

The Great Lakes Institute of Management Consulting Committee is a club run by students under the guidance of esteemed faculty members. Its activities broadly include Management Consulting, Strategic Management, Risk Advisory, Process/Operations Consulting, IT Consulting, Marketing/Financial Consulting etc.

The club provides opportunity for liaising with Global Consultants, professionals, faculty and alumni members through organized activities, which helps students to prepare their career in consulting outside the classroom environment. Additionally, the club is responsible for procuring real industry projects that not only give students a real time experience of working on consulting assignments but also provide innovative and out-of-the-box solutions to the client. The club also provide students with social and professional opportunities to build up their network in Industry. The club aims to provide its members with opportunities to participate in consulting assignments that would provide them an insight of the consulting domain.

The objectives of this committee are:

- To create and maintain long-term corporate relationships with top consulting firms and consulting clubs of different B School around the world
- To deliver high quality consultants for Consulting Industry
- Develop knowledge and interest about the consulting practice within student community
- To become a hub for coordination and operation of all consulting related activities within the campus
- To arrange all resources necessary to build content and competency pertaining to consulting practice in campus
- To become a world class student run consulting club and bring best of the project available in industry for student community



PLACEMENT COMMITTEE

In line with Great Lakes' objective of preparing Business Ready Managers with the right attitude, team skills, result-orientation and ethical consciousness, the Institute at the end facilitates placement, by bringing together one of the principal stakeholders – the corporate and participants of the programs. It is therefore necessary that a suitable platform is provided for this process which is beneficial to both, the company and the student. Besides, in this challenging environment, it is of paramount importance for the participating companies to find a suitable incumbent who fits their criteria.

Placement Committee in Great Lakes Institute of Management is a student driven body with twin objectives of, "Finding every participant an appropriate profile and providing the employer with the best". Placement Committee facilitates the entire placement process, ensuring a smooth transition for a participant from campus life to a corporate one. Our values drive us to ensure that companies are able to select committed and competent resource with character. We also understand that management graduates want to select companies and careers of their choice. The Placement committee is the bridge between these two entities ensuring a smooth transition.



ALUMNI QUOTES



Narasingarao Dataram

Batch 2004 - 05

Executive Vice President,
e4e Technologies.

“Great Lakes has scaled great heights since its inception just over 5 years ago under the guidance of Uncle Bala. Great Lakes’ strength is in providing its students with distinguished faculty from India and overseas and an industry focused course curriculum. This is evident from the fact that 100% of the students have been able to secure placement even in these times of economic slowdown. The recently inaugurated & beautiful platinum rated campus is another feather in the Great Lakes’ cap. The residential campus along with the internationally reputed faculty and diverse student profile are some of the primary contributors in making Great Lakes as one of the topmost B schools in the country in this short span of time.”



Ranjit Menon

Batch 2004 - 05

Investment advisor,
IDG Ventures India.

“Understanding business from a global perspective is the order of the day and Great Lakes, with a great mix of international and Indian faculty provides that right balance to business education. My stint at Great Lakes has also given me an opportunity to engage with some fantastic professionals and people, a network that continues to build and one which I am proud to be a part off.”



Sanjeev K Panicker

Batch 2004 - 05

Asst Vice President,
Scandent Group Incorporation, NY, USA.

“For a mid-level executive with more than 12 years of industry experience, it was an interesting transition to become a student again but the value-add from this program turned out to be beyond expectations. In today's economy, the long learning curve is a luxury long gone. Today, trends peak in weeks, not years. Windows of opportunity open and close overnight. Success in today's rapidly progressing world requires hands-on skills to anticipate change and seize opportunity. The Great Lakes experience under Uncle Bala's able leadership, enabled me to gain these skills at an accelerated speed and within a reduced time span without losing the focus on the most important aspect of life - family ethos and values. The one year PGPM rounded out my experience and education reshaping my thinking and enhancing the degree of precision and focus that I can bring to create value.”



Manik Kinra

Batch 2006 - 07

Business Development Manager, Financial Services,
CSC UK.

