Students choose us over the many institutes around the world because of what we have to offer – a true Gurukulam, the best intelligentsia from all over the world, and a participative style of leadership and management.

– Dr. Bala V. Balachandran
Founder, Dean and Chairman, Great Lakes Institute of Management
J L Kellogg Distinguished Professor of Accounting and Information Management (Emeritus in Service), North Western University, Illinois
Great Lakes Institute of Management, founded in 2004 by Dr. Bala V. Balachandran, Professor Emeritus at Kellogg School of Management, is among India’s leading Business School with campuses in Chennai and Delhi-NCR. Led by exceptional faculty, steered by an outstanding advisory council and buoyed by the international collaborations, Great Lakes has, within a short span of 12 years, emerged as a top-ranked Business School.

In 2014, Great Lakes was accredited by Association of MBAs (AMBA, UK) for its PGPM and PGXPM programs and became the youngest B-School in India to receive this prestigious international accreditation. Great Lakes also received the international SAQS (South Asian Quality Assurance System) accreditation from AMDISA within a year of being accredited by AMBA.

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

Youngest Business School in India to get top International Accreditation by Association of MBAs, UK (PGPM and PGXPM, Chennai)

Flagship One year MBA program ranked among the top 10 in India by Outlook, Business Today and Business World.

World Class full time and visiting faculty from institutes like Yale, Harvard, Kellogg, Stanford

Illustrious Advisory Council consisting of the who’s who of Business and Academia

Academic alliances with 9 world class institutes like Univ. of Houston, GSU, HHL Leipzig, Stuart School of Business, UMKC and University of Luxembourg

27.5 Acre LEED Platinum Rated Green Campus located just 9 kms away from UNESCO Heritage site Mahabalipuram
Rankings

**2015**

1st among Top 10 Analytics Education Institutions (B-Schools) in India by Analytics India Magazine

5th among Top Private B-Schools by Careers 360

7th among Executive Programs by Business Today

9th in One Year Programs by Outlook Magazine

9th among One Year Programs by Business World

**2014**

2nd among Analytics Programs in India by Analytics Vidhya

7th among Top Private B-schools by Careers 360

7th among Executive Programs by Business Today

7th in One Year Programs by Outlook Magazine

10th among top B-Schools by Business India
## Key Stats

<table>
<thead>
<tr>
<th></th>
<th>Fully residential campuses in Chennai &amp; Gurgaon</th>
<th>Students across campuses</th>
<th>Centers of Excellence</th>
<th>Full Time Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>2</td>
<td>1100+</td>
<td>9</td>
<td>50+</td>
</tr>
<tr>
<td>25+</td>
<td>Global Visiting Faculty from the likes of Stanford, Kellogg and Yale</td>
<td>5000+</td>
<td>30000+</td>
<td>90+</td>
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<tr>
<td>150+</td>
<td>Industry Leaders on Campus in 2015</td>
<td>42</td>
<td>46</td>
<td>9</td>
</tr>
<tr>
<td>42</td>
<td>Global Thought Leaders on Academic Advisory Council</td>
<td>46</td>
<td>Industry Titans on Business Advisory Council</td>
<td>Collaborations with Leading Global Institutions</td>
</tr>
<tr>
<td>30000+</td>
<td>900+ Online Journals</td>
<td>90+</td>
<td>30000+</td>
<td>50+</td>
</tr>
<tr>
<td>90+</td>
<td>Prizes won by Students at National &amp; International Level in 2015</td>
<td>90+</td>
<td>90+</td>
<td>50+</td>
</tr>
</tbody>
</table>
Academic Advisory Council

Dr. Philip Kotler
Kellogg School of Management
Northwestern University

Dr. Aswath Damodaran
New York University

Dr. V. Kasturi Rangan
Harvard Business School

Dr. Lakshmanan Shivakumar
London Business School

Dr. Sunil Chopra
Kellogg School of Management

Dr. Shyam Sunder
Yale School of Management

Dr. Srikant M. Datar
Harvard Business School

Dr. Seenu Srinivasan
Graduate School of Business
Stanford University

Dr. V.S. Arunachalam
Carnegie Mellon University

Dr. Jitendra V. Singh
Wharton – University of Pennsylvania

Partial List
Business Advisory Council

Mr. Kumarmangalam Birla
Chairman, Aditya Birla Group

Mr. Deepak S. Parekh
Chairman, HDFC & IDFC

Mr. A M Naik
Group Executive Chairman, L&T

Mr. R. Seshasayee
Executive Vice Chairman, Ashok Leyland

Mr. Roger Nelson
Former Chairman, E&Y Consulting

Mr. Deshbandhu Gupta
Founder & Chairman, Lupin Labs

Mr. Arun Bharat Ram
Chairman, SRF Ltd.

