Imagination Unbound
Potential Unleashed
Great Lakes is where ‘the Art of leadership blends with the science of management’ to offer a learning environment that brings out the very best in you.

It is that place where imagination is not limited by boundaries, where every thought is taken to its logical conclusion, where you are free to roam the skies of possibilities and go beyond every definition.

For only when the imagination is unbound, will the potential be unleashed.
2 Campuses

4 Centers of Excellence

4 International Research Conferences

7 world-class annual events

20+ visiting faculty from International Institutes such as Stanford, Kellogg, Yale, etc.

2200+ alumni network

20000+ books 900+ online journals

50+ Prizes won by Students at National Level in 2012–13

150+ industry leaders on Campus in 2012–2013

43 Global thought leaders on Academic Advisory Council

46 Industry Titans on Business Advisory Council

12 collaborations with leading global institutions

Index

About Great Lakes 02
Message from Dean 03
Message from Executive Director, Chennai 04
Message from Director, Gurgaon 05
Business Advisory Council 06
Academic Advisory Council 08
Faculty 10
Interacting with The Who’s Who 16
Centers of Excellence 18
Research Conferences 20
Events 22
Publications & Newsletters 26
Karma – Yoga 28
Empirical Study 30
Infrastructure 32
Alumni Relations 34
Full time Programs 36
Executive Programs 42
Corporate Learning & Development 46
Corporate & Career Services 48
Great Lakers’ Achievements 50
Contact Information 52
About Great Lakes

Founded in 2004 with a vision of becoming the leading Management Institution in India providing Quality Education at an affordable cost and Human Capital for Emerging Economies, Great Lakes has, in these 10 years of its existence, indeed made great strides in Management Education. What perhaps sets it apart from the others are its constituent members – globally acknowledged faculty, enterprising students and the members of its Advisory councils.

Great Lakes’ Business Advisory Council and Academic Advisory Council consists of luminaries; truly the who’s who from the sphere of business and management education. But what’s more important is that such exalted individuals inspire and provide the guiding light to the young aspiring business leaders of tomorrow.

Great Lakes, unlike many other management institutions, believes in the power of imagination and freedom of ideas. The students are encouraged to advance their knowledge by questioning conventions and established frameworks. A carefully drawn up course curriculum also ignites the passion to achieve – which is what puts the Great Lakers on a high flying career graph. Testimony to this is the fact that every student who has graduated out of the institution has found a firm ground to grow into a global business leader of tomorrow.

Great Lakes truly has excellence in its soul and believes in sharing and growing. Hence, it has formed collaborations with some of the finest international institutions for exchange of knowledge and skills in preparation for the next decade of its excellence and growth.

Vision
To become the leading Management Institution in India providing Quality Education at an affordable cost and Human Capital for Emerging Economies.

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

Collaborations
One of the brilliant things about a milestone is that it is the cause of much jubilation. It is the time to celebrate a job well-done, to laud the untiring efforts of all those who contributed to the smashing success and also to enjoy the satisfaction and pride that goes hand in hand with the sense of achievement. As Great Lakes enters its 10th year of operations, I see the tiny baby steps that Great Lakes took in 2004 in the field of Management Education have now transformed into giant strides and I am delighted to note that Great Lakes has indeed earned its pride of place amongst some of the best Institutions in the country and the respect of the academic and corporate community. Great Lakes has indeed arrived!

With multiple programs that cater to the entire professional community, an established presence at Chennai and Gurgaon (with potential to include the east and west of India as well), academic alliances with several reputed and world-famous Universities across the globe, in-house capabilities for exceptional, cutting-edge research etc., Great Lakes has set itself on a mission to become one of the best B-school destinations in the world. I am delighted to present you the Great Lakes Corporate Brochure – your window into our world.

Dr. Bala V Balachandran
J L Kellogg Distinguished Professor (Emeritus in Service) of Accounting & Information Management, Northwestern University, Illinois, USA
Founder & Dean, Great Lakes Institute of Management, Chennai, India
It gives me immense pleasure to write this message on the unveil of Great Lakes entering 10th year of its operations.

As a person who was involved from the day zero, it is also a matter of great pleasure and satisfaction for me. These 10 years have been very momentous for the institute and Great Lakes has come a long way in this period of nine years, be it student quality, faculty, industry and general perception, respect among the academic community. All this would not have been possible but for the strong support that we enjoyed from the industry that recognizes top quality. From a rented 12000 sq.ft. building, we are today on a 27.5 acre completely residential green campus and very soon will be having our own campus at Gurgaon/NCR area.

While one year PGPM remains our flagship program, we have added many other relevant programs over the years. We have succeeded in making Management Education more broad-based and relevant and this is evidenced by the increasing endorsement of the industry.

You will find details on what made Great Lakes what it is today in the following pages. We look forward to your participation in one form or the other in what we are trying to accomplish.

Prof. S. Sriram
Executive Director – Great Lakes Chennai
We, at Great Lakes, invite all of our external stakeholders – prospective students and industry executives to engage with us to experience our philosophy of management education and research. We believe in creating and disseminating knowledge that serves the needs of industry for which it must be relevant and contemporary.

Our curriculum is co-created and co-delivered with senior industry executives to ensure that it is truly relevant to industry’s needs.

The Gurgaon campus started operation with its Two Year Post Graduate Program in Management (Energy) in 2010 and also started offering Great Lakes’ flagship PGPM course in 2012. The Post Graduate programs seek to develop motivated management professionals equipped with comprehensive domain knowledge and capable of creating a significant impact on their organizations.

The Institute’s activity now includes the full-time post graduate management programs, corporate training programs, consulting services and independent research to enhance the intellectual capital and knowledge base.

**Great Lakes Gurgaon offers the following programs:**
- Post Graduate Program in Management - PGPM
- Post Graduate Program in Management (Energy) - PGPM (Energy)
- Post Graduate Program in Business Analytics - PGPBA
- Corporate Learning & Development

Great Lakes Institute of Management, Gurgaon

---

**Message From Director, Gurgaon**

We, at Great Lakes, invite all of our external stakeholders – prospective students and industry executives to engage with us to experience our philosophy of management education and research. We believe in creating and disseminating knowledge that serves the needs of industry for which it must be relevant and contemporary.

Our curriculum is co-created and co-delivered with senior industry executives to ensure that it is truly relevant to industry’s needs. Over and above the direct industry inputs in our courses, we have a very vibrant culture of guest lectures by industry executives. We have an “Industry Thought Leader Series” where very senior industry executives speak about the future direction of their respective industry sectors. In our “Career Pathfinder Series”, executives with 10-15 years of experience expose our students to a variety of career opportunities available to them based on their specializations.

In addition, we have a Leadership Module and an Entrepreneurship Development Module where relevant speakers are invited to deliver special lectures on topics pertinent to these modules. We have on an average two guest lectures every week, which speaks volumes of the intensity of our regular industry interaction.

We look forward to associating with you and having you as part of the Great Lakes family.

**Dr. Himadri Das**
Director – Great Lakes Gurgaon
Business Advisory Council
Academic Advisory Council

Dr. Bala V Balachandran
J L Kellogg Distinguished Professor of Accounting & Information Management (Emeritus in Service)
Kellogg School of Management, Northwestern University

Dr. Philip Kotler
S C Johnson & Son Distinguished Professor of International Marketing
Kellogg School of Management, Northwestern University

Prof. Aswath Damodaran
Professor of Finance
Leonard N Stern School of Business, New York University

Dr. Seenu V Srinivasan
Adams Distinguished Professor of Management (Emeritus)
Graduate School of Business, Stanford University

Dr. V. G. Narayanan
Thomas D. Casserly, Jr.Professor of Business Administration
Unit Head, Accounting and Management
Harvard Business School

Dr. V Kasturi Rangan
Malcolm P McNair Professor of Marketing
Harvard Business School

Prof. Marti G Subrahmanyam
Charles E Merrill Professor of Economics, Finance and International Business
Leonard N Stern School of Business, New York University

Dr. Sunil Chopra
IBM Distinguished Professor of Operations Management & Information Systems
Kellogg School of Management, Northwestern University

Dr. Lakshman Krishnamurthi
A Montgomery Ward Professor of Marketing
Kellogg School of Management, Northwestern University

Dr. Srikan M Datar
Arthur Lowes Dickinson Professor of Accounting
Harvard Business School

Dr. Sudhakar V Balachandran
Associate Professor
College of Business Administration, University of Illinois

Dr. Nirmal Gupta
Marketing Educator
Indian School of Business

Dr. Jitendra V Singh
Saul P Steinberg Professor of Management
Wharton School, University of Pennsylvania

Dr. Shyam Sunder
James L Frank Professor of Accounting, Economics and Finance
School of Management, Yale University