“Great Lakes provided me with an opportunity to learn from the best brains across the globe and interact with peers who brought wealth of experience and knowledge. It also provided me with a platform for networking and with memories that i will cherish forever.”



Sitashwa Srivastava

Batch 2006 - 07

Co-founder,
creADvity.

“The biggest learning I had at Great Lakes was a substantial broadening of perspective. With a great team of academicians to guide the students and multiple opportunities to network with the who's who of the industry, Great Lakes certainly fulfills its promise of creating 'business-ready' managers.”



Kartik Kannan

Batch 2007 - 08

Product Manager,
Cleartrip.com.

“Great Lakes has been a milestone worth staring at in my trek towards reaching the top. The high quality interaction with peers and faculty members, the case study approach, the way you go about facing competition and the perspectives it brings to table certainly sets it apart. Over the 1 year at Great Lakes, working in a intensely competitive environment helped us see the corporate world and the possible problems that may arise, and more importantly the attitude required to take firm decisions.”



Prashant Shastri

Batch 2007 - 08

Senior Manager,
Kotak Mahindra Bank - Business Banking Group.

"1 year PGPM Program at Great Lakes - Chennai provided me the opportunity to learn and develop analytical and business skills in specialization of my interest which ultimately led me towards a related career. Interaction with industry experts, opportunity to learn from world class faculty, a diverse peer group with industry experience and opportunity to excel in different student groups all add up to one's personality when they succeed out of Great Lakes."

RECRUITER QUOTES

"I am intrigued by the brilliance of students of Great Lakes of Management Studies. What attracts me most in GLIM's students is their ability to analyze business problems in a holistic manner and not entirely on a functional dyadic mode. Their perseverance and work place commitment are exceptional. I am sure one day we will be able to see any of them leading corporate world like any great b-schools of the world'

Tapan K. Panda
President (Marketing & Corporate Affairs)
Everonn Education Ltd.



"If an institute's brand equity has any correlation to the faculty, students and founders, then on each account we experienced excellence"

Rahul Taneja
Sr. Vice president &
Head Corporate Human Resources
Essar Group



"TCS has been a regular participant at Great Lakes and holds the competency of the students graduating from the institution in high regard. We are extremely happy with the self-motivation, self-learning attitude and team work exhibited by the students which has set an example for the teams they have been associated with. Their confidence is reflective of the high quality of education imparted to them. We are thankful to the institute for the valuable support extended and hope to nurture this bond in the years to come"

Serena Kroby Kuriakose
Corporate Talent Acquisition
Tata Consultancy Services



We are pleased to be associated with Great Lakes Institute of Management, one of the premier management institutions in India. Great Lakes stands out in providing high quality education and "business-ready" management professionals, which is evident from the exemplary performance of the institute's alumni in Cognizant, year after year. The graduates of Great Lakes have made a significant contribution to key management and domain-specific consulting engagements in Cognizant, and have made a mark through their rich expertise, perseverance, and attention to detail

Lakshmi Narayanan
Cognizant Technology Solutions



The students we recruited from Great Lakes have exceptional communication and grasping skills. The prior experience the students have helped them quickly adapt to the new work environment at Kotak. They possess rich values and have a good knowledge of the industry.

Balaji Sadasivam
Area Manager - Privy League - TN & Kerala
Kotak Mahindra Bank Ltd



GLIM students are at par with the best in the country. They come with a unique blend of prior business experience, strong academics, good grounding in business concepts, and a sense of humility which equips them to take on managerial roles from the get-go and be successful in those roles".

Maneesh Chandra
ZS Associates



"Great Lakes adopts a judicious mix of theory and practical application, which equips its students with the requisite skills needed in being corporate citizens of the world. We have recruited students from this premier institute, who have consistently demonstrated a keen understanding of the Telecommunication environment. Student adapt rapidly to our ever-changing needs and we look forward to a long and expanding relationship with the institute and its students."

