

BUSINESS READY

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Great Lakes has consistently been one of the most innovative business schools in India with focus on business relevance and academic excellence. With mentorship from world class faculty, a cutting edge curriculum and globally benchmarked processes, our programs help nurture high-calibre business-ready managers who can deliver from Day 1. Discover how the next generation of Business Leaders can help transform your business.



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GREAT LAKES AT A GLANCE

1st by ANALYTICS INDIA MAGAZINE | 2018 (Top 10 Analytics Education Institutions)

3rd by OUTLOOK | 2018 One Year Programs

7th by BUSINESS TODAY MAGAZINE | 2018 Top B-Schools

9th by BUSINESS INDIA MAGAZINE | 2017 Top B-Schools

11th by BUSINESS WORLD MAGAZINE | 2018 One Year Programs

18th by NIRF | 2019 Top B-Schools

*Chennai Campus

GLOBAL ASSOCIATIONS



HIGHLIGHTS

2
Campuses

6
Collaborations with leading international universities

9
Centres of Excellence

25+
Global visiting faculty from Stanford, Yale, Kellogg and 50+ full time faculty

42
Renowned global academicians on Academic Advisory Council (AAC)

46
Industry titans on Business Advisory Council (BAC)

100+
Industry leaders on campus in 2018-19

8500+
Alumni members across 30 countries

ABOUT GREAT LAKES, GURGAON

Great Lakes Institute of Management, Gurgaon, established in 2010, has emerged as one of India's most innovative business schools pioneering the adoption of cutting-edge technology in business decision making. In 2019, Great Lakes, Gurgaon received the prestigious AMBA, UK, accreditation and became the youngest Indian B-school to receive it. It was also ranked among the top 5 emerging management business schools by the National HRD Network (NHRDN) for the year 2018-19.

Great Lakes, Gurgaon, was the first b-school in India to offer an Analytics specialization in 2013 and to launch a world class executive program in Analytics (PGP-BABI) which is now ranked No.1 business analytics program in India for 4 years in a row. Great Lakes, Gurgaon is also the first business school in the country to offer specialization in Artificial Intelligence and Machine Learning in 2018.

Great Lakes, Gurgaon, has a pool of renowned faculty with (both) rich academic as well as industry experience, and are capable of delivering the globally benchmarked industry-relevant curriculum. Moreover, the world-class fully residential campus is strategically located in the Delhi-NCR region, facilitating extensive engagement with the industry, including the start-up ecosystem, and benefiting students with the perspectives of CXOs, Policymakers and Entrepreneurs.

The Gurgaon campus currently offers the full time PGPM, PGDM, executive PGP in Business Analytics and other custom executive programs. Both PGPM & PGDM programs are approved by AICTE and have received International Accreditation by AMBA, UK.



**Youngest B-School in India to receive
AMBA, UK Accreditation (2019)**



**Ranked among Top 5 Emerging B-Schools
in India by NHRDN (2019)**



**First Indian B-School to launch Analytics
Specialization (2013)**



WHY ARE GREAT LAKERS GREAT FOR BUSINESS?

Great Lakes has an unrelenting focus on being **Relevant for the Industry**. Right from enrolling experienced students to co-creating the curriculum with the best in the industry and ensuring our students get unparalleled access to industry leaders, we endeavor to transform Great Lakers into leaders who are ready to deliver organizational and functional impact from day 1.

BUSINESS-READY STUDENTS

Great Lakes is one of the first schools in India to have a flagship program exclusively for experienced students who can start delivering on their job immediately after their MBA.

- Our PGPM students form a cohort that is diverse, has a head-start in business and an understanding of cross-functional collaboration. A typical PGPM class at Great Lakes has over 500 years of collective work experience across diverse industries, functions, and geographies
- Our PGDM program is designed to allow the participants to maximize their learning and understand how to navigate the fast changing business world and create value for their future organization

CUTTING EDGE CURRICULUM

Great Lakers build their fundamentals through a curriculum that is constantly innovated to meet the emerging business requirements.

- One of the first B-schools in India **to pioneer Business Analytics** specialization for developing leadership skills, leveraging technology for business decision making, and gaining competitive advantage. Today Great Lakes' Analytics program is **ranked No.1 for four years** in a row
- First to introduce **Artificial Intelligence and Machine Learning** specialization in the curriculum

PERSPECTIVES FROM INDUSTRY LEADERS

Great Lakers meet, interact with and learn from titans of business, global academicians, policy makers throughout the year.

- 100+ CXOs and industry leaders shared perspectives with Great Lakers in 2018-19

SKILLS NURTURED THROUGH EXPERIENTIAL LEARNING

Great Lakers develop problem-solving, team-management and leadership skills through experiential learning opportunities outside the classroom.

- 40 live projects were taken up by the PGPM Class of 2019 across streams such as marketing, finance, analytics etc
- 8-10 weeks of summer internship for the PGDM program provides the participants a rigorous, hands on on-site industry exposure
- Karma-Yoga Experiential Leadership program helps nurture leadership skills including empathy, teamwork and inclusivity through community building

GUIDED BY THE BEST

Great Lakes is guided by some of the most outstanding individuals across the world who are committed to creating a business relevant academic experience for Great Lakers.

- The Business Advisory Council (BAC) is chaired by Dr. Ratan N. Tata and comprises of 46 industry titans
- The Academic Advisory Council (AAC) is chaired by Dr. Bala V Balachandran and comprises of 42 global thought leaders including Dr. Philip Kotler, Prof. Aswath Damodaran, Dr. Srikant Datar, Dr. Shyam Sunder, to name a few

STRONG ALUMNI NETWORK

8500+ Great Lakers work in over 30 countries across 5 continents, with many in leadership roles.



MESSAGE FROM THE DEAN

A value-based education is what we strive to deliver at Great Lakes and you will find our students exceptional not only in the quality of work that they do but in the ideas they bring to the table, the skill with which they implement them and the conscientiousness with which they deliver results.



For the last 15 years, Great Lakes has been in the business of grooming smart managers and exceptional leaders. Our rigorous selection process is designed to select those that have it in them to do what is expected of them and go the extra mile. Competition is cut-throat and ruthless go-getters are the order of the day. However, in the quest for material wealth, we often find ourselves wondering if we should cross the line to make a quick buck. The answer is of course obvious but this is easier said than done. Great Lakes takes pride in the fact that we also make this answer easily perceptible. Our award-winning Karma Yoga interventions are designed exactly to inculcate the qualities of sensitivity, sensibility and responsibility. Profit-making is certainly encouraged, but profiteering and greed are not. A value-based education is what we strive to deliver at Great Lakes and you will find our students exceptional not only in the quality of work that they do but in the ideas they bring to the table, the skill with which they implement them and the conscientiousness with which they deliver results.

I invite you to come to Great Lakes, see for yourselves and understand the work we do here. Take your time to evaluate what we have to offer. I guarantee you that you will need to look no further in order to find outstanding talent who have it in them to make a difference.

Bala V Balachandran

J L Kellogg Distinguished Professor of Accounting & Information Management,
Northwestern University, USA

Founder, Dean & Chairman, Great Lakes Institute of Management, India
Founder & Chancellor, Great Lakes International University, Sri City, India

MESSAGE FROM THE DIRECTOR

A prime location, great faculty, cutting-edge curriculum and close industry relationship makes Great Lakes, Gurgaon a preferred destination for MBA aspirants and a responsive partner to businesses.



Dear Recruiter,

Greetings from Great Lakes, Gurgaon!!

Great Lakes Institute of Management, Gurgaon is guided by the philosophy of producing Business-Ready Managers who can assist organizations in their growth trajectory. The School has emerged as a top B-School contender in a very short span of time. This has been possible due to consistent and unrelenting focus on understanding what the corporate world needs today in terms of the skillsets and competencies in its young managers.

We are the youngest B School in the country to have been awarded the global accreditation by Association of MBAs (AMBA), UK for its management programs. With AMBA accreditation, Great Lakes Gurgaon has joined the league of elite B-schools of the world and is a testament to the Institute's adherence to the best standards in teaching, curriculum, and student interaction.

It has also been ranked among the top five emerging business schools by National HRD Network (NHRDN). The category ranks new business schools that are committed to excellence and innovation and have made a mark in the education space in a short span of time.

To nurture and shape future managers for the ever changing and dynamic world of business the curriculum is designed keeping in mind the requirements of the corporate world. We are the first B School in the country to have introduced Artificial Intelligence and Machine Learning in the programs offered. There is a special focus in the curriculum to cater to the world of new-age business by incorporating suggestions from subject matter experts from the industry.