Dr. Swaminathan Sridharan
John and Norma Darlin, Professor in Accounting, Chair of Accounting Information and Management Department
Kellogg School of Management, Northwestern University
Dr. Gadi Ariav
Associate Professor of Management Information Systems
The Leon Recanati School of Business Administration,
Tel Aviv University

Dr. Bala Chakravarthy
Professor of Strategy & International Management
IMD International

Dr. V S Arunachalam
Distinguished Services Professor
(also former Scientific Advisor to the Prime minister and Defence minister), Carnegie Mellon University

Dr. Yair M Babad
Professor, Department of Information and Decision Sciences, University of Illinois

Dr. Hayagreeva Rao
Professor of Organizational Behavior;
Director of the Managing Talent for Strategic Advantage Executive Program;
Co-Director of The Consumer-Focused Innovation Executive Program, Professor of Sociology (by courtesy),
School of Humanities and Social Sciences
Graduate School of Business, Stanford University

Ms. Rama Bijapurkar
Renowned Thought Leader and Strategic Marketing Consultant, Mumbai

Dr. N Jayashankaran
Honorary Dean and Advisor
Bangalore Management Academy

Dr. S P Kothari
Deputy Dean and Gordon Y Billard Professor of Management, Sloan School of Management, Massachusetts Institute of Technology

Dr. B Mahadevan
Professor of Operations Management
Indian Institute of Management, Bangalore

Dr. Rajnish Mehra
Deutsche Bank Chair of Finance
University of Luxembourg

Prof. Nandu Nagarajan
Professor of Business Administration Accounting
Katz Graduate School of Business, University of Pittsburg

Mr. Mohan Nair
Chief Innovation Officer
The Regence Group, USA

Dr. Paul Prabhaker
Associate Dean & Professor (Marketing)
College of Business, Northern Illinois University

Dr. Srinivasan Raghunathan
Associate Professor of Management Information Systems
School of Management, University of Texas

Dr. Ram T S Ramakrishnan
Department of Accounting
University of Chicago

Dr. Keshavamurthy Ramamurthy
Professor, Information Technology Management,
Sheldon B Lubar School of Business, University of Wisconsin

Dr. Suresh P Sethi
Eugene McDermott Chair Professor of Operations Management
University of Texas, Dallas

Dr. Konduru Symaramakrishnan
Henry Gardiner Symonds Professor of Accounting
Rice University

Dr. K K Srinivasan
Founder President of two e-com ventures, Former faculty
Georgia Institute of Technology

Dr. Krishnamurthy Surysekar
Assistant Professor of Accounting
School of Accounting, Florida International University

Dr. Asher Tishler
Dean, The Faculty of Management
Tel Aviv University

Dr. M B Athreya
Former Professor
IIM Calcutta

Dr. M S Krishnan
Accenture Professor of Computer and Information Systems;
Faculty Director of India Initiatives; Professor of Technology and Operations
Ross School of Business, University of Michigan

Dr. Finn E Kydland
Henley Professor of Economics
University of California

Dr. Lakshmanan Shivakumar
London Business School Chaired Professor of Accounting
London Business School

Dr. Jagdish N Sheth
Charles M Kellogg Chair of Marketing
Goizueta Business School, Emory University

Dr. Baldev Raj
Indian Scientist & Chairman of National Institute of Technology, Puducherry
Former director of the Indira Gandhi Centre for Atomic Research, Kalpakkam
“My professors have definitely been an important aspect of my grooming as a Business Leader. They have significantly helped me in honing my approach to deal with various business problems and issues that I would be facing during my career after MBA.”

– Ankush Aneja, PGPM Class of 2013
Faculty

Dr. Bala V Balachandran  
Founder & Dean  
Managerial Accounting, Auditing, Management Information Systems and Mathematical Programming

Dr. B S K Naidu  
Chairman Emeritus  
Great Lakes Gurgaon  
Energy Studies and Leadership Development

Mr. Mohan Lakhamraju  
Vice – Chairman  
Entrepreneurship and Finance

Dr. Vaidy Jayaraman  
Associate Dean  
Operations

Dr. Shanti S K  
Assistant Dean  
Economics and Public Policy

Dr. Himadri Das  
Director – Gurgaon Campus  
Finance

Dr. Sanjoy Sircar  
Director – PGPM  
Finance

Dr. Tapan Panda  
Director – PGDM & Kotter Srinivasan  
Center for Research in Marketing  
Marketing

Dr. Bobby Srinivasan  
Director – PGDM & Dr Bala V Balachandran Distinguished  
Professor of Finance and Economics  
Finance

Prof. R S Veeravalli  
Director – PGXPM & GEMBA  
Entrepreneurship, Negotiations and Learning & Development

Prof. S. Elankumaran  
Director – PGWPM  
Organizational Behaviour

Dr. Venkat R Krishnan  
Director – Yale Great Lakes Center for Management Research & Vasantha Balachandran & Bala V Balachandran  
Chair Professor of Management  
Organizational Behaviour

Dr. K C John  
Director – Center for Excellence in Technopreneurship  
Technology, Innovation and Entrepreneurship

Dr. T N Swaminathan  
Director – Branding, Public Relations & Alumni Relations  
Marketing

Prof. Easwar Krishna Iyer  
Director – Admissions  
Marketing

Prof. D Sriram  
Associate Director – Admissions  
Marketing

Dr. Bharadhwaj S  
Dr. Bala V Balachandran & Vasantha Balachandran  
Chair Professor of Marketing  
Marketing

Dr. K S Meenakshisundaram  
Head – Academic Administrations  
Business Communications

Dr. Prakash Mathure  
International Business

Dr. Ahindra Chakraborti  
Finance

Dr. Bappaditya Mukhopadhyay  
Economics, Finance & Quantitative Methods

Dr. P K Vishwanathan  
Operations

Prof. Ranjan Banerjee  
Innovation and Marketing

Dr. V P Singh  
Economics

Dr. T N Badri  
Operations / Quantitative Techniques

Dr. Hema Bajaj  
Organizational Behaviour

Prof. Poornima Gupta  
Organizational Behavior & HR

Dr. Praksha Mathure  
International Business

Dr. Ahindra Chakraborti  
Finance

Dr. Bappaditya Mukhopadhyay  
Economics, Finance & Quantitative Methods

Dr. P K Vishwanathan  
Operations

Prof. Ranjan Banerjee  
Innovation and Marketing

Dr. V P Singh  
Economics

Dr. T N Badri  
Operations / Quantitative Techniques

Dr. Hema Bajaj  
Organizational Behaviour

Dr. Shanti S K  
Assistant Dean  
Economics and Public Policy

Dr. Himadri Das  
Director – Gurgaon Campus  
Finance

Dr. M V Anuradha  
Human Resource Management

Dr. M Muthuraj  
Economics & Public Policy

Dr. Preeti Goyal  
Finance

Prof. S K Palhan  
Operations, Human Values & Ethics

Prof. B Venkatesh  
Finance

Prof. S Srinivasan  
Strategy

Dr. S. Elankumaran  
Director – PGWPM  
Organizational Behaviour

Dr. V P Singh  
Economics

Dr. T N Badri  
Operations / Quantitative Techniques

Dr. Hema Bajaj  
Organizational Behaviour

Dr. Suresh Srinivasan  
Strategy

Dr. Manaswee K Samal  
Finance
International Visiting Faculty

Dr. Ashok Vasudevan
Chief Executive, Preferred Brands and Chairman, Tasty Bite Eatables Ltd.
Entrepreneurship

Prof. B Natarajan
Professor, National University of Singapore
Operations Management

Prof. Balasubramaniam Ramesh
Professor, J Mack Robinson College of Business, Georgia State University
Information Systems

Prof. Govind Hariharan
Professor, Kennesaw University
Economics, Finance & Quantitative Analysis

Dr. Krishnamurty Surysekar
Associate Professor, College of Business Administration, Florida International University
Accounting

Dr. Krishnan Dandapani
Professor, University of Florida
Accounting

Prof. Mohan Lal Agarwal
Professor, IMT Dubai
Marketing

Dr. Narendar Rao
Assistant Professor, Northern Illinois University
Finance

Dr. Paul Prabhakar
Associate Dean, Northern Illinois University
Marketing

Prof. Ram Ganeshan
Professor, Mason School of Business
Operations & Logistics

Prof. Ram Krishnan
Research Professor, University of Miami
Marketing

Dr. Ramesh Subramanian
New Haven & Gabriel Ferrucci Professor, Quinnipiac University
Information Systems

Dr. Seenu Srinivasan
Adams Distinguished Professor of Management, Emeritus, Graduate School of Business, Stanford University
Marketing

Prof. Shiva Sivaramakrishnan
Bauer Endowed Chair of Accounting, University of Houston
Accounting

Prof. Shyam Sunder
James L Frank Professor of Accounting, Economics and Finance, School of Management, Yale University
Finance