S.Thennavan
Head - People & Organization (TN & Kerala)
Uninor



"The students we recruited from Great Lakes are very stable in the organization and a majority of them are a part of the high performance bracket. The fact that all the students come with prior industry experience helps them adapt to highly competitive work environments such as that at Infosys."

MD Pai
Director-HR, Infosys



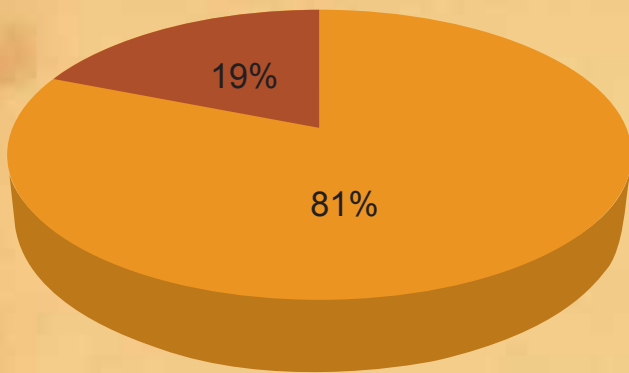
"The students come with strong grasping skills, structured line of thinking, high sincerity and dedication levels. They are focused and have a strategic approach. Their analytical abilities are also a worth mention. L&T believes they are good assets to the organization."

Yogi Sri Ram
Executive Vice President, HR & Admin, L&T



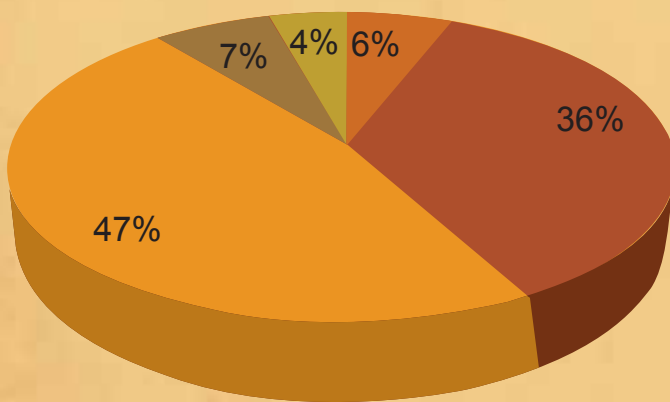


CLASS PROFILE



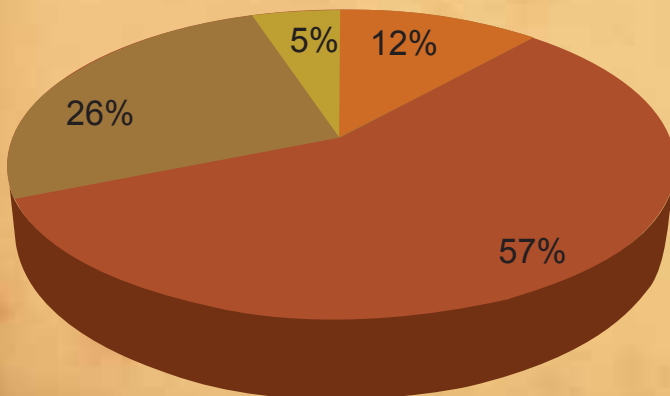
EDUCATIONAL BACKGROUND

- Engineering
- Others
Economics, Psychology, Law, Hospitality, Mathematics, CFA, Fashion Technology, Commerce, Media, Finance, Science