We are very proud of the world-class faculty at Great Lakes Gurgaon. Faculty members have excellent credentials and have PhDs from leading schools across the world, along with considerable research experience. Also, we have faculty that have rich corporate experience in some of the finest companies. This eclectic combination of theory and practice allows the student to have broad ranging view of business issues. Our selection criteria for admissions is stringent and academic delivery is highly robust and rigorous. Also, we deeply value peer group learning and facilitate the same via various group and individual-driven activities. Other than academics, students also gain exposure from their vibrant community life on campus. They are encouraged to manage and participate in a number of co-curricular and extracurricular activities which provide them with opportunities to grow beyond classrooms. We place high value on developing moral values and ethics among our students as well.

Being situated in Delhi NCR, we have an advantage of being close to the thriving and flourishing startup ecosystem. This has led to a heightened industry-academia interface as we have had business leaders coming to the campus for student interactions, guest lectures and visiting faculty.

Our consistent and excellent placement record year on year validates our innovative pedagogy, highly responsive and ahead of the curve curriculum, and the talent of our students.

We assure you of the quality and work ethics that we have ingrained in our students. I take this opportunity to thank all our recruiters for the confidence and support that you have extended to us over the years. We look forward to nurturing and growing old relationships and onboard new recruiters for a long-lasting and mutually beneficial relationship.

Thanks

Dr. Debashis Sanyal

Director, Great Lakes Institute of Management, Gurgaon

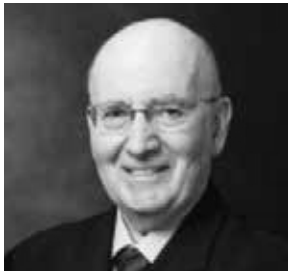
ACADEMIC EXCELLENCE WITH BUSINESS RELEVANCE

The Great Lakes MBA experience is designed to be industry-centric and business-relevant. The programs are co-created and co-delivered by some of the most accomplished business leaders of our time.

ACADEMIC ADVISORY COUNCIL

The Academic Advisory Council (AAC) is chaired by Dr. Bala V Balachandran and comprises of 42 global thought leaders including Dr. Philip Kotler, Prof. Aswath Damodaran

Dr. Philip Kotler



S.C. Johnson & Son Distinguished Professor of International Marketing Kellogg School of Management, Northwestern University, Illinois, USA

Dr. Jagdish N. Sheth



Charles M. Kellstadt Chair of Marketing Goizueta Business School, Emory University, USA

Dr. Shyam Sunder



James L. Frank Professor of Accounting, Economics and Finance, School of Management, Yale University, USA

Prof. Aswath Damodaran



Professor of Finance Leonard N Stern School of Business, New York University, USA

Dr. Seenu V. Srinivasan



Adams Distinguished Professor of Management (Emeritus) Graduate School of Business, Stanford University, USA

BUSINESS ADVISORY COUNCIL

The Business Advisory Council (BAC) is chaired by Dr. Ratan N. Tata and comprises of 46 industry titans including Mr. Narayana Murthy and Ms. Indra K. Nooyi

Dr. Ratan N. Tata



(Chairman - BAC) Chairman Emeritus Tata Sons Ltd.

Mr. Kumarmangalam Birla



Chairman Aditya Birla Group

Mr. Jamshyd N Godrej



Chairman & MD

Mr. Narayana Murthy



Executive Chairman and Additional Director, Infosys Ltd.

Mr. A. M. Naik



Group Executive Chairman Larsen and Toubro Ltd.

Ms. Indra K. Nooyi



Board Member, Amazon and Ex-CEO, Pepsi Co



CENTRES OF EXCELLENCE

Great Lakes Gurgaon has three Centres of Excellence facilitating research, exchange of ideas and solutions to industry problem.

- **Research & Analytics Centre of Excellence**
- **Digital & Internet Centre of Excellence**
- **Centre for Energy Management & Research**

MENTORED BY WORLD CLASS FACULTY



Dr Debashis Sanyal

Director, Great Lakes Gurgaon

Professor, Finance

Ph.D. and M.Com from University of Calcutta

- Prior to joining Great Lakes, Gurgaon, he was Vice Provost-Management and Dean of School of Business Management at NMIMS for over 7 years, where, he contributed significantly in launching new programs and leading initiatives for receiving international accreditation such as AMBA and AACSB

Prof. SK Palhan

Professor, Operations Management

B.Tech, IIT Kharagpur

DIM and MBA, FMS, Delhi University

- Conducted more than 250 programmes on Self Effectiveness & Team Building in large number of software companies, banks, leading management institutes, scientists of national labs and judges of Delhi courts
- Advisor to Centre for Joint Warfare Studies in Ministry of Defence and Managing Trustee of Pathfinder Trust
- Authored three books: "Managing Projects" published by New Dawn Press, Inc., USA, UK, and India; Self Effectiveness: The Power of Meditation; and co-authored Defence Industrial Base-2025 published by CENJOWS

Dr Bappaditya Mukhopadhyaya

Program Director, PGPBA

Professor, Analytics, Finance & Economics

Ph.D. in Financial Economics from Indian Statistical Institute, Kolkata

- Visiting faculty at IIM Calcutta, University of Ulm Germany and SP Jain Centre for Management Singapore and Dubai
- Managing Editor of Journal of Emerging Market Finance, Journal of Infrastructure and Development and serves on the Editorial Advisory Board of International Research, Journal of Finance and Economics, International Bulletin of Business Administration, European Journal of Economics, Finance and Administrative Sciences and International Journal of Applied Economics and Finance
- Special Invitee on Board for Risk Management Committee, Punjab National Bank, Member Index Committee, NCDEX, Advisory Board Member, Asia Pacific Association of Derivatives (APAD), Member, Research Advisory Committee, NICR, and Special Invitee on Board for Risk Management Committee, IFCl
- Ranked 4th in the Analytics India Magazine's list of "**20 Most Prominent Analytics Academicians 2018**"

Dr Umashankar Venkatesh

Director, PGPM

Professor, Marketing

Ph.D. in Consumer Behaviour, Vikram University
MiM, Banaras Hindu University

- Former Professor of Marketing and Area Chair, IMI Delhi
- Professor & Dean, GD Goenka World University
- Vice Chancellor Designate, ITM University
- Advisor, Miebach Consulting India
- Authored a book – Readings in Services Management

Dr Ahindra Chakrabarti

Professor, Finance & Accounting, Energy

Ph.D., University of Burdwan

LLB, University of Delhi

M.Com, University of Burdwan

- Formerly undertaken consulting assignments of DFID, European Commission, ILO and World Bank
- Currently serving as Member Expert Committee for MOUs of the Department of Public Enterprises

Prof. Vinod Kalia

Professor, Marketing

MBA, IIM Ahmedabad

B.Tech, IIT Delhi

- Prior to joining Great Lakes, he served as a management professor at MDI, Gurgaon for 15 years and as CEO of a German JV

Dr Vikas Prakash Singh

Director, PGDM

Professor, Energy & Economics

Ph.D. in Foreign Exchange Risk Management, Punjab University, Chandigarh & SAA, Turin, Italy
MBA, Bauer CT College, University of Houston
Masters in Economics, Dept. of Economics, Punjab University, Chandigarh

- Delivered several lectures for senior executives of Indian Energy Sector majors like – IOCL, ONGC, Shell, Cairn, Jindal Steel & Power and HPCL etc

Dr Mudit Kulshreshtha

Co-Director, Analytics Centre of Excellence

Professor, Analytics, Strategy & Economics

Ph.D. in Analytics & Econometrics, Indira Gandhi Institute of Development Research, Mumbai
BE, MNIT Allahabad

- Former Professor at IIM Kashipur
- Previously worked at E&Y, Deloitte, Angel Broking & at Payback, a subsidiary of American Express as VP and Head of Analytics

Dr Poornima Gupta

Associate Professor, OB & HR

Ph.D. in Management, Jamia Hamdard

Post Graduate in Management and

B.Sc in Statistics, Lucknow University

- Conducted several MDPs for executives of North Delhi
- Power Ltd (NDPL), CSIR and FIEO
- Authored 3 books on Organizational Behaviour

Dr Jones Mathew

Professor, Marketing

Ph.D., Indian Institute of Foreign Trade

MBA in Marketing, BIT-Mesra, Ranchi

B.A. in Economics, Lucknow University

- 18 years of industry experience followed by 8 years of B-School academic experience
- Avid researcher with a plethora publications to his credit and has won various national and international level case study competitions like ISB-IVEY Global Case Competition

Dr Preeti Goyal

Professor, Finance & Accounting

Ph.D., FMS, Delhi University

MBA, George Washington University, USA

- Worked for leading firms in the area of Financial Services in India, US and Europe - with Fannie Mae in Washington DC and Deloitte & Touche's Capital Markets group in New York
- Finance Faculty at leading business schools including FMS and MDI

Prof. Sam Placid

Director, Corporate Learning & Development

MBA, XLRI Jamshedpur

Pursuing **Ph.D.** in Retail

- Prof Placid is a versatile enterprise and business leader with over 30 years of experience across Automotive, FMCG, Education, and Retail
- He has previously held Senior and Board level positions in leading Indian and Multinational companies such as Olam, Maruti Suzuki, Yamaha Motors, MRF, Subhiksha and NIIT

Prof. Anirban Chaudhuri

Associate Professor, Marketing

MBA, Jadavpur University

- Prior to joining Great Lakes, Gurgaon, he was Senior Vice President & Executive Planning Director J. Walter Thompson, Delhi
- He has an illustrious industry experience of 19 years

Prof. Shubhda Arora

Associate Professor, Business Communications

FPM, in Communications, MICA, Ahmedabad

MBA & B.Sc (Hons)

- Awarded the Research Excellence Fellowship (2016) by the Open Society Foundation and Central European University, Budapest, Hungary
- Invited as a guest researcher at the Disaster Research Unit, Freie University, Berlin, Germany (2018)
- Visiting scholar at the Department of Social Sciences, University of Chile, Santiago (2012-13)
- Awarded travel grant to attend workshop on risk communication, organised by the Technical University of Dresden, Germany (2016)
- Awarded Doctoral fellowship for three years by MICA, Ahmedabad (2011-14)

Prof. Ashish Kaushal

Assistant Professor, Operations

M.Tech, Thapar University

B.Tech, Punjab Technical University

- Prof. Kaushal has worked in the capacity of a Teaching Assistant and comes with industry experience of working with NTPC - Koldam and ACC - Cements Ltd

RESEARCH & PUBLICATIONS

- Venkatesh, Umashankar, Mathew, Jones. & Chaudhuri, Anirban. (2018) "Corporate Social Responsibility as an Antecedent of Brand Valuation", 8th International Conference on Sustainability & Responsibility – 14th and 15th November 2018, Cologne Business School, Germany.
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- Mukhopadhyay, Bappaditya "Towards an Efficient Land Transfer Policy" (2019), Journal of Developing Areas, 53, No. 4
- Gupta, Poornima "Stress in Women across different Industries", British Academy of Management, September 2018
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- Goyal Preeti, "Structural Changes and Market Liquidity: Evidence from Indian Stock Market; Banking the Unbanked: The Fintech Revolution" at 19th APIEMS conference at Hong Kong University
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- Chakrabarti, Ahindra "Banking the Unbanked: The Fintech Revolution", 19th Asia Pacific Industrial Engineering and Management Systems (APIEMS 2018) Conference, Hong Kong
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- Chakrabarti, Ahindra "Tata Steel: The Growth Imperative (Case 119-0015-1)", The Case Centre, Europe
- Mathew, Jones., Dey, B and Puri, S (2018). "Tiktauli De Corps: A Branding Dilemma", Ivey Publishing Product Number 9B18A066
- Mathew, Jones., Dey, B and Puri, S (2018). "Brand W: Strategizing for Omni-Channel Retail", Ivey Publishing Product Number 9B18A046
- Chaudhuri, Anirban "Metanoia of Semiotic Analyses – Representation and Mediation at Individual and Collective Levels for Marketing Effectiveness", Semiofest 2018, Mumbai
- Placid, Sam - Case studies on Accenture India, Future Retail India Ltd., Aegis India Ltd., and Titan Industries Ltd., on organizations employing People with Disabilities (PWD's)
- Kaushal, Ashish, Shankar. R. "A Hybrid Decision Support System for Pradhan Mantri Ujjwala Yojana" (Under second review in Energy Policy)
- Kaushal, Ashish, Shankar. R. "Understanding Blockchain Technology Adoption in Indian Healthcare Supply Chains" (Under review in International Journal of Production Research)
- Kaushal, Ashish, Shankar. R. "Stochastic Goal Programming Model for Integrated Resource Allocation and Distribution for Humanitarian Logistics using Hybrid Fireworks Algorithm" (Under review in International Journal of Production Research)
- Kaushal, Ashish, Shankar. R "Social Media Data Analytics to Improve Supply Chain Management in Food Industries" (Under review in Transportation Research: Part E)
- Kaushal, Ashish, Chaudhary. A, Shankar. R. "Location and Routing Decisions for Humanitarian Supply Chains Using a Fuzzy Multi-Objective Approach", 30th Annual POMS Conference, Washington DC, USA.
- Kaushal, Ashish, Shankar. R. "Warehouse Location Decisions using Taguchi Loss Function, FAHP and Multi-Choice Goal Programming for Disaster", 30th Annual POMS Conference, Washington DC, USA.

ARTICLES

- “MPC stance ‘calibrated tightening’ is more like ‘calibrated loosening’”, Financial Express | Dr VP Singh
- “Price rise exposes problems in the Financial sector resulting in exodus of investors from India”, Financial Express | Dr VP Singh
- “Rupee depreciation 72-fold since India’s independence: What to infer?”, Forbes India | Dr VP Singh
- “Oil on high, Government goes dry”, Business World | Dr VP Singh
- “Five Skills you need to make a for a career in ML”, Financial Express, January 29, 2019 | Dr Bappaditya Mukhopadhyay
- “Data and Public Policy in a New Era”, The Dialogue, December 26, 2018 | Dr Bappaditya Mukhopadhyay
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- “The new ‘millennial’ rules for recruiters, Live Mint”, February ,2019 | Dr Poornima Gupta
- “Man-Machine compatibility for sustainability- Boon or a Bane?”, February, 2019 | Dr Poornima Gupta
- “Aggressive women vs passionate men: Negotiating a tricky serve”, Mint, September, 2018 | Dr Poornima Gupta
- “How HR leaders of Indian businesses handle workplace conflicts among employees”, SME Futures, July, 2018 | Dr Poornima Gupta
- “Boon or Bane? Mobile Wallet Interoperability” published in Business Standard | Dr Preeti Goel
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- Mathew, Jones (2018). “AI Assistants - The New Gatekeepers in the Consumer Decision-Making Process”, Silicon India Technology, 7th August 2018| Dr Jones Mathew
- Mathew, Jones (2018). “Data Supremacy: Choice Between Distributed or Concentrated Locus”. BusinessWorld. 27th June 2018 | Dr Jones Mathew
- Mathew, Jones (2018). “Finding new routes to enter homes”. Business Standard, Quoted in article on Online Furniture Rental companies. 19th June 2018 | Dr Jones Mathew
- Mathew, Jones (2018). “The frightening future of data tyranny”, Forbes India online, 1st March 2018 | Dr Jones Mathew
- Media article on brands celebrating April Fool’s Day – Business World | Prof Anirban Chaudhuri
- White paper on Rural Summit 2018 proceedings – The Hindu | Prof Anirban Chaudhuri



PERSPECTIVES FROM INDUSTRY LEADERS

At Great Lakes, students have the opportunity to meet with titans of business, global academicians, policy makers and other such luminaries. The program is designed in a manner to provide the students industry insights through periodic industry interactions.

100+

Corporate Guest Lectures
in 2018 - 19

50+

CXOs on campus
in 2018 - 19

ORGANIZATIONS WHOSE LEADERS INTERACTED WITH OUR STUDENTS



SOME PROMINENT SPEAKERS

Dushyanth Sekhar

Director - Operations Enablement, S&P Global

Anil Gupta

Vice President, ICRA

Mandeep Sharma

EVP, McCann Worldgroup

Preeti Khurana

Chief Editor, Cleartax

Avnish Sabharwal

M.D, Accenture Ventures

Apoorva Jain

VP - Business, Urbanclap

Sunil Sayal

CFO - India Region, Nokia Solutions & Network

KR Subramanian

VP - Marketing & International Business, ASEAN
& Australia, Whirlpool Corp.

Alok Pande

Deputy Director General,
Department of Posts



Ajay Shriram

Chairman and Senior MD, DCM Shriram



Dr Ram Charan

World Renowned Business Guru



Amarjit Singh Batra

Ex-CEO, OLX India

**Partial List*



A landscape view of a golf course. In the foreground, there's a concrete structure, possibly a clubhouse or a viewing platform, with a dark roof. The middle ground shows a well-maintained green golf course with various trees and shrubs. In the background, a large building, likely a clubhouse, is visible. The sky is a pale, overcast grey. A white rectangular box is overlaid on the right side of the image, containing the text "PROGRAMS OFFERED" in a bold, teal, sans-serif font.

PROGRAMS OFFERED

PGPM

ONE YEAR
POST GRADUATE
PROGRAM
IN MANAGEMENT FOR
2+ YEARS OF WORK
EXPERIENCE

The Great Lakes PGPM is uniquely designed to deliver customer-centricity, meritocracy and corporate ethics in one intensive year. With strong emphasis on leadership, teamwork, inclusivity principles and value based management, PGPM makes the students capable of responding to complex business requirements that arise in a changing global business environment.

SPECIALIZATIONS OFFERED:

Marketing | Finance | Operations |
Analytics, AI & ML



PROGRAM HIGHLIGHTS



One year intensive and rigorous
MBA program in management



Experiential Learning
through compulsory
Live Projects
and Karma-Yoga Experiential
Leadership Program



Diverse and experienced
peer group for unparalleled
P2P learning



Unique focus on emerging
areas like Analytics and
Internet business



Perspectives from renowned
international faculty and
globally benchmarked
curriculum



Artificial Intelligence and
Machine Learning, a part of
core curriculum

PGPM CURRICULUM

The PGPM curriculum is tailored to leverage the rich and diverse experience of the students of nearly 500 man-years in the class. With focus on experiential learning and compulsory Live Industry projects, the PGPM helps students to be ready to handle business responsibilities from Day 1. Apart from the functional specializations, the PGPM offers students specialization in AI, Machine Learning and Analytics, helping them emerge as leaders in adopting cutting edge technologies in their future organizations.

CORE COURSES

TERM 1

Marketing Management I
Financial Accounting
Organisational Behaviour (OB I)
Communication I
Statistical Methods in Decision Making
Micro Economics
Human Resource Management

TERM 2

Marketing Management II
Effectively interacting with others (OB II)
Managerial Accounting
Macro Economics
Quantitative Methods
Communication II
Critical Analytical Thinking

TERM 3

Business Consulting
Marketing Research
Financial Management
Business Analytics (Using R)
Operations Management
Business Intelligence
Live/ Empirical Project Start

TERM 4

Strategic Management*
(*Mandatory Course)

TERM 4 TO TERM 7 ELECTIVES

MARKETING

Marketing & Retail Analytics
Digital Marketing
Consumer Behaviour
Sales & Distribution Management
B2B Technology Sales
Product & Brand Management
Customer Relationship Management
Services Marketing
B2B Marketing
Integrated Marketing Communication

FINANCE

Financial Statement Analysis & Valuation
Financial Modeling
Financial Management for Developing Market Strategy
Project Finance
Security Analysis & Portfolio Management
Banking Management
Mergers & Acquisitions
Derivatives & Financial Risk Management
International Finance

OPERATIONS

Enterprise Resources Planning
Digital Enterprise & Strategy
Project Management
Supply Chain Modeling & Analysis
Service Operations Management
Strategic Sourcing of Services
Demand Planning & Forecasting
Managing Quality for Business Transformation

ANALYTICS, AI & ML

Machine Learning I
Marketing and Retail Analytics
Web and Social Media
Financial Risk Analytics
Machine Learning II
Deep Learning & AI
Big Data & Cloud Analytics
Other Domain Applications
Natural Language Processing

OPEN ELECTIVES

Negotiation & Bargaining
Leadership
Contemporary Pricing Strategies
Personal/ Interpersonal Skill Enhancement through self Appraisal
Game Theory
Entrepreneurship
Cinema for Managers



BATCH PROFILE PGPM 2019-20

3.3 Years

Average Experience

25.7 Years

Average Age



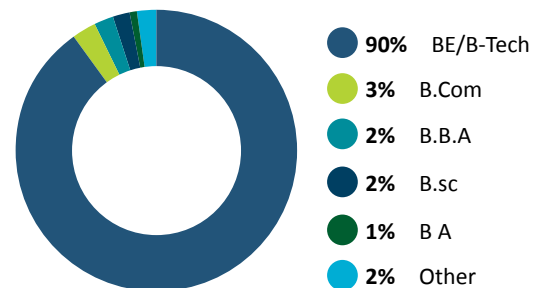
Meeting awesome people from diverse industries and geographies learning their perspectives, giving impromptu presentations, having a hearty laugh at 2 am in the hostel, working at a stretch without a holiday, and managing group dynamics; the Great Lakes journey sure has been exciting!

Sumit Preet Singh

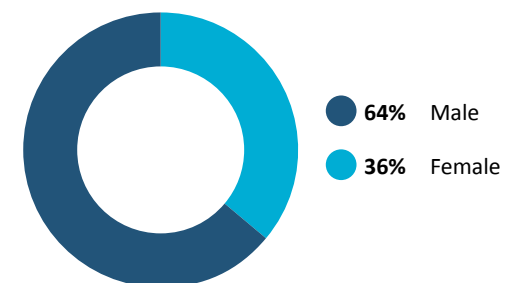
PGPM Class of 2014

Senior Consultant, PWC Advisory

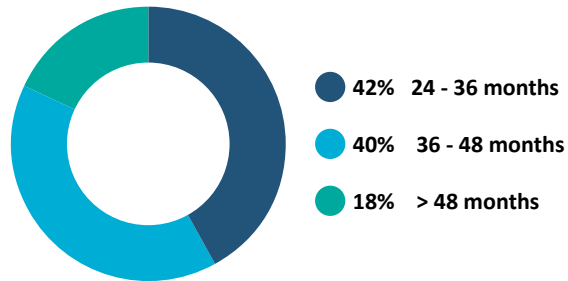
UNDERGRADUATE DEGREE



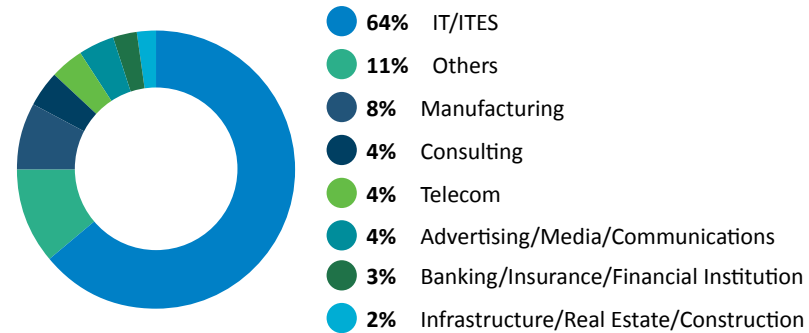
GENDER



WORK EXPERIENCE (IN MONTHS)



INDUSTRY DIVERSITY (PRE-MBA)



SOME ORGANIZATIONS OUR STUDENTS COME FROM



PLACEMENT REPORT PGPM 2018-19

The PGPM Class of 2019 witnessed another excellent season of placement with students getting placed across diverse sectors and functional areas. The placement process saw participation from leading recruiters like **Aditya Birla, ADP, Axis Bank, Boston Analytics, Cartesian Consulting, Café Coffee Day, Cognizant, CUMI, Deloitte, Droom, Fractal Analytics, Gartner, Grail Insights, Hexaware, MuSigma, Newgen, NIIT, Oyo, PayU, Tecnova, Tiger Analytics, Virtusa Polaris and ZS Consulting** to name a few.

IT/ITES (41.4%) was the largest recruiting sector followed by **Consulting (18.6%), Analytics (12.4%), Internet Business (7.6%), BFSI (6.2%), Education (5.5%)** and **Market Research (4.3%)**.

KEY HIGHLIGHTS

- Participation of diverse set of companies across Automobile BFSI, Consulting, E-commerce, IT/ITES, Market Research & FMCG
- Some of the new companies that participated in the Placement process included ADP, Axis Bank, Boston Analytics, CUMI, Fractal Analytics, Gartner, Grail Insights, IQVIA, Manipal Business Solutions, Odessa Technologies, Oyo, PayU, Quest Global, Tiger Analytics, TresVista, ZS Consulting

11.21LPA

Average CTC
offered to Class of 2019

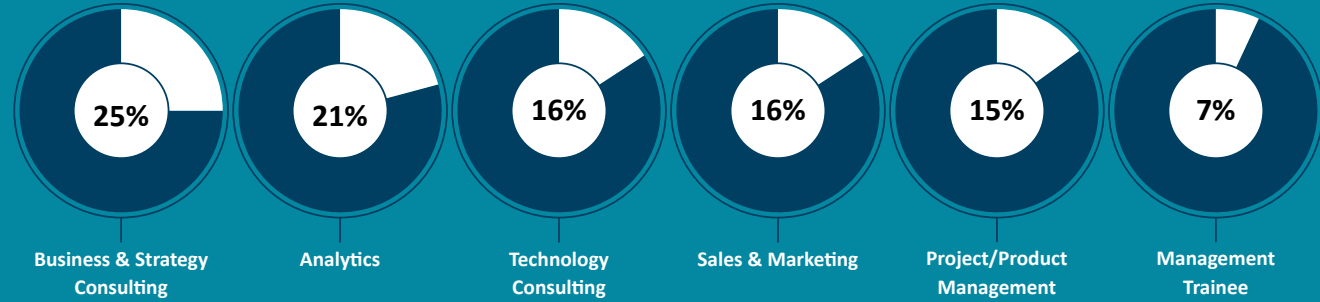
17.02LPA

Highest CTC
offered to Class of 2019

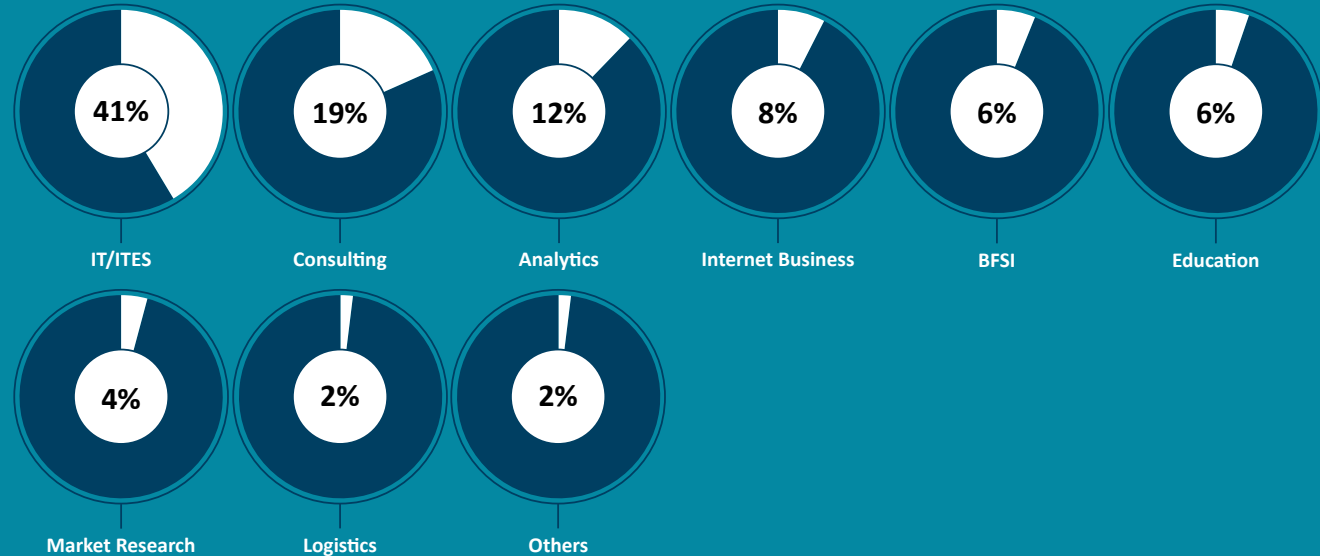
10.5LPA

Median CTC
offered to Class of 2019

FUNCTION-WISE CLASSIFICATION



INDUSTRY-WISE CLASSIFICATION



INDUSTRY-WISE RECRUITERS*

IT/ITES	ADP Cognizant Technologies Hexaware Technologies Manipal Business Solutions Newgen Software Odessa Technologies Quest Global
Consulting	Boston Analytics Cartesian Consulting Deloitte India Deloitte USI Gartner Grail Insights IQVIA Tecnova ZS Associates
Analytics	Bridgei2i Fractal Analytics MuSigma Tiger Analytics Tresvista Virtusa Polaris
Internet Business	Droom Technologies Happay OYO Rooms PayU
BFSI	Aditya Birla Financial Services Afford Plan Axis Bank
Market Research	Euromonitor International Publicis.Sapient
Others	Café Coffee Day Carborundum Universal India (Murugappa Group) Great Learning NIIT Limited

*List is partial

PGDM

TWO YEAR
POST GRADUATE
DIPLOMA IN
MANAGEMENT FOR
0-2 YEARS OF WORK
EXPERIENCE

The PGDM helps its participants transform into Business-Ready Managers capable of tackling complex business requirements. The two year program is closely oriented to industry needs and includes a full-time 8-10 weeks of summer internship component.

SPECIALIZATIONS OFFERED:

Marketing | Finance | Operations |
Analytics | HR



PROGRAM HIGHLIGHTS



Two year fully residential program with rigorous 8-10 weeks summer internship



Curriculum co-created and co-delivered with and by the industry to ensure business relevance



Distinguished faculty including Ph.Ds, MBAs and industry professionals who have extensive research and consulting experience



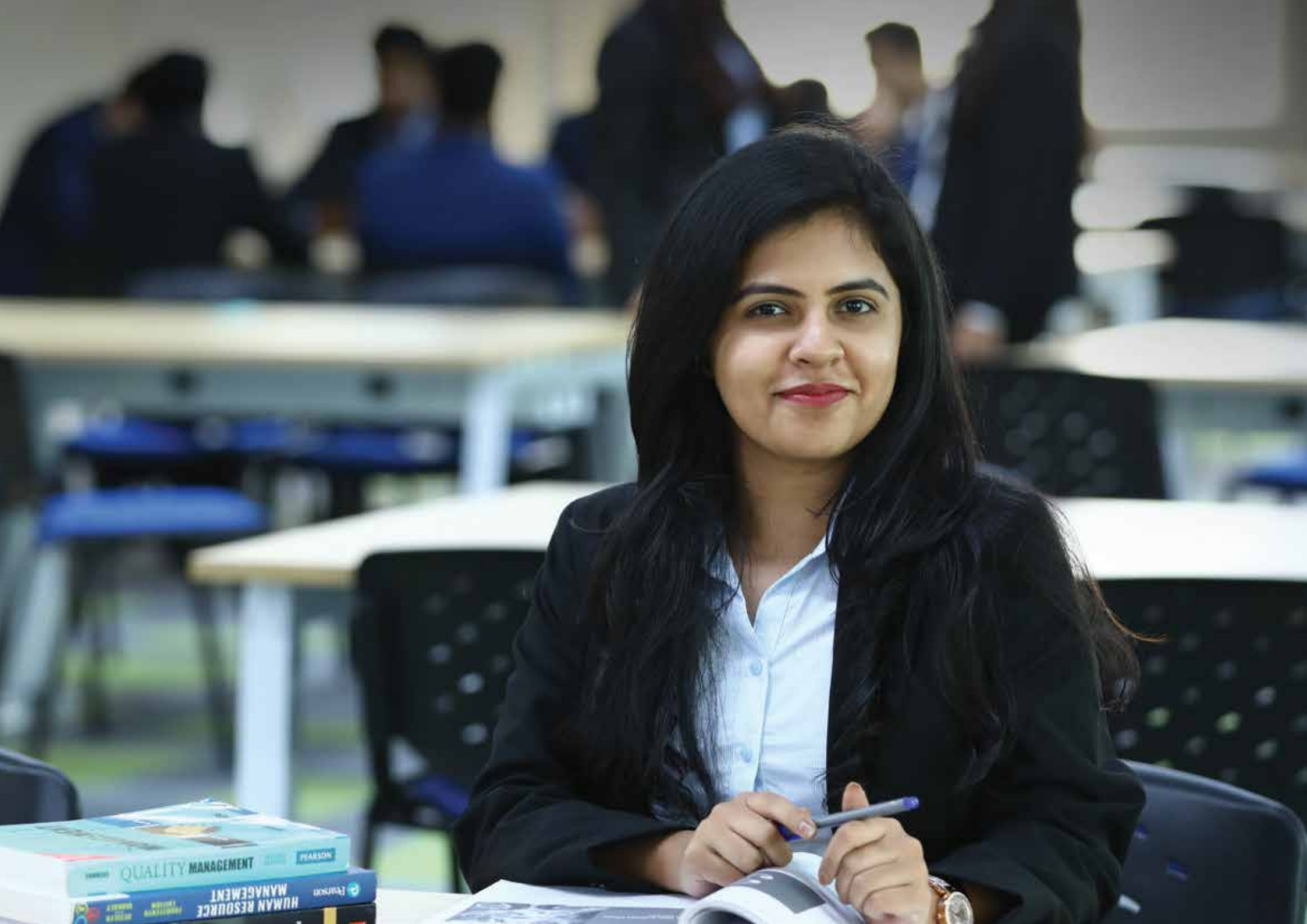
Extensive Industry Engagement leveraging location in the corporate hub of Gurgaon



Global exposure through learnings from international visiting faculty



Student access to a wide variety of industry sites including projects, manufacturing and control facilities



PGDM CURRICULUM

The PGDM curriculum is focused on nurturing young minds to develop solid business competencies with an extensive and in-depth curriculum focusing on experiential learning and rigorous practice. Apart from the courses, the Karma-Yoga Experiential Leadership Program, Live Projects and Summer Internship help students develop a holistic understanding of the real world challenges and prepare them to take business responsibilities.

CORE COURSES

TERM 1

Financial Accounting and Decision Making
 Micro Economics
 Marketing Management I
 Individuals in Organizations (OB I)
 Quantitative Methods for Decision Making I
 Statistical Methods in Decision Making
 Oral Communication

TERM 2

Cost and Managerial Accounting
 Macro Economics
 Marketing Management II
 Business Ethics & Corporate Governance
 Optimization Techniques for Decision Making
 Written Communications
 Groups in Organization (OB II)

TERM 3

Strategic Management
 Business Research Methods
 Financial Management
 Production and Operations Management
 Business Analytics
 Business Law
 Design Thinking

TERM 4

Strategic Management II*
 Financial Modeling*
 (*Mandatory Course)

TERM 4 TO TERM 7 ELECTIVES

MARKETING

Digital Marketing
 Consumer Behavior
 Sales & Distribution Management
 Marketing & Retail Analytics
 B2B Marketing
 Product & Brand Management
 Web & Social Media Analytics
 Customer Relationship Management
 Services Marketing
 Integrated Marketing Communication

FINANCE

Financial Statement Analysis & valuation
 Financial Management for Developing Marketing Strategy
 Banking Management
 Wealth Management
 Mergers & Acquisitions
 Derivative & Financial Risk Management
 Security Analysis & Portfolio Management
 International Finance
 Project Finance

OPERATIONS

Enterprise Resource Planning
 Supply Chain Management
 Service Operations
 Quality Management
 Project Management
 Internet Business
 Demand Planning & Forecasting

OPEN ELECTIVE

Contemporary Pricing Strategies

ANALYTICS

Business Intelligence
 Machine Learning
 Marketing & Retail Analytics
 Deep Learning & Natural Language Processing
 Web & Social Media Analytics
 Derivatives & Financial Risk Management
 Financial Risk Analytics
 Demand Planning & Forecasting

HR

Personal/ Interpersonal Skill Enhancement through self Awareness
 Compensation Management
 Leadership
 Performance Management
 Talent Acquisition
 Negotiation & Bargaining

BATCH PROFILE PGDM 2018-20

25%

Women in the class

23.3 Years

Average Age

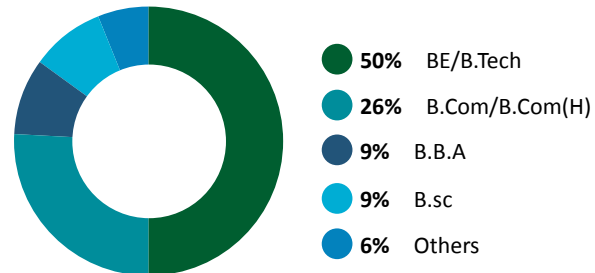
“

It was a transformational period in my life; as a fresher I received much required knowledge from faculty and experienced classmates. My job in Wartsila is giving me opportunities to travel and work with peers across the globe.

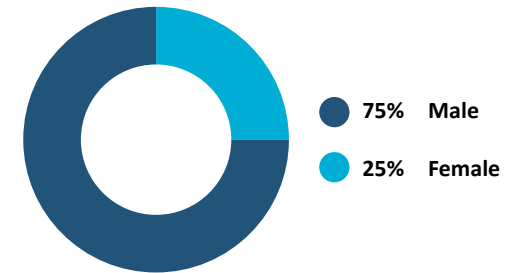
Stuti Gandotra
PGDM Class of 2013

Market Dev. Manager, Middle East, Asia & Australia, Wartsila

UNDERGRADUATE DEGREE

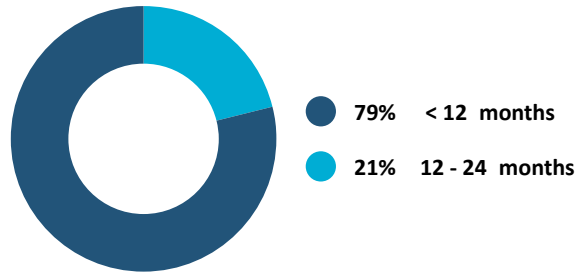


GENDER

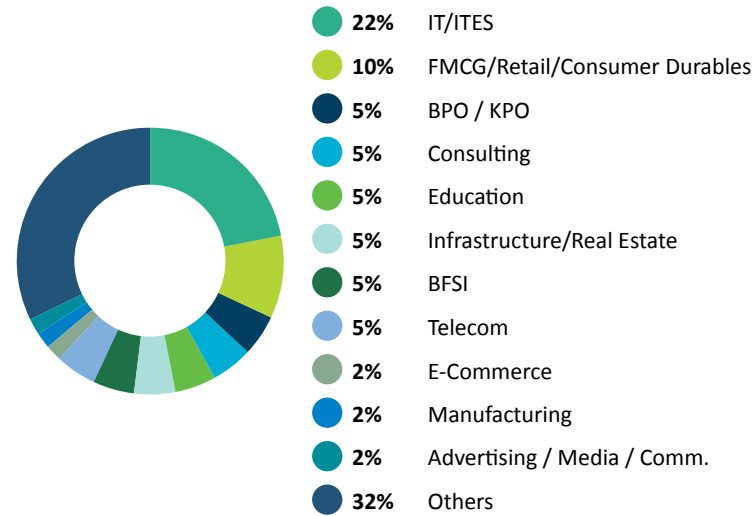


Others includes: BA Hons. BBM, B.Des, B.Business, B.A, B.C.A

WORK EXPERIENCE (IN MONTHS)



PRE-MBA INDUSTRY



SOME ORGANIZATIONS OUR STUDENTS COME FROM



PLACEMENT REPORT PGDM 2017-19

The campus placement process for the PGDM Class of 2019 at Great Lakes, Gurgaon, witnessed an excellent season with participation from leading recruiters like Aditya Birla Sun Life, Axis Bank, Cognizant, Deloitte, Euromonitor, EY, Federal Bank, Future Generali, Gartner, Girnarsoft, Hexaware, ICICI Bank, KPMG, NIIT Technologies, SecureNow and Volvo Eicher Commercial Vehicles to name a few.

Students were offered roles across BFSI (41%), Business and Tech Consulting (28.1%), Internet Businesses (8.4%), IT/ITES (7%) and others (15.5%) including Automobile, Market Research, Analytics, Energy, Fintech and Logistics.

KEY HIGHLIGHTS

- Participation of diverse set of companies across BFSI, Consulting, Internet Businesses, IT/ITES, Fintech, Energy, Logistics and Market Research
- Some of the new companies that participated in the placement process included Axis Bank, ICICI Bank, EY GDS, Odessa, Volvo Eicher, Future Generali, Gartner, Ecom Express, Happay, Federal Bank, Knowcraft Analytics, Right Management, Markets and Markets, Karvy, Girnar Soft, Thoughtfocus, Faircent

9.1LPA

Average CTC
offered to Class of 2019

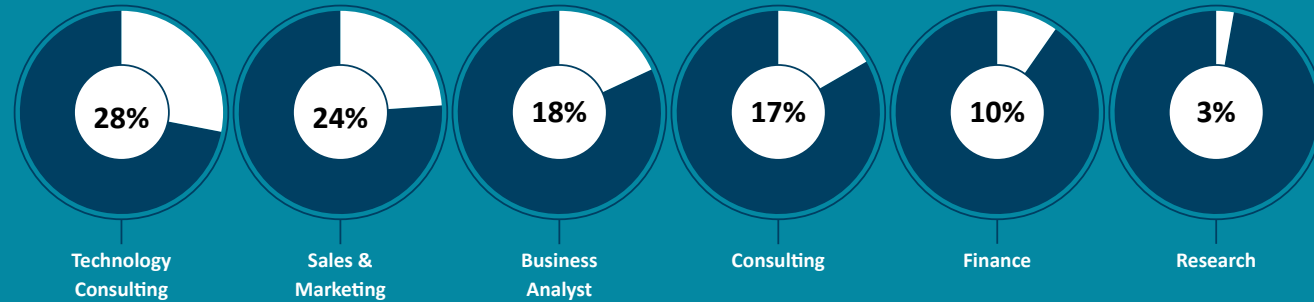
14.55LPA

Highest CTC
offered to Class of 2019

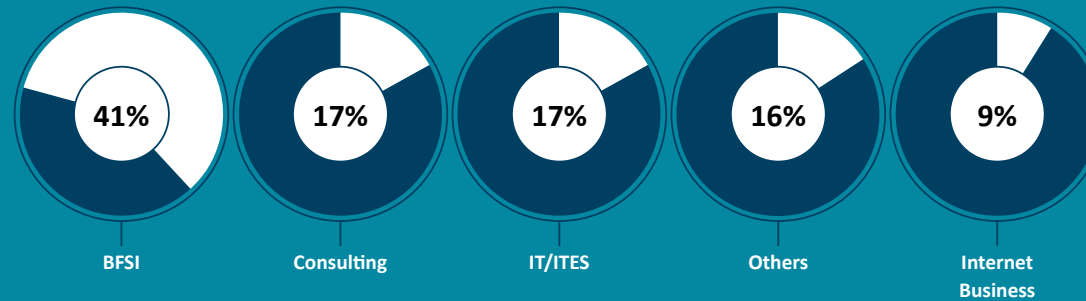
8.9LPA

Median CTC
offered to Class of 2019

FUNCTION-WISE CLASSIFICATION



INDUSTRY-WISE CLASSIFICATION



INDUSTRY-WISE RECRUITERS*

BFSI	Aditya Birla Financial Services Afford plan Axis Bank Faircent Federal Bank Future Generali India Life Insurance ICICI Bank Karvy Wealth Management SecureNow
Consulting	Deloitte India Deloitte USI EY Gartner Knowcraft Analytics KPMG RIGHT Management
IT/ITES	Cognizant Technologies Hexaware Technologies Newgen Software NIIT Technologies Odessa Technologies
Internet Business	Droom Technologies Girnar Soft Happay
Others	EcomExpress Euromonitor International Jasper Colin Market Research Markets and Markets Mr. Brown Shell Stadhawk Logistics VE Commercial Vehicles Ltd

* List is partial

INTERNSHIP REPORT PGDM 2018-20

The summer internship process at Great Lakes, Gurgaon witnessed a plethora of reputed corporates like Accenture Ventures, Adani Wilmar, Amul, Bajaj Finserv, Bharat Benz, Britannia, Coho.in, DCB Bank, Deloitte, Droom, EY India, Havells, HDFC Bank, Honda, Intel, IOCL, ITC, KPMG, L&T, Mahindra Heavy Engines, Mr. Brown, MSL Group, Nissan Motors, Puma, RBS, Reliance Retail, Safe Express, Shopclues, Titan, Toyota, Treebo Hotels, and Westin Hotels, to name a few. Roles were offered across domains such as Analytics, Consulting, Finance, Operations, Strategy and Sales & Marketing

KEY HIGHLIGHTS

- All 109 students participating in the process received offers from 50+ corporates in diverse set of companies across Sales & Marketing, Operations, Finance, Analytics, Strategy and Consulting domains.
- BFSI industry made the most offers (19.4%), followed by Internet Business (16.7%), Logistics & Supply Chain (15.7%), Consulting (13%) and FMCG (7.5%)

51.4%

Profiles offered in Sales & Marketing

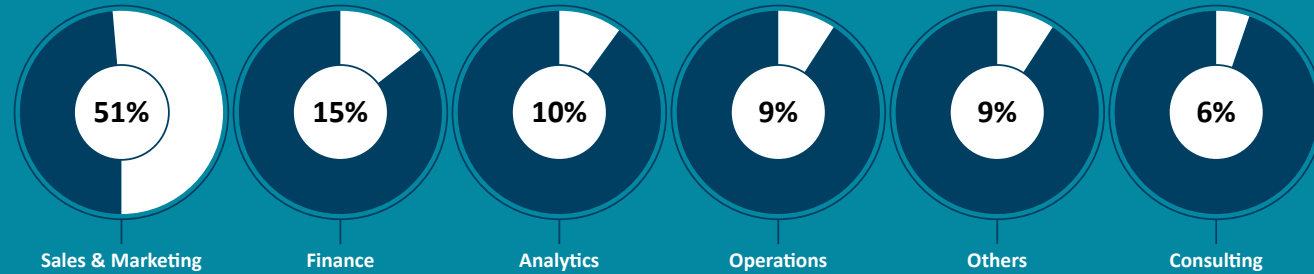
50+

Corporates on On Campus

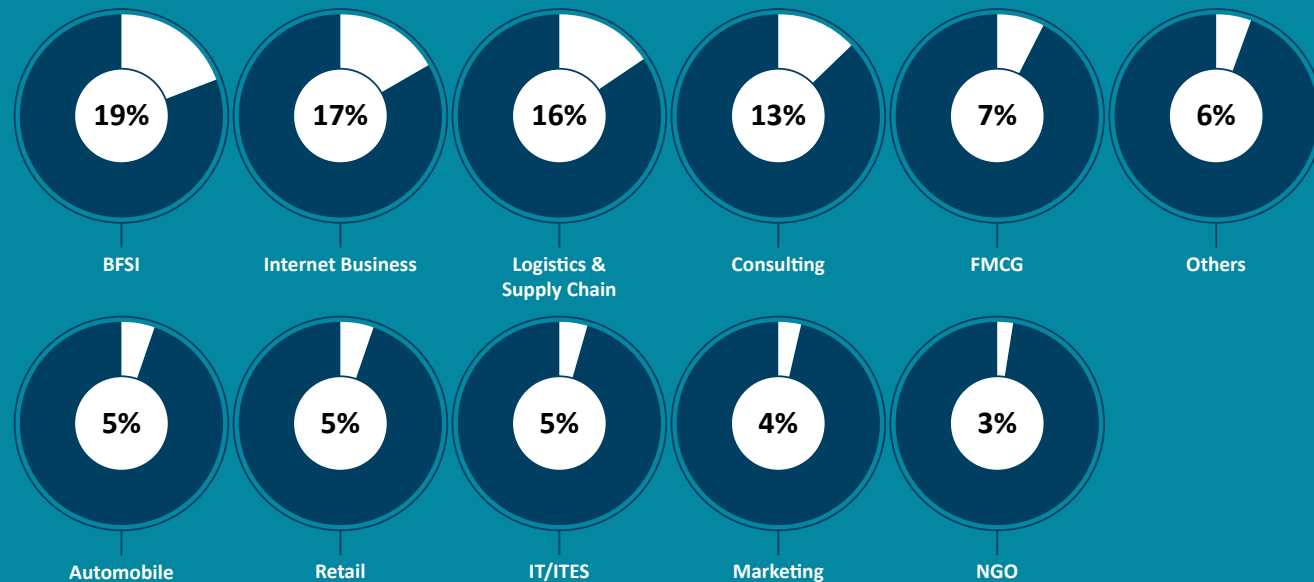
1.2 LACS

Highest Stipend for the Internship Period

FUNCTION-WISE CLASSIFICATION



INDUSTRY-WISE CLASSIFICATION



LIST OF COMPANIES

BFSI	RBS S&P Global Bajaj Finserv Toyota Finance HDFC Bank Kerala State Financial enterprises HDB Financial Services Frontizza Services DCB Bank India Infoline EKO India
Consulting	KPMG Accenture Ventures AnBac Skills Deloitte Feedback Business Consulting EY India Grant Thornton
FMCG & Retail	Titan Mr. Brown Havells Britannia Adani Wilmar ITC Amul Reliance Retail Reliance Trends Puma
Internet Business	Shopclues Droom coho.in Treebo Hotels
Logistics & Supply Chain	Genex Logistics Safexpress
Others	Nissan Motors Bharat Benz Mahindra Heavy Engines Honda Tech Mahindra L&T ECC Akash Education Services ULM Germany Wesitin Hotels Intel Corp Think Future Technologies Wipro Technologies Sany India Whiskers Marketing MSL Group Labhya Foundation

CAMPUS EVENTS

TEDx GLIMGURGAON

Great Lakes Institute of Management, Gurgaon hosted its second TEDxGLIMGurgaon event at its campus on 2nd February, 2019. The independently hosted TED Talk event, themed Odyssey, was deeply inspiring with 7 luminaries sharing their stories with the audience. The event, as the name would suggest, was centred around the journeys and struggles of the speakers, and their empowering moments through the roadblocks along the way.

The roster of motivating speakers for TEDxGLIMGurgaon Odyssey this year included:

Ms. Nishtha Dudeja – Former Judo champion and recently crowned Miss Deaf India and Miss Deaf Asia 2018

Ms. Nidhi Goyal – India's first visually impaired stand-up comic artist, gender rights activist and Exec. Director of the Global Civil Society Advisory group of UN Women

Lt. Cdr. Pratibha Jamwal – The first Indian female cross-peninsular voyager and leader of the Indian Navy's all women circumnavigation team in 2015.