Mr. A. Vellayan
Executive Chairman, Murugappa Board

Mr. Raymond Spencer
Non-Executive Chairman, Capgemini

Partial List
Industry Leaders

Industry interaction is one of the key focus areas at Great Lakes and the school aims to bring together renowned personalities, industry leaders, corporate heads, alumni and students in order to provide an ideal knowledge sharing and disseminating platform. Last year alone witnessed more than 150 Guest lectures by eminent industrialists and academicians (Great Lakes, Chennai and Great Lakes, Gurgaon combined).

Some of the Global thought leaders and industry leaders who visited and interacted with the students in the last couple of years:

- Mr. Azim Premji
- Mr. Nitin Paranjape
- Dr. Montek Singh Ahluwalia
- Dr. APJ Abdul Kalam

Some distinguished thought leaders who would be taking sessions for the current batch:

- Dr. C. Ranganathan
  Economist, Distinguished former MP, former Governor of AP and Ex-Governor of the RBI
- Mr. A. Mahendran
  CMD, Global Consumer Products Pvt. Ltd.
- Mr. R. Gopalakrishnan
  Non-executive Director, TATA Sons
- Dr. V. Sumantran
  Ex-vice chairman, Ashok Leyland Ltd. and Executive Vice Chairman, Hinduja Automobiles Ltd.
- Mr. N. Vittal
  Ex-Chief Vigilance Commissioner, GOI and a Padma Bhushan awardee
- Mr. Ashok Vasudevan
  Co-founder and CEO, Preferred Brands International and Chairman, Tasty Bite Eatables Ltd.
- Mr. Narayana Murthy
  IT Industrialist and Co-founder, Infosys
- Mr. D. Shivakumar
  Chairman & CEO, PepsiCo India
- Dr. Rama Bijapurkar
  Leading Marketing Strategy & Consumer Behaviour Consultant
- Dr. V.S. Arunachalam
  Padma Vibhushan & Distinguished Service Professor, Carnegie Mellon University, Pittsburg
- Mr. B. Muthuraman
  Former MD, TATA Steel Ltd. and a Padma Bhushan Awardee
- Mr. J. K. Pandey
  Ex-MD & CEO, Vital Products Ltd, Nigeria
- Mr. Suresh Menon
  CEO, Sansomite South Asia Pvt. Ltd.
- Mr. Aarif Aziz
  Head-HR, GE India Technology Center
- Mr. Narresh COO, Hidesign
- Mr. Satish Kumar
  Ex-MD & CEO, Henkel
- Mr. N.N. Subbu
  Co-founder & Director, Maverick Systems
- Mr. Ajit Mathur
  Managing Director, Skypgourmet
- Mr. Rajendra Srivastava
  MD - Nuclear & Renewable, ALSTOM
- Mr. Kaushik Deb
  Economist - British Petroleum
- Mr. Vivek Mishra
  ED, PWC
- Mr. Ankur Warike
  Founder and CEO, Nearbuy
- Mr. Bipul Soni
  VP (SAP), HCL Technologies
- Mr. Srini Sriperumbudur
  Partner & Leader of India Retirement Service Center, Mercer
- Ms. Anu Yadav
  Head (HR), Knowlarity
- Mr. Sachin Bhatia
  Co-founder and CEO, TrulyMadly
- Dr. Mukul Jain
  Consultant, SEBI
- Mr. Sriharsha Bandaluppi
  Senior Consultant, EY
- Ms. Vishwapriya Kochhar
  Associate Director & Business HR Head (Financial Advisory), PwC
- Mr. Saurabh Sharma
  Campus Recruitment & Employer Branding Leader, Ericsson India
- Mr. Virender Gaur
  GM (Business Excellence), Hero MotoCorp
- Mr. Ravi Sinha
  GM (HR), Hero MotorCorp
- Mr. Sanjay Nandragog
  CEO, Pizza Express
- Srinivasan Raghavan
  Independent Consultant & Former Head of Management Consultancy at TCS
- Mr. Mohan Menon
  Director, Balsa Consulting
- Mr. ML Jain
  Former Executive Director, ONGC
- Mr. Manikandan Thanagarthiam
  Amazon, Director
- Ms. Hema Mohandas
  Virtusa-Polaris Senior Director | Human Resources
- Mr. Jagan Ramaswami
  F&S, Director (Consulting) at Frost & Sullivan
- Mr. Amry Junaideen
  Deloitte India, President - ERS
- Ms. Devi Chandra Menon
  Senior Director | Human Resources
- Mr. Jagan Ramaswami
  F&S, Director (Consulting) at Frost & Sullivan
- Mr. Amry Junaideen
  Deloitte India, President - ERS
- Ms. Devi Chandra Menon
  Associate Vice President (Neeraj)
- Mr. R. Sridhar
  Mahindra & Mahindra, Senior VP, Strategy Sourcing

Industry interaction is one of the key focus areas at Great Lakes and the school aims to bring together renowned personalities, industry leaders, corporate heads, alumni and students in order to provide an ideal knowledge sharing and disseminating platform. Last year alone witnessed more than 150 Guest lectures by eminent industrialists and academicians (Great Lakes, Chennai and Great Lakes, Gurgaon combined).
Centers of Excellence & Research Conferences

Centers of Excellence

Great Lakes in its quest to become a hub for management research and leadership, has created multiple Centers of Excellence which are guided by some of the foremost management thinkers. The Centers of Excellence facilitate research, exchange of ideas, solutions to industry problems and offer guidance to future decision makers.

- Kotler – Srinivasan Center for Research in Marketing
- Center for Excellence in Technopreneurship [CEt]
- Union Bank Center for Banking Excellence
- Great Lakes Center For Management Research
- Center For Excellence in Retail Management
- Center for Excellence in Business Analytics and Business Intelligence
- Research in Analytics Center for Excellence [RACE]
- Digital & Internet Center for Excellence [DICE]
- Center for Energy Management & Research [CEMR]

Research Conferences

The International Research Conferences aim to bring together academicians and industry practitioners across the globe onto a common platform to discuss, debate and initiate a dialogue on various areas of Business management.

- North American Society for Marketing Education in India [NASMEI]
- Great Lakes International Research Conference
- Great Lakes – Union Bank Financial Conference
- Business Analytics Conference
Events and Publications

Events

Great Lakes is well known for the range and quality of its events. Students take an active role in all the events – right from conceptualizing to coordinating and staging them. Handling these events inculcates in them the skills of planning, administration, teamwork, creativity, networking and crisis management. These events not only provide the students an exposure to the various ongoing issues in Management but also give them a chance to interact with some of the best Women in Management, HR Leaders, Entrepreneurs and fellow B-school students.

- Successful Women in Management [SWIM]
- Conference on Human Capital Management
- Karma Yoga Convention
- L’attitude
- Emergeon
- Digital Marketing Conference
- International Entrepreneurship Conference
- Sapience
- Crest

Publications & Newsletters

Great Lakes’ magazines and newsletters portray the culture of learning, innovation and application that is deep-rooted in its curriculum. Following are the list of publications and newsletters:

- Herald – Half yearly journal publishing empirical research
- Gravity – Student’s quarterly magazine containing articles and interviews
- Finance 360 – Yearly follow-up of the International Financial Research Conference
- Great Connect – Bi-Annual Alumni Newsletter published by the members of the Alumni Committee
- Reflections – Monthly newsletter providing news and event updates from Great Lakes
Our Alumni Base

5000+ Alumni
Across 28 Countries
50+ Successful Alumni Ventures
Touching millions of lives every day
ONE YEAR FAST TRACK PROGRAM

Great Lakes’ flagship full time Post Graduate Program in Management (PGPM) is uniquely designed to deliver customer-centricity, meritocracy and corporate ethics in one year. It facilitates students’ understanding of the interaction between the various functional areas of a business system and offers specializations in the areas of Marketing, Finance, Strategy, IT/Operations & Analytics thereby appreciating the need for developing cross functional perspectives in business. The program has been designed by the Academic Advisory Council, which comprises the best in the world of management academia. This in turn has been streamlined with inputs from the Institute’s illustrious Business Advisory Council, to keep it in sync with the needs of an ever changing marketplace.

The program is designed to make the students business-ready and capable of responding to complex business requirements that arise in a changing global business environment. Throughout the course of study, emphasis is placed on skill development, team-work, inclusivity principles and value-based management hence creating “Business Ready Managers”.