WORK EXPERIENCE

- Less than 2 years
- 2-3 Years
- 3-4 Years
- 4-5 Years
- Above 5 years



AGE

- Under 23
- 23-25 years
- 25-27 years
- Above 27 years

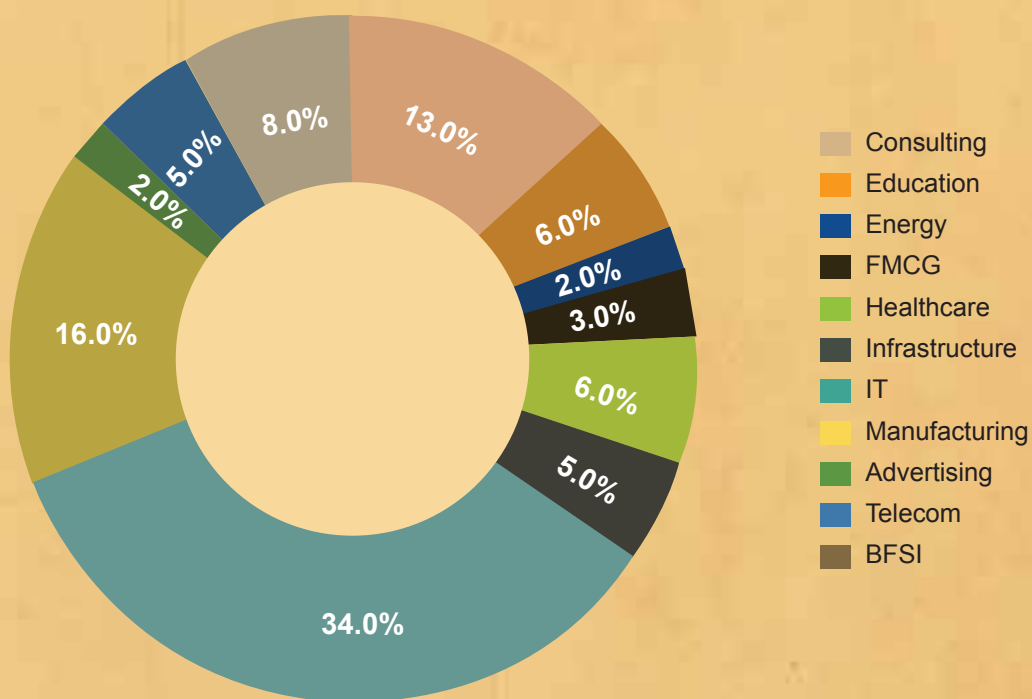
PLACEMENT 2010 SNAPSHOT

Great Lakes Institute of Management, carrying forward its legacy of creating Business Ready Managers, has successfully placed its class of 2010. The placement season stood testament to the ever growing stature of Great Lakes as a vanguard of managerial talent development in the country.

Industry Categorization

The placement profiles were diverse in nature and included companies from BFSI, Education, Energy, FMCG, Healthcare, Infrastructure and Advertisement and Energy sectors and the majority of offers came from IT, Consulting and Manufacturing companies at 34%, 13% and 16% respectively.

PLACEMENT STATISTICS FOR 2010



Batch Size	260
Number of Students Placed - In Campus	224
Number of Students Placed - Off Campus	36
Average Salary	Rs 8.7 Lacs per annum
Median Salary	Rs 8.5 Lacs per annum
Highest Salary	RS 24 Lacs per annum
Lowest Salary	Rs 5 Lacs per annum
Number of Companies that visited campus	76

PLACEMENT TEAM



EAT LAKES

SCHOOL OF MANAGEMENT, CHEMUNUR

POST BOX NO. 1000, HANUMAN ROAD



EVENTS 2010



Shri Ratan Tata inaugurates "Tecpro Faculty Block"



First Great Lakes International Analytics Conference



Inauguration of SWIM (Successful Women in Management)



Shri N.R. Narayana Murthy, delivers the Sixth Convocation Address



Dignitaries at the Great Lakes Financial Inclusion Conference



Shri Jamshyd Godrej at Students' Open House



Hon'ble Professor K. Anbazhagan inaugurates PGWPM (Post Graduate Working Professional Program in Management)



GREAT LAKES

INSTITUTE OF MANAGEMENT, CHENNAI

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City Office: 19, North Mada Street, Srinagar Colony, Saidapet, Chennai - 600 015. Ph: 044-4312 3126.

e-mail: placementcell@greatlakes.edu.in Website: www.greatlakes.edu.in



MoU:

