

# MBA

**TECHNOPRENEURSHIP &  
AIMLA (Artificial Intelligence, Machine Learning & Analytics)**

**TECHNOLOGY, INNOVATION & BUSINESS ACUMEN**  
Creating dynamic & visionary global leaders

# TECHNOPRENEURSHIP

## THE INDIAN STORY

**3<sup>RD</sup>** LARGEST STARTUP LOCATION GLOBALLY

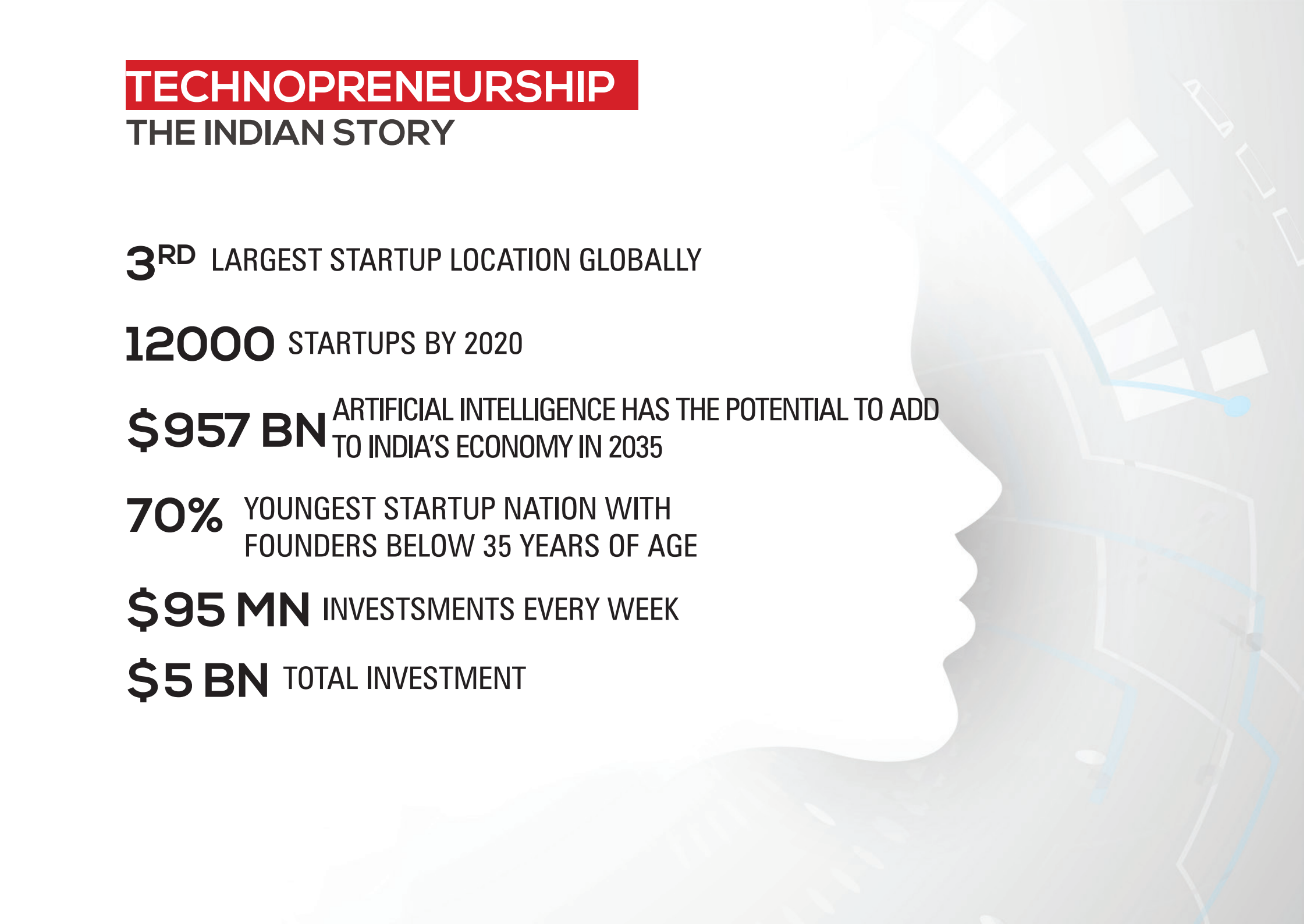
**12000** STARTUPS BY 2020

**\$957 BN** ARTIFICIAL INTELLIGENCE HAS THE POTENTIAL TO ADD  
TO INDIA'S ECONOMY IN 2035

**70%** YOUNGEST STARTUP NATION WITH  
FOUNDERS BELOW 35 YEARS OF AGE

**\$95 MN** INVESTMENTS EVERY WEEK

**\$5 BN** TOTAL INVESTMENT





# 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

Just about two decades ago, Technology was a mere aid in business. I am talking about a time when Walkman was considered the biggest Technopreneurship idea, though the term was not as popular as it is today.

Fast forward 20 years - Microsoft, Facebook, Google, Amazon, Netflix and Apple have become household names. The technological disruptions caused by these brands have completely changed the way we live. The founders and CEOs of Facebook, Tumblr, Instagram, Dropbox, and Snapchat are among the World's ultra-wealthy. These Technopreneurs are directly or indirectly generating most of the employment for the millennial workforce. And that's the story of how the average age of starting-up has come down to 30 from 60.

Needless to say, this is the age of Technopreneurs. There is a Tesla car orbiting around the earth and the first decentralized digital currency Bitcoin has created a major storm world-wide. Such private sector initiatives are leveraging on the Technology created by Public Sector bodies and this amalgamation is producing an array of opportunities for budding Technopreneurs. With Design thinking and Artificial Intelligence taking over the VUCA world, time is opportune for individuals looking to launch start-ups in the high-tech space. Great Lakes Institute of Management has always been years ahead in providing futuristic education. We introduced the concept of

"Money Value of Time" in India as early as early 2000. We designed a program with exclusive focus on emerging markets. We embraced social entrepreneurship when B-Schools were still teaching about CSR. Therefore, MBA in Technopreneurship, an AACSB accredited program offered in partnership with Stuart School of Business, IIT Chicago, is not just another program to give you nuggets of management concepts and business wisdom. This is a program which truly helps you uncover all the possible dimensions of technological advances.

Great Lakes being at the prism of India's own Knowledge valley (Chennai, Bengaluru and Hyderabad) along with the pedagogy of IIT Chicago which is not only a top ranked global school, but also ranked number one in Design Thinking and Expert Systems; this program helps you to leverage the combined advantage of the two Schools' offering.

My vision is to see young, dynamic Technopreneurs from India storming the global Tech space and being central in creating India's own Silicon Valley soon! Enjoy this exciting experience which gives you an unparalleled opportunity to draw on Chicago's rich entrepreneurial community and India's most active Technopreneurship chapters, all of which making your decision, time and resources spent for this program absolutely worthwhile.

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and Artificial  
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launch start-ups in  
the high-tech space.



# STUART SCHOOL OF BUSINESS MESSAGE



**Prof. M. Krishna Erramilli**

Director of Graduate Business Programs,  
Associate Dean, and Professor of Marketing,  
Stuart School of Business.

Welcome to the exciting world of Technopreneurship which is a term used to describe the fast-growing field of technological entrepreneurship - creating and growing startups and entrepreneurial initiatives in a high-tech space! Young people around the world with a passion to become rich by building the next Facebook or Google, or to make a significant positive impact on society like the Khan Academy, are all harnessing the incredible advances in technology to change the world for good.

The MBA (Technopreneurship), the first-ever program of its kind in India, teaches you to innovate new ideas and take them to market. It is perfect for you if you are either an aspiring high-tech entrepreneur who wishes to start a new business or an ambitious corporate professional who wishes to launch innovative intrapreneurial initiatives to grow your company's business exponentially.

The one-year intense program involves an unforgettable immersion experience in Chicago which is one of the world's most vibrant cities for technopreneurs!

# PRINCIPAL & ASSOCIATE DEAN'S MESSAGE



**Prof. Vaidy Jayaraman**

Principal & Associate Dean.

Bala.V & Vasantha Balachandran Distinguished  
Professor of Supply Chain Operations, Data Sciences & Analytics,

Co-Director, Technopreneurship Program (MBA),  
Great Lakes Institute of Management, India.

Our MBA in Technopreneurship has been prudently designed and is delivered by experts who provide deep insights into various cutting-edge and emerging technologies such as design thinking and AIMLA (Artificial Intelligence, Machine Learning and Analytics) leading the participants to become well-versed in lean start-up methodology. The objective of this program is to turn a great technopreneurial idea into a market-fit innovation which can lend itself into a commercially successful venture. The cross cultural learning environment provided by Great Lakes Institute of Management and Stuart School of Business - IIT Chicago, inculcates an entrepreneurial mindset based on the principle of effectuation."

## 2016 - 2017 RANKINGS

1<sup>st</sup>

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



4<sup>th</sup>

among Private B-Schools by Careers 360



3<sup>rd</sup>

among One Year Programs by Outlook



16<sup>th</sup>

among B-schools in India by Ministry of HRD



4<sup>th</sup>

among One Year Programs by Business World



9<sup>th</sup>

among Top B-Schools by Business India



# THE GREAT LAKES ADVANTAGE

Great Lakes has nurtured over 50 entrepreneurs and has honed the technical and managerial competences of many more, in order to start-up their own ventures.

Most of these Great Lakers are now successful start-up owners, mentors in start-up village and some of them are angel investors themselves.

Great Lakes has remarkable expertise in the field of AIMLA (Artificial intelligence, Machine Learning & Analytics). Great lakes offers customized programs in these specializations and its Analytics program has been consistently ranked as No.1 in the country by Analytics India magazine.

Great Lakes' association with an International B-School like Stuart School of Business, Illinois Institute of Technology, Chicago who are well known for their expertise in Technology Innovation will give you the competitive edge in this field of Technopreneurship, Artificial Intelligence, Machine learning & Analytics which are dubbed as the next big thing in the future of business.

An education institution which believes in developing socially responsible entrepreneurs and in particular Technopreneurs – Great Lakes has earned a name for itself as one of the top 10 B-Schools in India with an unparalleled learning environment, pedagogy and industry interface. The top international accreditations and rankings, collaborations with leading global institutes and a strong focus on experiential learning/ consulting mode of curriculum have made the institute a landmark for the best minds in the country.

## GLOBAL ASSOCIATIONS



## ACCREDITATIONS



\*Stuart School of Business, Illinois Institute of Technology, Chicago



A photograph of the Great Lakes Institute of Management building. The building has a modern design with a white facade and a large, slatted metal canopy over the entrance. A Buddha statue is visible on a raised platform in front of the building. Several students are walking on a paved path in the foreground. The sky is blue with scattered white clouds.

GREAT LAKES INSTITUTE OF MANAGEMENT

ABOUT  
GREAT LAKES



- **Youngest Business School in India to get top International Accreditation by Association of MBAs, UK (PGPM and PGXPM, Chennai)**
  - **Flagship One year MBA program ranked among the top 10 in India by Outlook, Business Today and Business World**
- **Business Analytics program ranked No.1 in the country by Analytics India magazine (2016)**
- **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 9 world class institutes like IIT Chicago, HKUST, University of Houston**
- **28 Acre LEED Platinum Rated Green Campus located just 8 kms away from UNESCO Heritage site Mahabalipuram.**

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 12 years, emerged as a top-ranked Business school. In 2014, Great Lakes was accredited by Association of MBAs (AMBA, UK) for its PGPM and PGXPM programs 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, Specialized sectoral management programs in Technopreneurship, AIMLA, Business Analytics, Business Intelligence and Energy.

# MBA IN TECHNOPRENEURSHIP & AIMLA

## PARTNERED WITH STUART SCHOOL OF BUSINESS, IIT - CHICAGO

### WHO WILL BENEFIT?

#### TECHNOPRENEURS

- Those who are interested in Entrepreneurial Start up or Partnerships in TECHNOLOGY area such as Disruptive Technology, Biotech, Nanotech and other areas of AI, IOT, Block chain.
- Existing Individual Startups / Start up companies with products or services designed with Design thinking and exploring New Technologies as Enablers or Enhancements

#### CORPORATES

- Bodies with diversification plans in Technology Area sponsoring professionals.
- Corporates interesting in skilling and developing their workforce in technology innovations and tech-driven decision making

#### WORKING PROFESSIONALS

- Executives & Working professionals with Profit Centre , Investment , M&A & Strategic Business Development responsibilities in Technology based industries

#### EXPERIENCED INDIVIDUALS

Experienced professionals seeking MBA in Industry 4.0 related fields that include of the Integration of

- a.Big Data and Analytics
- b.AIMLA (Artificial Intelligence, Machine Learning and Analytics)
- c.IoT, Augmented Reality and
- d.Block Chain and Disruptive Business Models and Technology





# PROGRAM BENEFITS



## TOP RANKED BUSINESS SCHOOL

Great Lakes has been consistently ranked among the top 10 B-Schools in the country by reputed national B-School surveys. It is ranked 1st for its Analytics program, by Analytics India, 3rd among the one year programs by Outlook India, 4th by Business World and careers 360 magazines and 9th by Business India.

## INDUSTRY RELEVANT CURRICULUM

Exposure and deep insight into various cutting edge technologies through case studies, panel discussion, peer discussion and guest lectures conducted by both Great Lakes and IIT Chicago. MBA learning with sufficient depth but tailor-made to the needs of the current day entrepreneur.

## HANDS ON EXPOSURE

Students become well versed in the lean startup' methodology and design thinking, proven to improve the product-market fit of innovations and successful commercialization of startups.

## FUTURE ORIENTED SPECIALIZATION

Students get to choose their specialization in technopreneurship or AIMLA (Artificial Intelligence, Machine Learning & Analytics) which are future oriented and will have great relevance in the times to come.

## INTERNATIONAL COLLABORATION

Great Lakes has academic and research collaborations with some of the leading B-Schools in the world. This cross-cultural learning develop the 'Entrepreneurial Mindset' based on principles of 'effectuation' that help students harness their inner drive and abilities to bring their ideas to life.

## GUEST SESSIONS

Guest sessions by entrepreneurs and chartered members of TiE Chennai and Chicago chapters to help students inculcate and develop greater appreciation for the startup methodologies being evangelized.

## CAPSTONE PROJECT

Capstone project module at IIT Chicago that culminates in a robust prototype with assistance from the Engineering, Design and Management schools. Guided and structured hands-on experience from idea generation to MVP to prototype development with strong emphasis on market involvement at each stage.

# PROGRAM CURRICULUM



## FALL SEMESTER (GREAT LAKES – CHENNAI)

- BUSINESS FUNDAMENTALS
- ACCOUNTING & FINANCIAL STATEMENTS
- BUSINESS ANALYTICS FOR COMPETITIVE ADVANTAGE
- SPREADSHEET MODELING: ANALYTICS FOR DECISION MAKING
- FINANCIAL MANAGEMENT IN A GLOBALIZED WORLD

## SPRING (ONLINE)

- CONTEMPORARY ECONOMIC ANALYSIS AND GAME THEORY
- LEADING AND MANAGING KNOWLEDGE-INTENSIVE ORGANIZATIONS
- MARKETING: CREATING, COMMUNICATING, AND DELIVERING CUSTOMER VALUE
- CREATING AND FINANCING NEW TECHNOLOGY VENTURES



## **SUMMER\***

### **(STUART SCHOOL OF BUSINESS -CHICAGO CAMPUS)**

- **OPERATIONS AND TECHNOLOGY MANAGEMENT**
- **SPECIAL TOPIC: VALUE INNOVATION & BLUE OCEAN STRATEGY**
- **BUSINESS INNOVATION IN THE NEXT ECONOMY (CAPSTONE PROJECT)**
- **SUPERVISED MACHINE LEARNING ALGORITHMS WITH APPLICATIONS IN PREDICTIVE ANALYTICS**
- **SUPERVISED MACHINE LEARNING ALGORITHMS WITH APPLICATIONS IN CLASSIFICATION PROBLEMS AND FORECASTING**
- **UNSUPERVISED MACHINE LEARNING ALGORITHMS INCLUDING CLUSTERING, DATA REDUCTION TECHNIQUES & ANOMALY DETECTION**
- **NATURAL LANGUAGE PROCESSING & DEEP LEARNING**

\* schedule of the courses are subject to change.

When technology and entrepreneurship combines, it creates more opportunities, new products and services that will benefit the consumers and create profit for an organization. Technology is not only limited to start-ups. Even larger firms and MNCs are applying tech software to offer various opportunities. Be it Medical or Manufacturing, Technology is fast interrupting human life as well as getting critical in all areas of business. Develop skills, there are plenty of opportunities to change business models and produce something new and innovative. The time couldn't be better than now

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



# ADMISSION DETAILS

## ELIGIBILITY

- Bachelor's Degree with a minimum of 50% aggregate marks at graduation or equivalent
- Minimum of four years full-time work experience

## PROGRAM FEES

INR 18.5 Lakhs (+ GST), which includes:

- All course content (classroom sessions, video recordings, and online content)
- Tuition, Accommodation & academic expenses in Stuart School of Business (IIT- Chicago)
- Required readings and audio/video content
- Anytime access to discussion boards, forums, and knowledge banks
- Access to a powerful network of more than 5000 alumni
- Use of state-of-the-art classrooms as well as lunch and snacks on class days

## SELECTION PROCESS



A Faculty panel will review all the applications and shortlist candidates based on their profiles.