Dr. Siva Nathan
Associate Professor, Robinson College of Business, Georgia State University
Accounting

Dr. Sudhakar V Balachandran
Associate Professor College of Business Administration, University of Illinois
Accounting

Prof. Sridhar Nerur
Professor, University of Texas
Operations Management

Prof. Sridhar Ramaswami
Heggen Fellow and Professor of Marketing, Director PhD Program, Iowa State University
Marketing

Dr. Subba Iyer
Professor, S P Jain School of Global Management
Operations Management

Dr. Ram S Sriram
Controllers Roundtable Distinguished Professor, J Mack Robinson College of Business, Georgia State University
Accounting

Dr. Suj Chandrasekhar
Founder and Principal, Strategic Insights Inc.
Marketing
<table>
<thead>
<tr>
<th></th>
<th>Visiting Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. A G Balasubramaniam</td>
<td>Visiting Faculty</td>
</tr>
<tr>
<td>Professor, Goa Institute of Management</td>
<td></td>
</tr>
<tr>
<td>Dr. Anupam Sircar</td>
<td>Independent Consultant</td>
</tr>
<tr>
<td>Energy &amp; Power</td>
<td></td>
</tr>
<tr>
<td>Prof. Arjun Chakraverti</td>
<td>Director, IndusAge Advisors Pvt. Ltd.</td>
</tr>
<tr>
<td>Marketing</td>
<td></td>
</tr>
<tr>
<td>Dr. Arvind Raghav</td>
<td>Consultant, Evonik Energy Services</td>
</tr>
<tr>
<td>Nuclear Power</td>
<td></td>
</tr>
<tr>
<td>Dr. Ashesh Gupta</td>
<td>Professor, Management Development Institute</td>
</tr>
<tr>
<td>Finance</td>
<td></td>
</tr>
<tr>
<td>Dr. Bhaskar Natrajan</td>
<td>Consultant, IT Power</td>
</tr>
<tr>
<td>Sustainable Development</td>
<td></td>
</tr>
<tr>
<td>Ms. Bridgit Hartland Johnson</td>
<td>Managing Director, Energy Dominique</td>
</tr>
<tr>
<td>Smart Grid</td>
<td></td>
</tr>
<tr>
<td>Dr. Conrad Vincent</td>
<td>Director &amp; Head – Credit, JM Financial Asset Management</td>
</tr>
<tr>
<td>Finance</td>
<td></td>
</tr>
<tr>
<td>Dr. C P Gupta</td>
<td>Professor, Management Development Institute</td>
</tr>
<tr>
<td>Finance</td>
<td></td>
</tr>
<tr>
<td>Mr. C R Rajan</td>
<td>Advisor, Coromandel International</td>
</tr>
<tr>
<td>Strategic Management</td>
<td></td>
</tr>
<tr>
<td>Dr. C V Raman</td>
<td>Director, National Academy for Training &amp; Development</td>
</tr>
<tr>
<td>Prof. D Ravishankar</td>
<td>Executive Director, CRISIL Limited</td>
</tr>
<tr>
<td>Co-Founder &amp; CEO of Credit Market Services Ltd</td>
<td></td>
</tr>
<tr>
<td>Marketing</td>
<td></td>
</tr>
<tr>
<td>Ms. Deepali Bhardwaj</td>
<td>VP – Strategic Alliances &amp; Business, Technotree Consulting</td>
</tr>
<tr>
<td>MIS</td>
<td></td>
</tr>
<tr>
<td>Prof. Devakunjari Natarajan</td>
<td>Professor, Independent Consultant</td>
</tr>
<tr>
<td>Chinese Language (Mandarin) &amp; Culture</td>
<td></td>
</tr>
<tr>
<td>Mr. Dhruba Purkayastha</td>
<td>CEO, Feedback Infrastructure Services Pvt. Ltd.</td>
</tr>
<tr>
<td>Project Finance</td>
<td></td>
</tr>
<tr>
<td>Prof. Durai Rajan</td>
<td>Independent Consultant</td>
</tr>
<tr>
<td>Operations Management</td>
<td></td>
</tr>
<tr>
<td>Prof. G Balasubramaniam</td>
<td>Professor, Institute for Financial Management and Research Development</td>
</tr>
<tr>
<td>Finance</td>
<td></td>
</tr>
<tr>
<td>Mr. Gaurav Mehta</td>
<td>HR Professional &amp; Trainer, Reliance</td>
</tr>
<tr>
<td>LDP</td>
<td></td>
</tr>
<tr>
<td>Prof. M Hariharan</td>
<td>Director, Savoir Faire Management Services Pvt. Ltd.</td>
</tr>
<tr>
<td>Finance</td>
<td></td>
</tr>
<tr>
<td>Dr. M Hariharan</td>
<td>Director, Savoir Faire</td>
</tr>
<tr>
<td>Management Services Pvt. Ltd.</td>
<td></td>
</tr>
<tr>
<td>Finance</td>
<td></td>
</tr>
<tr>
<td>Dr. M Rajamanickam</td>
<td>President and Chief Process Officer, Trimentus Technologies</td>
</tr>
<tr>
<td>Strategy and Leadership</td>
<td></td>
</tr>
<tr>
<td>Prof. Mahesh Doraiswamy</td>
<td>Professor, SSN School of Management</td>
</tr>
<tr>
<td>Organizational Behaviour</td>
<td></td>
</tr>
<tr>
<td>Mr. Mohan Menon</td>
<td>Consultant, Bala Consulting</td>
</tr>
<tr>
<td>Power Pricing</td>
<td></td>
</tr>
<tr>
<td>Ms. Mythili Bhusnurmath</td>
<td>Consulting Editor, Economic Times</td>
</tr>
<tr>
<td>Banking and Treasury</td>
<td></td>
</tr>
<tr>
<td>Dr. Nitender Dhillon</td>
<td>Management Consultant</td>
</tr>
<tr>
<td>Finance</td>
<td></td>
</tr>
<tr>
<td>Ms. Pritima Kaushal</td>
<td>Director, Enablers India</td>
</tr>
<tr>
<td>Business Communication</td>
<td></td>
</tr>
<tr>
<td>Prof. Purba Rao</td>
<td>Professor and Consultant</td>
</tr>
<tr>
<td>Business Analytics</td>
<td></td>
</tr>
<tr>
<td>Prof. R Sridhar</td>
<td>Founder &amp; Director, Kabran and Ex. Associate Director, Price Waterhouse Coopers Pvt. Ltd.</td>
</tr>
<tr>
<td>Dr. Himanshu Bhatnagar</td>
<td>Deputy General Manager, PTC Planning and Management of Wind Resources</td>
</tr>
<tr>
<td>Mr. Inderjeet Dagar</td>
<td>Director, Institute of Vocational Studies</td>
</tr>
<tr>
<td>Financial Accounting &amp; Managerial Accounting</td>
<td></td>
</tr>
<tr>
<td>Dr. ISF Irudayaraj</td>
<td>Professor, Xavier Labour Relations Institute</td>
</tr>
<tr>
<td>Organizational Behaviour</td>
<td></td>
</tr>
<tr>
<td>Mr. K K Vohra</td>
<td>Professor</td>
</tr>
<tr>
<td>Project Planning</td>
<td></td>
</tr>
<tr>
<td>Dr. K N Vaidyanathan</td>
<td>Director, Xavier Institute of Management &amp; Research</td>
</tr>
<tr>
<td>International Business</td>
<td></td>
</tr>
<tr>
<td>Mr. Kiruba Shankar</td>
<td>CEO, Business Blogging Pvt. Ltd.</td>
</tr>
<tr>
<td>Marketing</td>
<td></td>
</tr>
<tr>
<td>Mr. Kurien Joseph</td>
<td>Director, Komark Consultants</td>
</tr>
<tr>
<td>Oral Communication</td>
<td></td>
</tr>
<tr>
<td>Mr. L Raghavan Iyer</td>
<td>Professor</td>
</tr>
<tr>
<td>Business Law</td>
<td></td>
</tr>
<tr>
<td>Ms. Lalitha Maheswaran</td>
<td>Corporate Trainer, Freelance Consultant</td>
</tr>
<tr>
<td>Strategy and Leadership</td>
<td></td>
</tr>
<tr>
<td>Name</td>
<td>Position/Title</td>
</tr>
<tr>
<td>---------------------------</td>
<td>-------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Prof. R Kannan</td>
<td>Professor, Institute for Financial Management and Research Operations Management</td>
</tr>
<tr>
<td>Prof. Raghu Iyer</td>
<td>Adjunct Professor, S P Jain Institute of Management &amp; Research Finance</td>
</tr>
<tr>
<td>Prof. Rajiv Misra</td>
<td>Professor, Xavier Labour Relations Institute Operations</td>
</tr>
<tr>
<td>Dr. Rakesh Khurana</td>
<td>Chairman &amp; Founder, Knowledge N/w India Pvt. Ltd. Environment at Reliance Power Ltd.</td>
</tr>
<tr>
<td>Dr. Rakesh Pandey</td>
<td>Deputy General Manager, NTPC Power Plant Operations</td>
</tr>
<tr>
<td>Dr. Rakesh Singh</td>
<td>Director, Durgadevi Saraf Institute of Management Economics and Public Policy</td>
</tr>
<tr>
<td>Dr. Ramanathan</td>
<td>Chief Executive, Param Consulting Information Technology</td>
</tr>
<tr>
<td>Mr. Ramesh Tiwari</td>
<td>Founding Director, Solar Unlimited (India) Pvt. Ltd. Solar Energy</td>
</tr>
<tr>
<td>Ms. Rekha Krishnan</td>
<td>Independent Consultant Energy Economics</td>
</tr>
<tr>
<td>Mr. Sandeep Puri</td>
<td>Professor, Institute of Management Technology Marketing and CRM</td>
</tr>
<tr>
<td>Mr. Sanjay Badhe</td>
<td>Retail and Marketing Consultant Marketing</td>
</tr>
<tr>
<td>Mr. Sanjay Chandwani</td>
<td>Assistant Professor, Management Development Institute Marketing</td>
</tr>
<tr>
<td>Mr. Sanjay Vashishtha</td>
<td>Director, First Green Consulting Private Ltd. Wind Energy</td>
</tr>
<tr>
<td>Dr. Sanjeev Srivastava</td>
<td>Assistant Vice President, ABB B2B Marketing</td>
</tr>
<tr>
<td>Mr. Sankalp Arora</td>
<td>Head – SPP Division, Green Eco Energy Solar Energy Management</td>
</tr>
<tr>
<td>Dr. Seema Sanghi</td>
<td>Owner, Styrax Consultants Pvt. Ltd. Leadership and HRM</td>
</tr>
<tr>
<td>Ms. Shyamli Rathore</td>
<td>CEO, Sidman Learning Solutions Business Communication</td>
</tr>
<tr>
<td>Mr. Sidharth Balakrishna</td>
<td>Manager Projects, Cairn Energy Energy Policy</td>
</tr>
<tr>
<td>Mr. S L Ganpathi</td>
<td>Managing Consultant / Director, Symatec Associates Pvt. Ltd. Logistics and Supply Chain</td>
</tr>
<tr>
<td>Mr. Sudhir Jain</td>
<td>Senior Vice President, Reliance Industries Marketing of Upstream Industries &amp; Imports</td>
</tr>
<tr>
<td>Dr. Sudhir Singhal</td>
<td>Former Director, Indian Institute of Petroleum Bio Mass Energy</td>
</tr>
<tr>
<td>Dr. Sunil Ashra</td>
<td>Associate Professor, Management Development Institute Economics</td>
</tr>
<tr>
<td>Dr. Surendra Sundararajan</td>
<td>Professor, Faculty of Management Studies Finance</td>
</tr>
<tr>
<td>Mr. Tarun Chaturvedi</td>
<td>Professor, Management Development Institute Finance</td>
</tr>
<tr>
<td>Dr. V Ananthanageswaran</td>
<td>Financial Analyst and Independent Consultant Finance</td>
</tr>
<tr>
<td>Dr. V K Murti</td>
<td>Adjunct Faculty Member, S P Jain Institute of Management &amp; Research Marketing</td>
</tr>
<tr>
<td>Mr. Vamsi</td>
<td>Chief Manager, Power Grid Corporation Transmission</td>
</tr>
<tr>
<td>Ms. Vandana Gupta</td>
<td>Associate Professor, Delhi University Finance</td>
</tr>
<tr>
<td>Mr. Vijay Duggal</td>
<td>Deputy General Manager, Bharat Petroleum Ltd. Oil &amp; Gas</td>
</tr>
<tr>
<td>Dr. Vijay Gupta</td>
<td>Professor, Institute of Management Technology Services Operations</td>
</tr>
<tr>
<td>Prof. Vinmla Dorairaju</td>
<td>Mahindra Holidays and Resorts India Pvt. Ltd. Operations Management</td>
</tr>
<tr>
<td>Prof. Vinit Thakur</td>
<td>Independent Consultant Operations Management</td>
</tr>
<tr>
<td>Mr. Vivek Kumar</td>
<td>Senior Professor, Sagar Consultancy Operations</td>
</tr>
<tr>
<td>Prof. P B Ramanujam</td>
<td>Finance</td>
</tr>
<tr>
<td>Mr. P Dwarkanath</td>
<td>Human Resource &amp; Employee Relations</td>
</tr>
</tbody>
</table>
Interacting with the Who’s Who

Mr. Adi Godrej
Dr. Montek Singh Ahluwalia
Dr. APJ Abdul Kalam
Mr. Azim Premji
Dr. Shashi Tharoor
Mr. Nitin Paranjape
Guest Lectures and 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 200 Guest lectures by eminent industrialists and academicians (both Chennai & Gurgaon campuses combined). These interactions are divided into three types:

- **INDUSTRY THOUGHT LEADERSHIP LECTURE SERIES**
  Industry titans, heads and CXOs of various organizations interact with the students and share leadership and life lessons with them. The students also get to hear the first hand version of what it takes to lead organizations.

- **CAREER ROLE MODEL LEADERSHIP LECTURE SERIES**
  Mid and senior-level executives with more than 10 years of work experience across organizations in various sectors interact & provide career guidance to the students.

- **ALUMNI LEADERSHIP LECTURE SERIES**
  Some of Great Lakes’ 2200+ alumni share their experiences during and after the course and guide the students so that they make the most out of the program.

Some of the industry leaders who visited and interacted with the students in the last year:
- Mr. R Gopalakrishnan, ED, Tata Sons
- Mr. Nitin Paranjpe, CEO and MD, Hindustan Unilever Ltd.
- Mr. Lakshmi Narayanan, Vice Chairman, Cognizant Technology Solutions Ltd.
- Mr. Shanker C, Managing Director, IBM India/South Asia
- Dr. Santrupt Mishra, Director, Global HR & CEO, Carbon Black Business at Aditya Birla Group
- Mr. D Shiv Kumar, Senior Vice President – Sales, Nokia
- Dr. D Prasanth Nair, Global Head ~ HR, Cipla
- Mr. Allen Sequeira, Advisor-Group HR Mahindra & Mahindra Ltd.
- Dr. K C Chakrabarty, Dy. Governor RBI
- Prof. Sudio Sudarshan, Brand Reality Strategist
- Mr. Praveen Sinha, Managing Director & Co-founder, Jabong.com
- Mr. Sankar Ramamurthy, Executive Director, PWC
- Mr. Akhil Padmanabhan, Head ~ Agency Relations, Google India
- Mr. Manu Kumar Jain, Co-founder & MD, Jabong.com
- Mr. David Wittenberg, Innovation Consultant
- Mr. Ankur Agarwal, Co-founder, Acamor and Founder & CEO, Advait Energy
- Mr. Jayatu Sen Chaudhury, VP ~ International Risk, American Express
- Mr. Manik Jolly, Director, Sun Edison
- Mr. N K Bansal, Executive Director, Indian Oil Corporation Ltd.
- Mr. Lars Eric Fridolfsson, HR Head ~ South Asia, Ikea
- Mr. Arun Hegde, Founder, Pro-Active (Former MD, Wrigley)
- Dr. Montek Singh Ahluwalia, Deputy Chairman, Planning Commission
- Mr. P Elango, CEO, Cairn India Ltd.

**GREAT LAKES GLOBAL THOUGHT LEADERS SERIES**

Launched in 2012–13, Great Lakes Global Thought Leader Series brings the world’s top business gurus and thought leaders to India, to share their knowledge and insights with the decision makers and the corporate leaders on the Indian industry. GTLS caters to the ever changing industry demands by bringing together industry stalwarts and Thought leaders onto a common platform, facilitating thought sharing and idea generation.

Last year witnessed the visit of Dr. Philip Kotter - Renowned Marketing guru, Dr. Shyam Sunder - James L Frank Professor of Accounting, Economics & Finance, School of Management, Yale University, Dr. Seenu V Srinivasan - Adams Distinguished Professor of Management (Emeritus) from Graduate School of Business, Stanford University and Prof. Praveen Kumar, Chair of the Finance Department and Executive Director of the UH Global Energy Management Institute in the CT Bauer College of Business at University of Houston to India as a part of this Global Thought Leader Series.

The industry interaction at Great Lakes stands unique in its aim to bring together students and industry veterans under one roof. Great Lakes has brought together renowned industry leaders as keynote speakers for various events and provided an ideal platform for corporate heads, faculty and students to learn from each other – P Veeraraghavan, PGPM Class of 2013
“Through imagination, we can visualize the uncredited worlds of potential that lie within us.”

— Stephen R Covey
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

The Kotler-Srinivasan Center for Research in Marketing was created to bridge the academia-industry gap in marketing intelligence, analytics and insight-led solutions. The center aims at academic research and industry-led consulting innovations in keeping with the needs of the marketing managers across the country by conducting conferences, seminars, workshops, publishing case studies, monographs and research reports in the area of Marketing.

YALE-GREAT LAKES CENTER FOR MANAGEMENT RESEARCH

The Yale-Great Lakes Center for Management Research was set up to promote, facilitate and advance India-centric management related research contributing to the development of basic and applied knowledge in the field of management. Apart from publishing a half-yearly refereed journal “Great Lakes Herald”, the center also organizes an annual international research conference in which research papers are presented on various areas of business and management.

UNION BANK CENTER FOR BANKING EXCELLENCE

Union Bank Center for Banking Excellence (UBCFE) was established at Great Lakes Institute of Management with generous contribution and an unstinting support from Union Bank, to conduct research and training programs and to undertake initiatives in the field of Banking and Financial Services. The Center consists of a panel of eminent leaders both from the banking sector and from the academia.

CENTER FOR EXCELLENCE IN TECHNOPRENEURSHIP

Center for Excellence in Technopreneurship (CET) was established at the Great Lakes Institute of Management, Chennai in 2010. With a firm focus on knowledge intensive entrepreneurial ventures across high technology, low technology and service sectors, it aims to create a future that is more conducive to eliciting excitement and fresh thinking pivoted around entrepreneurship, technology and innovation that spurs accelerated growth in key clusters of industries in Tamil Nadu, working in tandem with Center for Innovation and Entrepreneurship (CIE). This center has a Director and a Governing Council that guides and steers its plans and actions.
Research Conferences

Is India Hedged against Systemic Risk?

27 August 2012
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.

**YALES-GREAT LAKES CONFERENCE**

The Yale-Great Lakes International Research Conference is an annual conference held at Great Lakes Institute of Management organized by the Yale-Great Lakes Center for Management Research. The conference includes keynote addresses from invited speakers and presentation of research papers on all areas of business and management including accounting, finance, human resources, marketing, operations management, organizational behavior and strategy.

The Yale-Great Lakes Center for Management Research was set up 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 and acts as a bridge that links scholars around the globe with India as a common interest.

**NASMEI**

NASMEI (North American Society for Marketing Education in India) marketing conference is an annual conference held at Great Lakes Institute of Management organized by the Kotler-Srinivasan Center for Research in Marketing. Considered among the finest international conferences in the marketing area in India, the conference has, in the past seen paper presentations by professors and doctoral students from leading schools in U.S.A., India, Australia, New Zealand, Singapore, Switzerland, France and Hong Kong.

**UNION BANK FINANCIAL CONFERENCE**

The Union Bank Financial Conference is an Annual daylong event at Great Lakes Institute of Management conducted jointly by Union Bank and Great Lakes. The conference aims to bring insights on various financial aspects through speeches and panel discussions by distinguished guests on a chosen theme drawing inferences from their research papers.

**BUSINESS ANALYTICS CONFERENCE**

The Business Analytics Conference aims to bring academicians and industry practitioners across the globe to a common platform to discuss debate and initiate a dialogue on application of business analytics in decision making and enhancing consumer profitability. Some of the key objectives of the conference include – building a common platform for industry and academia interface in the area of consumer and business analytics, facilitating research and research-based knowledge sharing in the area of consumer and business analytics, discussing new methodologies in the emerging field of analytics (especially those methodologies that have been tried and tested in the domain of business decision making) and exploring and building collaborations among academicians and industry practitioners to undertake joint research work in the domain of business and consumer analytics.
“Imagination is pure potentiality for creation.”

— Carlos Roche
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.

SWIM

SWIM (Successful Women in Management) is an Annual daylong event conducted by Great Lakes since 2005. The objective of this initiative is to identify & felicitate women who have contributed in some way in their respective fields. This event was born out of the institute’s conviction that not only women are under-represented in leadership positions but also, that presence of a larger proportion of women in such positions will enhance a holistic approach to managing organizations and will enable organizations to be more effective, ethical and socially conscious entities.

HR CONCLAVE

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 potential 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, invited from various industries, offer their industry-specific insight about the theme.

INTERNATIONAL ENTREPRENEURSHIP CONFERENCE

Great Lakes has been organizing the International Entrepreneurship Conference since 2008. This conference is conducted under the aegis of the Center for Excellence in Management of Technology, Innovation and Technopreneurship and was started to further the cause of Entrepreneurship in India. The conference provides a platform to exchange and share the knowledge among the various entrepreneurial ecosystem players like entrepreneurs, aspiring entrepreneurs, academic researchers, entrepreneurial professionals like VCs & Angels and policymakers and comprises of keynote addresses, panel discussions and academic thought sharing.

Ms. Mallika Sarabhai

Dr. Sanrupt Mishra

Ms. Padma Chandrasekaran
The events not only provide an exposure to the various ongoing issues in Management to the students but also gives them a chance to interact with some of the best Women in Management, HR Leaders, Entrepreneurs and fellow B-school students.

L’ATTITUDE 13° 05’
L’Attitude 13°05’ is the annual inter B-School festival of Great Lakes. The festival features a potpourri of events and competitions that encompasses various spheres of management education in the field of marketing, finance, operations, strategy and human resources. Great Lakes hosts this event every year and ropes in an esteemed panel of guests to judge the events.

CREST
Crest is the annual inter B-school festival conducted by Great Lakes, Gurgaon. Featuring a number of events and competitions encompassing various spheres of management education, the fest provides a perfect platform for interaction of top-notch industry leaders, students from reputed business schools and thought leaders from the MBA community.

KARMA-YOGA CONVENTION
The Annual Karma-Yoga Convention is an all-inclusive platform that brings together farmers, businessmen, self-help groups, non-governmental organizations, students, local Panchayat leaders and every other stakeholder relevant in the rural development schema together under one roof. With the festive air of a carnival, staging music, dance and theater, discussion forums and more, the day is dedicated to celebrating the colorful cultures and talents of the local people as well as to address some of the raging socio-economic issues in the villages.

SANGAMITRA
Sangamitra is an intra college cultural and sports event that gives the students a platform to showcase their talents. There is competition, fun and action as everyone gears up to cheer their teams. A range of games – Table Tennis, Chess, Throw ball, Basket ball, Kho Kho, Badminton, Cricket, Volleyball etc – bring high voltage to the campus, a much needed spirit before the exams kick in again.
“I lit a match and found a new room inside myself. The room was empty with potential so I filled it with my imagination.”

— Martha Fawcett
Great Lakes’ magazines and newsletters portray the culture of learning, innovation and application that is deep-rooted in its curriculum.

HERALD

The mission of “Great Lakes Herald” (a half-yearly management journal published by Yale-Great Lakes Center for Management Research) is to present new evidence that describes the world of management and business and translates research findings on important issues concerning management and business for non-specialists. It aims to publish articles that rely on research evidence as opposed to opinion for their arguments. All the articles make strong empirical and theoretical contributions and highlight the significance of those contributions to the management field.

GRAVITY

Gravity is a student’s bi-annual Magazine, which is based on the Newtonian principle of discovery of Gravity; to ask “WHY”; to explore uncharted waters and to ‘Innovate’ continuously. The Magazine mainly focuses on celebrating the spirit of entrepreneurship, and contains exemplary articles and interviews. The magazine also includes synopses of their success stories from some of the best entrepreneurs of the world. First published in 2005, the magazine encourages participation from students.

FINANCE 360

Finance 360 is a yearly publication which is a follow-up of the International Financial Research Conference and consists of the event update, transcript of the speeches at the event and research articles by the panel members invited for the conference and also, a bevy of articles on some of the burning financial issues by the students of the current batch.

GREAT CONNECT

Great Connect is Great Lakes’ Bi-monthly Alumni newsletter and is published by the members of the Alumni Committee. Started with an objective of reaching out to the alumni and listening to their stories and successes, the magazine features news about the campus, event updates, coverage of the alumni meets, alumni success stories and articles by the alumni and the students of the current batches, student achievements, expert columns, transcript of some of the guest lectures and birthday wishes.

REFLECTIONS

Reflections, the monthly newsletter from Great Lakes Institute of Management, is an initiative to provide all the stakeholders with a base of knowledge and recent developments at the institute. Apart from providing news and event updates at the campus, the newsletter also talks about the various corporate initiatives by the institute and about the student achievements. With an aim to enrich learning through various in-house centers and other collaborations such as Kotler-Srinivasan Center for Research in Marketing, Yale Center for Management Research, Union Bank of India Center for Banking Excellence, etc., Reflections also features research and training of corporate relevance that directly impacts various business functions.
Leadership Experiential Project: Karma-Yoga

“To lead people, walk behind them.”

— Lao Tzu
KARMA-YOGA, a Leadership Experiential Project (LEP) is an integral part of the Post Graduate Program in Management (PGPM) and Post Graduate Diploma in Management (PGDM) at Great Lakes. The project, under the aegis of Yale Great Lakes center for Management Research is a unique medium for students to connect with ground realities and experientially learn transformational leadership.

There are 21 villages surrounding the institute’s campus that have been adopted by Great Lakes for the LEP. The project creates a mutual win-win situation for both the students and the villages - while the villages get budding managers to enable the villagers to lift themselves into their better selves, the students acquire a first-hand understanding of what it means to create followers and transform them.

Karma-Yoga believes in not giving fish to the needy; instead teaching them how to fish. Students visit these Karma-Yoga villages every week with a mission to enhance the self-esteem and self-efficacy of the villagers, so that they are able to lead a better quality life. LEP is a real life practical lab to learn and experience the power of transformational leadership with the key focus on education, health, agriculture, and small business.

Facts and Figures on Karma-Yoga

- 21 villages under the project
- 17+ schools, our students are currently working with
- 30+ village-level events conducted annually
- 400+ school-going children attend tuition classes, science clubs and other educational activities due to Karma-Yoga each year
- 400+ participants at the Karma-Yoga First Annual Convention
- 1100+ people given individual medical attention so far

Karma-Yoga is a great learning experience for all young professionals and future leaders of tomorrow. It teaches many principles of management and leadership in an experiential manner, instead of rote learning. - Arun Thakur, PGPM Class of 2013

The USP of the college is its holistic development approach and its Leadership Experiential Project: Karma-Yoga; which also happens to be why I chose Great Lakes over other top B-schools. - Vaibhav Agarwal, PGPM Class of 2014

Karma-Yoga lets us practise what we learn theoretically in the classroom. When we go to villages, we are dealing with real people with real problems. We try to come up with solutions that we can initiate that can then be carried forward by the people of the village on their own. In other words, we try to empower the villagers to face their issues on their own. - Ranjana T N, PGDM Class of 2014
Business is for Real - The Empirical Study

“Logic will take you from A to Z. Imagination will take you everywhere.”

— Albert Einstein
Empirical study is an excellent means to demonstrate Great Lakes’ firm belief that the best way for students to advance their knowledge is to question conventions and established frameworks.

The empirical study requirement achieves the institute’s mission of creating business-ready managers by enabling every student to do a real life study under the guidance of the best people from the industry and academics. Doing joint work with the faculty is an important form of learning for the students. The most practical benefit of writing an empirical article is that one learns 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 empirical study is counted as six credits of student input. The expected outcome of the empirical study is a paper co-authored by the student with the faculty / industry guide. Some of the past empirical studies have been presented in conferences in India and abroad.

Some of the empirical study papers that were presented in international conferences include:

“The impact of pay satisfaction and transformational leadership on employee engagement” by Devyani Sharma at the 5th International Conference of Management and Behavioural Sciences, Haridwar, India, June 2012.


Empirical study provides an opportunity to explore specific industries and to prepare a research paper in guidance with a faculty member. I got an opportunity to work on a live project as my empirical study where my group had to assess the market entry strategy for a US based polymer company. This study added immensely to my experience and learning. – Anisha Jhawar, PGPM Class of 2013
Infrastructure

Award Winning Dr. Bala V Balachandar LEED Platinum-rated Green Campus

Great Lakes Institute of Management’s Chennai campus is a fully residential, state of the art campus, located on the scenic East Coast Road, about 60Km from Chennai and a stone’s throw from the historic city of Mamallapuram. Spread over 27.5 acres, the Wi-Fi enabled campus comprises academic, recreational and residential facilities for both student and staff.

The main building stretches out into a giant circle of amphitheater-style classrooms on the perimeter, interspersed with faculty blocks and the resource center. Facilities also include trading terminal, EMBA facilities.

The entire campus is 100% day-lit, recycles all its water and waste and uses high efficiency VRV system for AC and has used a lot of reused and recycles products as some of the measures towards making it a sustainable green campus.
CHENNAI CAMPUS

RESIDENTIAL ACCOMMODATION
The residences are a home away from home. The hostels have air conditioned single and double accommodations arranged around shaded courtyards. The rooms have ample natural light and ventilation. Besides, there are double bedrooms for married students, a guest house, staff and faculty housing.

ACADEMIC BLOCK / CLASSROOMS
The Academic Block consists of a 360-seater auditorium and 15 lecture halls; all named after the lakes like Mansarovar, Veeranam, Erie, Supreme etc.

CAFETERIA / CANTEEN
Students have the luxury of separate vegetarian & non-vegetarian food managed by one of the leading facilities management company. The campus also has a round the clock cafeteria named Bistro and a CCD express outlet.

RESOURCE CENTER
The primary mission of the Resource Center (RC) is to support the educational and management programs of the institute by providing physical and intellectual access to information, consistent with the present and the anticipated educational functions of the institute. The RC uses LIBTRAZE, an Integrated Library Management software along with RFID technology & all the modules for the library housekeeping operations.

AMPHITHEATER
An open air amphitheater is built around the ‘Tower of Reflection’ in a manner to encourage students to interact and relax in the green ambience of the campus. The ‘amphi’ is a hub for all the cultural activities and the programs hosted in the college.

GYMNASIUM & SPORTS FACILITIES
College provides ample avenues for sports and recreation with a fully equipped gymnasium and sports facilities like Table Tennis, Basketball, Volleyball, Football, Cricket and Kick Boxing.

GURGAON CAMPUS

The Gurgaon campus is very conveniently located within walking distance of DLF Cyber City, home to a large number of MNC and Indian Corporate headquarters. The placement of the campus enables the students and faculty to interact closely with the industry.

Gurgoan, Great Lakes has a complete Wi-Fi enabled state-of-the-art campus with all its lecture halls, presentation rooms and auditoriums being centrally air-conditioned and fitted with audio/visual equipment such as roof-top projector, digital screen, etc.

The Institute understands the importance of Business Readiness. Therefore, its library houses an eclectic collection of management books, top management journals, case studies, articles and an AV Center. It also provides access to some of the best research databases like EBSCO, ISI Emerging markets, ProQuest, CMIE, Indiastat.com, etc. to facilitate students’ learning. The AV Center has one of the finest collection of Power Talks and Guest Lectures that include talks by stalwarts like Kyn Fynland, Philip Kotler, Montek Singh Ahluwalia, Ratan Tata to mention only a few.
“The path from dreams to success does exist. May you have the vision to find it, the courage to get on to it, and the perseverance to follow it.”

— Kalpana Chawla
The one year at Great Lakes shaped my entrepreneurial vision, connected me with great friends, got me a co-founder and gave me a lot of patience.

The PGPM at Great Lakes equipped me with the right business acumen to do well in my career. In corporate life, it is incredibly important to ask the right question to solve unknown problems with unknown solutions. The emphasis on case-based learning and teaching methodology of international faculty members prepared me well for this journey.

A Weekend Management course at Great Lakes was a choice that met my needs allowing me to continue with my business, my academic profession and my daily chores of life as a wife and a mother.

ALUMNI MEETS
Alumni meets organized and attended by Great Lakers gives them an opportunity to interact with other batch members and help in building and strengthening one’s professional network apart from meeting old friends and cherishing the good old days.

Generally, organized across the country in metros and mini-metros, the Alumni meets are also conducted in smaller cities based on the strength of the alumni base in that region. Owing to an ever growing alumni network and their increasing strength abroad, this year saw the beginning of International Alumni meets with meets in London, Toronto and Paris.

MEGA ALUMNI MEET
The regional meets culminate with ‘The Annual Mega Alumni Meet’ that brings together our alumni from various industries and geographies, and the agenda is designed to allow time for networking between speakers, entrepreneurial societies, university faculty, alumni, and the current students. Structured as a day-long workshop, the meet focuses on sharing industry experience, managerial challenges faced in the current era and entrepreneurial knowhow between students, faculty and the alma mater.

The PGPM spread alumni across the globe.

Alumni Speak

- SITASHWA SRIVASTAVA  
  (PGPM Class of 2007)
  Co-founded Jade Magnet – India’s first crowdsourcing company in the creative and marketing space. Recognized by NASSCOM (Top 50 Emerging companies), TiE (among India’s Top 4 startups in the TiE ecosystem and among the most promising global startups), Manthan Awards (Venture with a high social impact in South Asia) and Most Innovative Startup at Global Technology Symposium, California.

- KRISHNAN CA  
  (PGPM Class of 2007)
  Selected as the ET Young Leader 2012 by a panel of 9 elite CEOs, from a pool of 17,750 (Top 0.15% percentile) young executives across India as having the potential to be exceptional corporate leaders. TAS finalist in 2011, amongst the top 29 selected for the director’s round, across the TATA group. A gold medalist from Great Lakes Institute of Management and Anna University.

- SATHYA BAMA SARAVANAN  
  (PGWPM Class of 2012)
  An Oral surgeon with specialized interest in Implants & Orthognathic Surgery and an entrepreneur running a General & Specialty clinic, as well as an academician in College.
Full Time Programs
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 across both the Chennai (since 2004) and Gurgaon (since 2012) campuses. 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, HR, 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 managerial academia. This in turn has been streamlined with inputs from the Institute’s illustrious Business Advisory, 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, teamwork, 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 Yale-Great Lakes Research Center
- Independent Entrepreneurship Development Forum (EDF)

The academic experience at Great Lakes was definitely enriching. The mentorship from a world class faculty provided me with a fantastic opportunity to broaden my horizons – both culturally and academically and to gain a new perspective on business while gaining invaluable transferable skills and experience.

~ P Veeraraghavan, PGPM Class of 2013
The Post Graduate Diploma in Management (PGDM) is the foray of Great Lakes Institute of Management into classical two-year Management Education and is currently offered in Chennai. The program has a clear focus on emerging economies and their growth. An AICTE approved program, 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 managerial 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 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.
The two-year Post Graduate Program in Management (Energy) is Great Lakes, Gurgaon’s flagship course dedicated to developing the next generation of leadership in the energy sector. The program offers dual specialization with domain specialization in Power, Oil & Gas, Renewable Energy and Energy Efficiency and Sustainable Development in addition to functional specializations. The PGPM (Energy) seeks to develop motivated management professionals equipped with comprehensive domain knowledge and capable of being productive from their very first day of engagement with the corporate world.

“

The PGPM in Energy from Great Lakes was a holistic experience based on the deeper paradigms of learning that developed my energy sector acumen and transformed my passions and aspirations into reality.

- Jacob Alexander, PGPM (E) Class of 2012

PROGRAM HIGHLIGHTS

- Two-year Fully residential program
- Power & Energy centric curriculum
- Delivered by the best faculty and industry leaders from across the globe
- Mentorship for every student
- Rigorous 12-week summer internship
- Located in the Corporate hub of Delhi-NCR
- Industry lecture series
- Guest Lectures by CXOs and senior industry professionals
Executive Programs
Post Graduate Working Professionals Program in Management is aimed at ambitious, goal-oriented, career-focused working professionals with typically 2-10 years of work experience, on the lookout for their career progression. The program has cross-industry peer environment inside the classroom for synergistic learning with top faculty taken from the Great Lakes faculty pool and visiting faculty from industry and academia. The program is spread across alternative weekends for two years of classroom learning. The course also comprises of a unique fully mentored 12 credit dissertation work which runs through the entire second year for which each student has to identify a core problem in his or her functional area.

**PROGRAM HIGHLIGHTS**

- Industry-oriented course content
- A highly acclaimed and experienced team of faculty each from a core business area, to build in more rigor & quality into the program
- Quality interactions and increased peer group learning
- Specifically designed for working executives to earn and learn together
- Cross-functional inputs from various specialization areas
- Quasi Consulting through second year project – participants can bring in their real life practical problems/cases from the place of work and discuss possible solutions during the contact sessions

“I chose PGWPM with Great Lakes over other MBA Course for its reputation and brand recognition. Excellent Infrastructure, vibrant course content and delivery makes learning fun and enjoyable. Weekend program allows flexibility on workfront as well as helps in understanding business challenges better.

- N S Abhishek, PGWPM Class of 2013
The Post Graduate Executive Program in Management is Great Lakes’ answer to unfolding global changes in business perspectives. It helps to lift one’s career beyond expectations with an international life-changing experience. This 8 term (with 9 days classroom learning in each term), rigorous, fully mentored program takes the work experience of the participants into consideration and focuses on sets of core courses in Finance, Marketing, Operations, Technology and Human Resource Management with a perspective to provide the participants the abilities to graduate to the General Management and Business Leadership levels.

PGXPM is meant for Fast-track Functional Managers to transit to General Managers, Family Managed Business – Family members who will lead the business in Next Generation, Senior Services Officers’ Planning for transition & the identified future Business Leaders in the organization that the management wants to invest upon and groom.

PROGRAM HIGHLIGHTS
- Pursuing Management education without interrupting one’s career
- Cross-functional inputs of knowledge across the specialization areas
- Great Peer learning from a diverse background of class participants
- Opportunity to apply classroom learning to the business context of the participant
- Blended action learning offering the best of both online and offline learning
- Quasi consulting for practical problems/cases from participant’s place of work
- International (country-based) study / Business plan project work

"PGXPM contributes immensely in broadening one’s horizons by providing a complete overview of various Business functions. It also changes your perspective towards other functions as you start understanding the complexities involved in their decision-making process.

Sr. General Manager
(Interio Division), Godrej & Boyce & PGXPM Class of 2013"
Global Energy Executive MBA (GEMBA), a program of national importance, in teaming with the Bauer College of Business at the University of Houston, USA is able to tap the best talent in academia and the energy industry in Houston to offer a program for Senior Energy Managers of the Indian and South East Asian geographies. The GEMBA program is intended at producing graduates who are well prepared and poised to bring advanced knowledge to the world’s largest industry. Great Lakes has also signed an MoU with the Indira Gandhi Center for Atomic Research (IGCAR), Kalpakkam, India, the premier institution in the energy technology and management, to provide inputs in Nuclear Energy in this program and with various world-class institutions in solar, wind, biomass and other alternate energy sources.

**PROGRAM HIGHLIGHTS**

- The program is at the strategic & leadership level “how to run an energy business of global scale successfully” – with emphasis on implementation and execution, both at Strategic & Tactical levels to “take on large strategic questions whose answers are not known to the leaders yet”.

- The program curriculum covers the entire energy portfolio spectrum of the region Oil & Gas, Power and other energy forms – across fossil fuels, renewable energies, power as a convergence of the various energy forms, and the gamut of the support ecosystem from project finance to energy infrastructure and finally the umbrella of sustainable and responsible conduct of energy businesses.

- Covers the full value stream (upstream to downstream) – across the energy production and delivery to efficient, responsible and sustainable consumption businesses.

- Includes producers, service providers and consulting businesses across the matrix.

- Expected to have some representation from the government to bring in the inter-play of policy, economics and businesses.

- The programs will be delivered 50% by the Bauer College Faculty and 50% by the Great Lakes faculty approved by Bauer College.

The GEMBA program facilitates an unique learning environment where classes by Industry leaders and a world class faculty mixes with peer learning from highly experienced professionals in energy management. It prepares you well for anticipating the challenges facing the future of the energy industry in India as well as globally. Further, it helps you to formulate the appropriate strategies to deal with efficient decision making and management of these challenges. The program generates an intensity level akin to a mission to deal with the present and future of the energy industry.”

- Manoj Divakaran, President and Founder – Empereal Inc.

GEMBA Class of 2013
Corporate Learning & Development
In an ever changing world, continuous learning and interaction with leaders as well as peers in the industry is imperative. The Corporate Learning & Development team is the Industry Interface of Great Lakes and works with executives from the public and private sectors to help improve their managerial and leadership performance and their overall competitiveness.

Corporate Learning & Development (CL&D) was established in early 2006 at Great Lakes with the objective of providing top quality continued Management learning to the Corporate Leaders, Managers and Executives that is relevant, current and world-class. CL&D provides the platform and framework for such a meaningful exchange of a variety of programs for working professionals that spread across various areas of management.

CL&D leverages its collaborations with the best business schools in the world to attract some of the finest faculty and practitioners who have relevant experience to ensure that the program has the elements of core theory as well as real world realities built into it. The programs are tailored to suit the target audience, with cases that are as meaningful as they are relevant to the time to ensure that the participants leave with insights and best practices that they can apply in their work life.

CL&D offers open enrolment Short Courses, Customized Programs, and the Global Thought Leader Series as well as best-practices overview programs.

- **OPEN ENROLMENT SHORT COURSES:**
  Effective, practical and relevant Short Courses offering interactive classroom-based learning emphasizing on the learning objectives to ensure a thorough understanding of the learning journey for the participants.

- **CUSTOMIZED SHORT COURSES:**
  From development of customized awards programs to modular leadership journeys, the CL&D also designs content and delivery to support the client’s strategic objectives and to maximize return on learning.

- **GLOBAL THOUGHT LEADER SERIES:**
  A simple, specific and success-narrative series which presents the Global thought leaders of today who have gifted this world with their insights and specialized focused guidance of what the industry ought to move and grow towards.

**LEADERSHIP SERIES**

Leadership is an overarching theme spreading its roots and branches across all functions, levels and industries. However, it does speak and convey a different language for each context and setting. CL&D’s focus has been to help individuals and teams grow beyond their core-strengths and experience real and authentic effectiveness. The series is broadly classified in terms of levels of engaged-workforce in an organization: Entry level, middle level and senior level.

**LEADERSHIP & SUCCESION DEVELOPMENT**

<table>
<thead>
<tr>
<th>Employees’ inherent strengths</th>
<th>Entry-level Leading Self</th>
<th>Middle-level Leading Functions</th>
<th>Senior-level Leading Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Technically proficient</td>
<td>- Aligning personal goals</td>
<td>- Understanding and building cross-functional expertise</td>
<td>- Strategic thinkers</td>
</tr>
<tr>
<td>- Quick learners</td>
<td>- Emotional intelligence</td>
<td>- Ability to rally teams through effective execution and coaching</td>
<td>- Know the business and key functions</td>
</tr>
<tr>
<td>- Great functional experts</td>
<td>- Effective teamwork</td>
<td>- Translation of insights into thought leadership</td>
<td>- Developing successors</td>
</tr>
<tr>
<td>- Operationally excellent</td>
<td>- Client readiness</td>
<td>- Developing successors through effective execution and coaching</td>
<td>- Spot untapped opportunities</td>
</tr>
<tr>
<td>- Strategic thinkers</td>
<td>- Communication finesse</td>
<td>- Define organization culture</td>
<td>- Define organization culture</td>
</tr>
</tbody>
</table>

**Modules**

- Goal achieving
- Time management
- Team collaboration basics
- Personal effectiveness
- Business communication

- Understanding finance
- Business acumen
- Negotiation and influence
- Manager as a coach
- Project management

- Strategic Thinking
- Change Management
- Managing Innovation
- Strategic Branding
- CSR and Corporate Strategy

**Outcome**

- Effective self-leaders who can (quickly transition into first-time managers and professionals
- Effective managers who can execute vision & achieve financial objectives & transition to general managers
- Natural leaders who can truly lead by inspiring people and industries through thought leadership and innovation
The Corporate and Career Services office facilitates Campus-Corporate Interface, providing a robust platform for the talents from Great Lakes in becoming ‘Business Ready Managers’.

Great Lakes Corporate and Career Services (CCS) office acts as an Academic interface for corporates by bringing them to interact with students through weekly Guest Lectures, Panel discussions & Workshops and conducting events like HR conclave. CCS also supports Corporates in their talent sourcing through a smooth campus placement process and tie-ups for Live Projects with the competent students in their domains.

Internally, CCS provides career counseling to help students explore and pursue their career interests, organizes resume building workshops, soft skill training, certification programs, one-on-one interaction sessions and mock GD’s & interviews to hone the skillsets of the students.

The CCS office partners with reputed domestic and International Corporates from diversified industry verticals with varied functional roles, to bring summer internships and career opportunities for Great Lakers.

Gamut of Services rendered by the CCS

- Continuous relationship building with Corporates
- Guest Lectures and Panel Discussions by Corporate Leaders and Domain Experts
- Active involvement in internal and external Corporate events
- Live projects with Corporates
- Organizing Industry visits and Corporate tours for students
- Softskill training and Career preparation
- Alumni reach-outs for student interactions
- Summer Internships
- Final Placements

Recruiters speak

We hire consultants each year from the top Indian business schools, and have recruited at GLIM for the past 4 years. The GLIM students we have hired demonstrate excellent business, consulting and leadership skills, and we look forward to continuing our relationship with the school and its students.

- Mr. Ramkumar Moorthy, Director & Office Managing Principal, ZS Associates India Pvt. Ltd.

Candidates from Great Lakes have relevant work experience. It’s not easy to find such candidates at other management institutes. The one-year duration of the program is a major advantage that draws aspirants who have greater than 2-3 years of experience and want to get back to a better career in a short duration.

- Mr. Uday Sreeram, Deloitte Consulting India Pvt. Ltd.

We are very pleased with our hires from Great Lakes. We are quite impressed with their professionalism, attitude to work and learn, and overall general management skill sets. Overall, this reiterates and reinforces our positive perception about the quality of graduates from Great Lakes.

- Ms. Aarti Jalpota, AVP - HR, Blueocean Market Intelligence P. Ltd., and Borderless Access Panels Pvt. Ltd.

Great infrastructure, focused staff, high quality faculty and disciplined students.

- Dr. D Prasanth Nair, Global Head - HR, Cipla

Down to earth and approachable along with an attitude to learn and grow are the key traits of Great Lakers.

- Mr. V Murali, Senior Vice President – Zonal Business Manager (South & East), Kotak Mahindra Bank Ltd.
Great Lakers’ Achievements
Great Lakers participate in many of the competitions across the globe and bring lot of laurels to the school, which is one of the key to success in a short span of 10 years. Students have participated and won several national competitions against the best business schools in the country.

CHENNAI
Some of the major achievements of Chennai Great Lakers - Mighty Mamallas (PGPM Class of 2013) and Mamallas (PGDM Class of 2014)
- Winners of Ernst & Young Knowledge Quiz 2013 and Runners up in TATA Crucible Campus Quiz
- Winners of ‘Gold Rated’ competition under Confluence 2012, conducted by IIM A
- Third position in Circus Maximus at Ensemble 2012 hosted by XLRI, Jamshedpur
- First position in Kalpavriksha of Ahvan ‘12 hosted by IIM Indore
- First position in Battleground – Conquest hosted by IIM Shillong
- First position in Pol-Tricks hosted by IIM Kozhikode
- 1st Prize - All India in Roar for CSK hosted by IIM Kozhikode
- Third position in Orange Box, Real-time Decision Making event hosted by MICA
- Second Position in Synergie – Purvodaya hosted by IIT Kharagpur
- First position in MarkMantra ad making competition hosted by IIFT

GURGAON
Some of the major achievements of Gurgaon Great Lakers - Crusaders (PGPM Class of 2013), Tejas (PGPME Class of 2013) and Ojas (PGPME Class of 2014)
- First Position in Wipro Earthian Contest 2012
- Both 1st and 3rd position in INDIAFRICA Business Venture
- Won Youth Green Entrepreneurial Award ‘12 at the 6th Renewable Energy India Expo (REI)
- Project selected by CI and Planning Commission for innovation showcase at Clean Energy Ministerial – 4
- Best Recommendation Prize at ‘Amazing Champions of Energy’ hosted by CAIRN India
- 1st Prize at Annual B-Plan Competition of IIM, Bangalore
- Winners of 5th Al Gore Sustainable Technology Venture Competition
- Represented India at the Climate Reality Leadership Corps 2013 held in Istanbul
- Invited to participate in the International Student Energy Summit 2013 held in Norway
- Nominated and Sponsored to attend the World Economic Forum at Davos in 2013 by the Ministry of External Affairs, GOI
Contact Information
CHENNAI

General Enquiry
+91-44-30809000
info@greatlakes.edu.in

Admissions Office
+91-44-30809017 / 9207
admissions@greatlakes.edu.in
easwar@greatlakes.edu.in
sriram.d@greatlakes.edu.in
jayaprakash.bn@greatlakes.edu.in

Corporate and Career Services Office
+91-9962028046 / +91-44-30809204
balaji.mani@greatlakes.edu.in
shreenath.r@greatlakes.edu.in

Executive Education Office
corporatelearning@greatlakes.edu.in

Branding, PR & Alumni Relations Office
tnswami@greatlakes.edu.in
eklovyaj@greatlakes.edu.in
shashank.p@greatlakes.edu.in

GURGAON

General Enquiry
+91-124-4934000
info.gurgaon@greatlakes.edu.in

Admissions Office
+91-124-4934038
admissions.gurgaon@greatlakes.edu.in
glakhamraju@greatlakes.edu.in
karan.handa@greatlakes.edu.in

Corporate and Career Services Office
+91-124-4934038
mohit.v@greatlakes.edu.in
sandeep.r@greatlakes.edu.in
r.singh@greatlakes.edu.in

Executive Education Office
openprograms@greatlakes.edu.in

Branding, PR & Alumni Relations Office
glakhamraju@greatlakes.edu.in
sushree.p@greatlakes.edu.in
ajit.s@greatlakes.edu.in
Great Lakes Institute of Management

Chennai Campus: Dr. Bala V Balachandar Campus, ECR Road, Manamai, Tamil Nadu - 603 102 | Tel. : +91 44 3080 9000 | 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: 815, Udyog Vihar V, Sector 19, Gurgaon, Haryana - 122 016 | Tel. : +91 124 493 4000 | Fax : +91 124 493 4001