Dr. Hosne Ara Begum – Founder of Thengmara Mohila Sabuj Sangha (TMSS) – a leading Bangladeshi organization working for the alleviation of poverty and empowerment of women.

Ms. Riya Jain – A fashion enthusiast, a traveller, a lifestyle blogger, and an inspiration for all those who breathe fashion and demand more in life

Ms. Anmol Rodriguez – An acid attack survivor, a popular Instagram celebrity, an upcoming actress, and co-founder of the NGO "Acid Survivors Saahas Foundation"

Dr. Umashankar Venkatesh – An educational entrepreneur, a teacher par excellence, and an accomplished education administrator



CREST 8.0

Great Lakes Institute of Management hosted its 8th Annual Inter-College Management Fest on 12th December, 2018 at its Gurgaon campus. The fest was centered around the theme **CHRYSLIS**, which stands for Metamorphosis, or complete transformation. The event was graced and inaugurated by Mr Ajay Davessar **Founder and Chief Revenue Officer of Atvitti Technologies**, India's leading Artificial Intelligence Consultancy, Research and Training organization & **former VP at HCL Technologies**. The event had **participants coming from over 60** of some of the most prestigious business schools across the country, including **MDI Gurgaon, FMS New Delhi, IIM Kashipur, Welingkar School, IMT Ghaziabad, IMI New Delhi** and many more. Out of **1660** teams that participated in the preliminary rounds, **150** made it to the final rounds to showcase their entrepreneurial goals, analytical skills, business acumen, and sheer creativity.

SAPIENCE 2018

Sapience is Great Lakes Gurgaon's Annual Management Conclave which focuses on and addresses a key business area every year. This year's theme was **Relevance and Business Design: Strategizing for the Future**.

The conclave was spread across two days with two keynote sessions and 5 panel discussions. The keynote sessions addressed the conclave's theme and set the tone for the following panel discussions. Each panel had 4-7 members discussing a specific topic pertaining to the chosen theme.

This year's conclave was graced by the presence of **Mr Pradeep Kashyap, Founder and Chairman Emeritus, MART Global Management Solutions LLP & Mr M.V.K. Mohan, Director of Pre-Sales for South East Asian Region, SAP Labs, Singapore** as the keynote speakers along with 27 other eminent industry leaders who participated in the panel discussions in the areas of Marketing, Finance, Operations, HRM & AI (Artificial Intelligence), ML (Machine Learning) & Analytics.



SAPIENCE 2018 PANELISTS

Marketing Conclave

Mr. Peeyush Bajpai
Dr. Anup Kalra
Mr. Ranjeet Oak
Mr. Zairus Maste,
Prof. Anirban Chaudhuri

Director - Big Data, Nielsen Co
CEO and Director, Dabur Ayurved Limited
CBO, Makemytrip.com
CEO, Shine.com
Faculty, Great Lakes Institute of Management

HR Conclave

Mr. Abhinav Gera
Mr. Rattan Chugh
Mr. Himanshu Seth
Prof. Satish Kalra

Head Talent Management, Hero MotoCorp
Chief People Officer, Times Internet
Head - HR Transformation, Vistara (TATA SIA Airlines)
Faculty, Great Lakes Institute of Management

Operations Conclave

Ms. Venu Vashista
Mr. Ritwik Barman

Director - Supply Chain, Kohler Kitchen & Bath India
COO - India Head, International Express & Freight Forwarding, D.T.D.C Express Ltd

Mr. Surajit Banerjee

CEO & Founder, Ostino Enterprises Pvt Ltd & Former Director - Management Consulting, KPMG India
Global QHSE Management, Hellmann Worldwide Logistics
General Manager - Talent, Rewards, and Culture, Ecom Express
Faculty, Great Lakes Institute of Management

Finance Conclave

Mr. Manoranjan Sharma
Mr. S.S.K Pradhan
Mr. Nuti Chakravarty
Mr. Biswanath Senguta
Mr. Samir Mehta
Prof. Ahindra Chakrabarti

G.M. and CLO, Canara Bank
Chief General Manager, Reserve Bank of India
Head - Regional Branch Banking, Axis Bank
CEO, NSPCL India
Chief Business Officer, Hero Fincorp
Faculty, Great Lakes Institute of Management

AI & ML Conclave

Mr. Indranath Mukherjee
Mr. Varun Goswami
Mr. Hetal Shah
Mr. Anurag Verma
Mr. Sanjoy Roy Choudhury
Mr. Sanjay Thawakar

Head - Strategic Analytics Team, XL Catlin
AVP and Head COE, Newgen
Head of Products and Co-Founder, Kognetics
CEO and Co-Founder, FN MathLogic
Country Head and Vice President, Evalueserve
VP - Analytics, Max Life Insurance

CAMPUS EVENTS

FOUNDATION DAY

On Saturday, 2nd of March 2019, the B-school celebrated its 9th Foundation Day with a scintillating enthusiasm like every year.

Dr Debashis Sanyal, Director, Great Lakes Institute of Management, Gurgaon, and Mr. Mohan Lakhamraju, CEO and Vice-Chairman, Great Lakes Institute of Management, inaugurated the event with the lighting of the ceremonial lamp and the customary cake-cutting. They then addressed the audience with their motivating messages centered around sheer hard work and inspired them to seize the opportunity to write one's own destiny even with humble beginnings and against all odds. The stage was set for the students of PGPM and both batches of PGDM who enchanted the audience with their mesmerizing performances.



ALUMNI MEET

Great Lakes hosted the Delhi Chapter of Annual Alumni Meet at its Gurgaon campus on 17th November, 2018. The gala event witnessed the alumni from both the campuses reminiscing their campus days while they reconnected with the batch mates and faculty & enjoyed various games and cultural festivities planned for them by the current students.

The event was also graced by the presence of Mr Piyush Kant (Class of 2012, Great Lakes, Gurgaon)- Assistant Vice President - New Client Development - Wood Mackenzie as the keynote speaker, who spoke on the topic – “ mantras for achieving success in the corporate world”.



INTERNATIONAL YOGA DAY

Great Lakes , Gurgaon celebrated the 4th International Yoga Day on 21st June, 2018 at the campus. The Yoga session spearheaded by Prof. S K Palhan saw the students gathered in numbers to attempt various Aasanas and kriyas. Later on, the Professor addressed the students on how yoga can be instrumental in inculcating discipline and substantially improving the quality of life.



MY INDIA MY BUDGET

Great Lakes, Gurgaon organized the second edition of My India My budget in February 2019. The national- level symposium gave an opportunity to students to analyse the interim budget and provide sound recommendation in front of highly esteemed economists. The competition witnessed some serious brainstorming and some excellent suggestions from the students and best recommendation won the cash prize.



RECRUITERS SPEAK

“ Recruiting from Great Lakes was a very pleasant experience. The candidates were knowledgeable and spirited.

The problem solving techniques

implemented by them were outstanding. I am sure these guys would do very well in the industry. ”

- HR Manager,
Deloitte

“ We found the candidates from Great Lakes to be

very bright with all the qualities

of a good recruit. The work done by them was very detailed and very well presented. ”

- HR Manager,
Emerson

“ I would like to extend my hearty congratulations & appreciation on

the excellent work done by the students

of Great Lakes, Gurgaon. The detailed project done by them would now be implemented in 75 Nodal Centres on All India basis. ”

- Chief T&D Manager,
IOCL

“ The intelligence, diligence, and honesty exhibited by the candidate was for everyone to see in my organization. The student exhibits

good characteristics

such as independence, excellent participation, and confidence, which are essential to succeed in any organization. ”

- Director,
Climate Connect

“ The Great Lakes, Gurgaon candidate was very sincere and hard working and achieved her deliverables well within time. Her analytical and technical skills coupled with good presentation and soft skills make her a

great asset for any organization. ”

- Manager,
Renewable Energy, Mercados EMI

“ **Global Companies need to be made aware**

of the good quality students available in Great Lakes. ”

- Sales Leader,
GE Oil and Gas

CONTACT US

CORPORATE & CAREER SERVICES (CCS) TEAM

For information and queries related to Guest Lectures, Internships, Live Projects, Final Placements, please write to ccs.ncr@greatlakes.edu.in


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 <http://greatlakesgurgaon.wordpress.com>



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Gurgaon Campus: Near Bilaspur Chowk, NH-8, Gurgaon-122413, Haryana | Tel.: +91-124-2865800

Gurgaon City Office: Great Learning, Orchid Centre, 2nd Floor, Golf Course Road, Sector 53, Gurgaon, Haryana 122002

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