Shortlisted candidates will then go through a personal interview round.



Admissions will be conducted on a rolling basis and the admission process shall be closed once the available seats are filled.



# GLOBAL FACULTY

## Bala V Balachandran



J L Kellogg Distinguished Professor (Emeritus in service) of Accounting & Information Management, Northwestern University, Illinois, USA

Founder, Dean & Chairman, Great Lakes Institute of Management, India

Founder & Chancellor, Great Lakes International University, Sri City, India

## Vaidy Jayaraman



Principal & Associate Dean.

Bala.V & Vasantha Balachandran Distinguished Professor of Supply Chain Operations, Data Sciences & Analytics,

Co-Director, Technopreneurship Program (MBA), Great Lakes Institute of Management, India

## Suresh Srinivasan



Director PGDM,

Professor Strategy & Accounting, Great Lakes Institute of Management, India

## P. K. Viswanathan



Professor (Analytics) & Director- PGP-BABI Great Lakes Institute of Management, India

## KC John



Distinguished Professor - Technology, Innovation & Entrepreneurship, Great Lakes Institute of Management, Chennai.

## Raghu Iyer



Raghu Iyer Associates  
ICAI (Institute of Chartered Accountants of India), BCAS (Bombay Chartered Accountants Society), SPJIMR (S P Jain Institute of Management & Research)

## M. Krishna Erramilli



Professor of Marketing & Strategy, Stuart School of Business

## Arjun Chakravarti



Assistant Professor of Marketing and Management, Stuart School of Business

## Nik Rokop



Coleman Foundation Clinical Associate Professor of Entrepreneurship, Chair, Entrepreneurship Academy Council

## Smriti Anand



Associate Professor of Management, Stuart School of Business

## Liad Wagman



Associate Professor of Economics, Stuart School of Business

# OUR ASSOCIATE

## STUART SCHOOL OF BUSINESS, IIT - CHICAGO



- 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 M.B.A. program by the Aspen Institute
- Only business school in Chicago with a Marketing Analytics and Communication program—emphasizing data-driven methodologies
- Only business school in Chicago with a part-time Ph.D. program
- 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



**The Structure of the MBA Technopreneurship program is very interesting, in which learning happens both inside and outside the classroom.**

**PROF. JOHN F.O. BILSON**  
Dean - IIT Chicago



# PARTICIPANTS TESTIMONIALS



**NAMBIRAJ**

ROBERT BOSCH ENGINEERING AND  
BUSINESS SOLUTIONS LIMITED

Learning at Great Lakes was a Game changing experience for me. A one year course means I am back into Job market very soon but also Business ready. The topics were hand pick and precisioned for individuals who aspire to become Technopreneur. The highlights of the course were the world class Faculties and their thirst for knowledge. They make the classes so energetic and interesting. Though the course splitter into residencies, you won t feel that you are away from the college. The faculty s make sure that you are kept fully loaded with studies and assignments.



**PRASANNA**

FORD SMART MOBILITY

To me, this MBA in Technopreneurship is all about understanding the dynamic world and creating synergies of value creation. Every lecture is intuitive and interactive. It differs from the other course as it requires more unlearning and relearning. The one thing I like the most about this course is its relevance to reality. In the world of disruptive innovation, this course skills me to leverage innovation as a competitive advantage. More than, MBA in Technopreneurship is interesting and have never failed to amaze me.



**MEERA TONY**

IBM

The Technopreneurship program at Great Lakes has exceptional quality of teachers and helped me gain tremendous knowledge about many aspects of business. This course opened my mind to numerous new fields, both multiple and complementary, which triggers the desire to invest oneself even further. It taught me what I needed for my new career orientation and gave me opportunities much more than what I expected. Apart from the approach and conceptual tools, I particularly appreciated the sharing of real life experiences and the various amazing guest lectures from renowned entrepreneurs.





## 2016 - 2017 RANKINGS

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among Private B-Schools by Careers 360



16<sup>th</sup>

among B-schools in India by Ministry of HRD



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among Top B-Schools by Business India



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