PROGRAM HIGHLIGHTS

- One year fast-track MBA program in Management
- Diverse and experienced peer group
- Dynamic and industry requirement driven curriculum
- Guest lectures from eminent thought leaders and industry stalwarts
- Chinese (Mandarin) Language offered as an Elective
- Karma-Yoga : A Leadership Experiential Project
- Empirical Study under the Great Lakes Research Center
- Independent Entrepreneurship Development Forum (EDF)
- AICTE Approved Program
- Accredited by AMBA (Association of MBAs, UK)

ELIGIBILITY CRITERIA FOR PGPM 2017-18:

- CAT 2015 / 2016 scores
- XAT 2016 / 2017 scores
- CMAT 2016

Applicants should have a Bachelor’s degree in any discipline from a recognized institution and a minimum work experience of two years by 31st March, 2017.

LAST DATE FOR SUBMISSION OF APPLICATIONS:
FIRST CYCLE: 30th November, 2016
SECOND CYCLE: 24th January, 2017
PGDM POST GRADUATE DIPLOMA IN MANAGEMENT

TWO YEAR FULL TIME MBA PROGRAM

The Post Graduate Diploma in Management (PGDM) program has a clear focus on emerging economies and their growth. An AICTE approved program offered in the Chennai campus, PGDM offers a unique and nonpareil coverage of the economies of China, Far-East, Latin America and Africa in comparison to the India growth story. The PGDM has been designed by the Great Lakes Academic Advisory Council, which comprises the best in the world of management academia. This in turn has been streamlined with inputs from the institute’s illustrious Business Advisory Council, to keep it in sync with the needs of an ever changing market place. The course helps the students to develop into business-ready managers, capable of responding to complex business requirements that arise in a changing global business environment.

“ At Great Lakes, there is never a dull moment – our schedules are packed not just with classes but a lot of workshops, guest lectures, case studies, live projects and so on. The student run committees are another highlight which gives you a first hand exposure of all the challenges of corporate life.

- Malhar Lakdawala
PGDM Class of 2015
Consultant, Great Place to Work Institute

PROGRAM HIGHLIGHTS

- Two-year Fully residential program
- Emerging economy centric curriculum
- Delivered by the best faculty and industry leaders from across the globe
- Optional semester abroad program (SAP)
- Short term international immersions
- Entrepreneurial Incubation
- Chinese (Mandarin) Language taught as a mandatory course
- Karma-Yoga : A Leadership Experiential Project
- Empirical Study under the Yale-Great Lakes Research Center
- Rigorous 12-week summer internship
- AICTE approved program

ELIGIBILITY CRITERIA FOR PGDM 2017-19:
- GMAT Scores (Exam taken after 1st January 2015)
- CAT 2015 / 2016 scores
- XAT 2016 / 2017 scores
- CMAT 2016 and 2017 scores

Applicants should have a Bachelor’s degree in any discipline from a recognized institution with minimum 50% marks in graduation.

Only freshers and candidates with less than 24 months of work experience are eligible to apply.

LAST DATE FOR SUBMISSION OF APPLICATIONS : 15th FEBRUARY, 2017
Titans Speak

Dr. A.P.J. Abdul Kalam
Former President of India.

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.

Mr. Adi Godrej
Chairman, Godrej Group

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. N. R. Narayana Murthy
Co-founder, Infosys Ltd.

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

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

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. S. Ramadorai
Vice-Chairman, TCS

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. Lakshmi Narayanan
Vice-Chairman, CTS
Great Lakes Institute of Management

Chennai Campus: Dr. Bala V Balachandar Campus, ECR Road, Manamai, Tamil Nadu – 603 102 | Tel.: +91 44 3080 9000 / 9207 / 9017 | Fax: +91 44 3080 9001
Chennai City Office: 2nd Floor, NPL Devi Building, No. 111, Kalki Krishnamoorthy Salai (LB Road), Thiruvanmiyur, Chennai – 600 041 | Tel.: +91 44 2441 2450 | Fax: +91 44 2441 2458
Gurgaon Campus: Bilaspur Tauru Road, Near Bilaspus Chowk, Gurgaon - 122 413, Haryana | Tel.: +91-124-2012 2522
Gurgaon City Office: 14th Floor, Block B, Vatika Towers, Sector 54, Golf Course Road, Gurgaon - 122 002, Haryana

www.greatlakes.edu.in | admissions@greatlakes.edu.in