

Stuart School of Business

ILLINOIS INSTITUTE OF TECHNOLOGY



GREAT LAKES

INSTITUTE OF MANAGEMENT, CHENNAI

Global Mindset - Indian Roots

MBA IN BUSINESS ANALYTICS



CTMX	0.45	▲	+0.45
FTR	-0.23	▼	-2.34%
CSCO	-1.01	▼	-1.89%
CHK	0.02	▲	+0.26
AAPL	+2.58	▲	+2.58
PRTD	-0.50	▼	-0.50
AMZN	0.57	▲	+0.57
TSLA	0.57	▲	+0.57
AVGO	0.57	▲	+0.57
SIRI	-0.65	▼	-0.65



THE IIT & GREAT LAKES EDGE

1

POWERFUL ALLIANCES

The MBA in Business Analytics boasts of “best in class” global alliances with academic pioneers and industry leaders in analytics.

2

GLOBALLY BENCHMARKED CURRICULUM

Constantly updated and globally benchmarked curriculum with focus on key emerging areas including Digital Business, Analytics, Artificial Intelligence, Machine Learning, Deep Learning and NLP.

3

PIONEERS IN ANALYTICS

Great Lakes is the first B-school in India to offer specialization in Artificial Intelligence, Machine Learning & Analytics (AIMLA)

- Ranked No. 3 in the world by Analytics Insight Magazine & No. 1 in India (for four years) by Analytics India Magazine.
- Faculty consistently featured in the top 10 Analytics Academicians in the country.

4

OUTSTANDING FACULTY

Learn from Great Lakes and IIT Chicago’s faculty who hold advanced degrees from the world’s most prestigious universities.

5

GLOBAL ALUMNI NETWORK

Access to global alumni networks of both IIT Chicago and Great Lakes.

6

CURRICULUM CO-CREATED WITH INDUSTRY

Curriculum crafted by real life practitioners in the Artificial Intelligence, Machine Learning & Analytics board.



DEAN'S MESSAGE

Prof. Bala V. Balachandran,

J L Kellogg Distinguished Professor
of Accounting & Information Management
(Emeritus in Service), Northwestern University,
USA Founder, Dean & Chairman, Great Lakes
Institute of Management, India

It is my pleasure to introduce the new collaboration between Great Lakes Institute of Management and the IIT Stuart School of Business, Chicago, to offer the MBA in Business Analytics. What is a matter of even greater pride for me is that IIT Stuart is one of the first International schools that Great Lakes partnered with, way back in 2004. As we embark on yet another landmark association to offer an academically elegant and affordably relevant course in the most 'happening' discipline in the world – Business Analytics, it is with conviction and commitment to provide the best educational experience that we have come together again.

Let me take you back a couple of decades. The PC was just starting to become popular and we in India were using GPRS at 64kbps speeds to commence our love affair with the Internet. With the turn of the century, there was the dotcom revolution, a little later it was the subprime crisis followed by the spotlight on the BRICS economies, the Arab Spring, Brexit etc. A couple of years ago, it was the 4th Industrial revolution spearheaded by disruptive technologies, IoT, Analytics, AI, Machine Learning and Block Chains. The world is facing the onslaught of technology in its myriad ways so much so that politics, government, alliances, trade & commerce and even day to day life as we know it have all changed beyond recognition.

Under this scenario, the role of the Manager becomes that of one who can think on the fly, improvise to improve and merge enterprise with resourcefulness. This calls for continuous learning and upskilling to keep oneself relevant and ready. It is with these needs in mind, that the MBA in Business Analytics has been carefully conceptualized and designed to provide the student with the arsenal that is needed to tackle the onslaught of business and competition and emerge victorious. The course is also being offered to you at a fraction of the cost at which it is offered at IIT Stuart, Chicago. Over the span of the first 6 months you will attend monthly residencies at the state-of-the-art, LEED platinum rated campus of Great Lakes at Chennai. The next 5 months will see you continue the learning from the faculty team at IIT Stuart through online and blended modules. The last month is an International Immersion spent at the excellent campus of the IIT Stuart b-school with learnings from Academia and Industry culminating in the graduation ceremony with the award of the degree of MBA from IIT, Chicago.

We live in an exciting era and it is indeed the time to grab the proverbial bull by the horns. Keep the learning constant and stay in the game. Send in your application, get into the driver's seat and propel yourself into a trajectory of superlative growth and progress.



ABOUT GREAT LAKES

Great Lakes was founded in 2004 by Dr. Bala V. Balachandran with a vision of becoming the leading Management Institution in India providing Quality Education at an affordable cost and Human Capital for Emerging Economies. Led by exceptional academic faculty, steered by an outstanding advisory council and buoyed by the international collaborations, Great Lakes has, within a short span of 14 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 in Chennai and became the youngest B-school in India to receive this prestigious international accreditation. Great Lakes offers an One year full time MBA for experienced professionals, a Two year MBA with focus on Emerging Markets, a Part time Executive MBA Program, a Weekend Executive MBA Program, and specialised sectoral management programs in Artificial Intelligence, Machine Learning and Analytics.

- Youngest Business School in India to get top International Accreditation by Association of MBAs, UK (PGPM, PGDM, PGXPM and PGPM Flex)
- 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 Harvard, Kellogg, Stanford and Yale
- Illustrious Advisory Council consisting of the who's who of Business and Academia
- Academic alliances with world class institutes like IIT Chicago, Babson, HKUST, University of Houston
- 30 Acre LEED Platinum Rated Green Campus located just 8 kms away from UNESCO Heritage site Mahabalipuram



DEAN'S MESSAGE

Prof. John F. O. Bilson

John and Mae Calamos Stuart
School of Business Dean
Endowed Chair Dean, Illinois
Tech Stuart School of Business

Business Analytics has upended the traditional wisdom on competition in the 21st century. The explosion of data we see today can be a powerful driver of business innovation, but most companies are still struggling to leverage it. Why? Today's executives need new capabilities and disruptive thinking in order to succeed in the Age of Analytics.

We designed our MBA (Business Analytics) program precisely to train this next generation of management professionals who need to thrive in a world of analytics-driven competition.


For more than 50 years, Illinois Institute of Technology's Stuart School of Business has been educating technology professionals in data-driven managerial decision-making. We embraced Analytics when Analytics was not yet cool. Today, we are proud to work with the Great Lakes Institute of Management, ranked #1 in Business Analytics in India, to offer an exciting MBA program for the next generation of executives.

- Learn cutting-edge frameworks, technologies, and analytical methods from top-rated faculty members
- Understand how Artificial Intelligence, Digitization and Machine Learning are transforming analytics-driven organizations
- Meet amazing industry experts, professionals, and executives
- Visit visionary and inspiring organizations that are shaping the new business landscape
- Experience a month-long exhilarating immersion in Chicago, one of the world's leading hubs for data analytics!

Welcome to a life-changing, transformative educational experience that will prepare you for the challenges of the Next Economy!

ILLINOIS INSTITUTE OF TECHNOLOGY





ABOUT STUART SCHOOL OF BUSINESS

Established in 1969, the Stuart School of Business has grown to be the 6th largest Business School in the US today with over 700 full and part time graduate students and more than 150 undergraduate students from all over the world enrolling every year. Located in the Bronzeville neighborhood of Chicago, Illinois, Stuart offers bachelor's, master's, doctoral, and non-degree programs, as well as graduate certificate programs, dual-degree programs, and several interdisciplinary specializations. The Stuart School of Business at Illinois Institute of Technology is accredited by the Association to Advance Collegiate Schools of Business (AACSB) International.

- Ranked 6th in the U.S. and 33rd globally overall by Financial Times for the M.S. in Finance program (2015)
- Ranked in the Global Top 100 for MBA program by the Aspen Institute
- Ranked 29th in North America by QuantNet (2015) and 25th in the U.S. for financial engineering by TFE Times (2015) for our Master of Mathematical Finance joint program with Illinois Tech's Department of Applied Mathematics
- Ranked 24th for environmental sustainability programs in the Business as UNusual guide published by Net Impact (2014)
- Included in The Princeton Review's Best Business Schools listing for 2016

ABOUT THE PROGRAM

The MBA in Business Analytics program is offered by Great Lakes Institute of Management in collaboration with Stuart School of Business at the Illinois Institute of Technology, Chicago and Great Lakes Institute of Management, India. It is a comprehensive program that covers the latest analytics tools and techniques along with their business applications. The topics would be covered in a practical and hand-on manner with real world case studies to enable participants to succeed in business roles using data analytics.

Flexible learning spread across three modules

Exceptional Peer Learning with experienced peer group

Participants can have an immediate positive impact by applying the learning at work

AACSB accredited degree from IIT Stuart School of Business

Perspectives from renowned faculty from across the world

Access to global alumni network of both IIT Stuart and Great Lakes



CURRICULUM FOR MBA DEGREE IN BUSINESS ANALYTICS

MODULE 1 @ GREAT LAKES INSTITUTE OF MANAGEMENT, CHENNAI

(JULY – DECEMBER, ONE WEEKEND A MONTH (THU-SUNDAY) FOR 6 MONTHS)

Building Innovative & Sustainable Business
Accounting & Financial Statements
Financial Management in a Globalized World
Business Analytics for Competitive Advantage
Analytics for Decision Making
Operations Management
Introduction to R and Python

Required supplemental Courses

Statistical Methods for Decision Making
Macro Economics
Marketing Management



MODULE 2 ONLINE WITH IIT, CHICAGO FACULTY

(JAN – MAY)

Microeconomics & Game Theory
Leadership & Organization Design
Strategy in the Age of Analytics
Elective 1 - Marketing Analytics 1 or Financial Analytics 1
Elective 2 - Marketing Analytics 2 or Financial Analytics 2

MODULE 3 FACE2FACE @ IIT CHICAGO

(JUNE)

Elective 3 - Supply Chain Analytics or Financial Analytics
Capstone Course in Analytics



ASSOCIATE DEANS' MESSAGE



Dr. Vaidyanathan (Vaidy) Jayaraman
Principal, Associate Dean
– Great Lakes Institute of
Management & Co-director –
MBA in Business Analytics



Prof. M. Krishna Erramilli
Associate Dean and Director
of Graduate Business
Programs Illinois Tech Stuart
School of Business

It's not about the cards you're dealt, it's how you play them that matters.

The decisions made by managers no longer have to be made in the dark or based on gut instinct, they're rather based on evidence, experiments and more accurate forecasts. Experts predict that more than 40 Zetabytes of data will be in existence by 2020; hence careers focused on Business analytics will only shoot through the roof. Shortage of skilled professionals in a world which is increasingly turning to data for decision making has led to the huge demand for Business Analysts and Data Scientists in start-ups as well as well-established companies. However, many organizations are struggling to develop talent and organizational muscle to capture real value from analytics. Additionally, the technology itself is taking giant leaps forward with the next generation of technologies that promises to be even more disruptive. This is exactly where the MBA in Business Analytics helps prepare management professionals who can leverage Analytics and other cutting edge technologies for driving growth in their companies.

In this 12 month MBA program that is spread over three modules, along with the business courses we offer each participant the opportunity learn about areas such as Machine Learning, Artificial Intelligence and Natural Language Processing in addition to obtaining a good grasp over languages such as R and Python so that they are fully equipped for careers in Analytics. This one year intense program will also include an unforgettable immersion in Chicago which is one of the world's most vibrant cities for cross-cultural learning and experience.



ADMISSIONS PROCESS

The MBA in Business Analytics program is for outstanding executives with 2 to 10 years of work experience from a wide array of professional profiles and industries to enrich the peer-to-peer learning experience.

HOW TO APPLY

1

LEARN MORE

Speak or Meet with the admissions team or attend an information session.

2

APPLY

Submit your application online at:
www.greatlakes.edu.in

3

SUBMIT

- Two referee reports
- Detailed resume
- Verified copies of degree and academic transcripts
- Passport and photo

4

INTERVIEW

Shortlisted candidates will be invited for an interview with members of the Admissions Committee.

5

NOTIFICATION

Successful candidates will be intimated through email.

REQUIREMENTS

- Exceptional professionals with 2 to 10 years of work experience
- Strong career progression and proven ambition to succeed
- Undergraduate degree from a recognised university or professional qualifications
- Fluency in English

PROGRAM FEE

INR 21,50,000

Tuition includes accommodation and food for both Chicago and Chennai residencies.

www.greatlakes.edu.in/chennai/analyticsmba

ADMISSIONS DIRECTOR

Dr. Easwar Krishna Iyer
Director-Admissions
easwar@greatlakes.edu.in

CONTACT US

For all admission related queries,
please write to
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