



LEED Platinum Rated Green Campus



ASSOCIATIONS



Chennai City Office: 1st Floor, Prince Info City II, 283-284 Old Mahabalipuram Road, Kandanchavadi Road, Chennai - 600 096 | Tel.: +91 44 6699 9300

Chennai Campus: Dr. Bala V Balachandar Campus, ECR Road, Manamai, Tamil Nadu - 603 102 | Tel.: +91 44 3080 9000 | Fax: +91 44 3080 9001

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



**EMERGING LEADERS
 FOR EMERGING ECONOMIES**

THE GREAT LAKES EDGE



World Class Faculty

- Unique perspectives from leading international (e.g. Kellogg, Stanford, Yale) and renowned full time faculty
- Ranked 2nd among Indian B-Schools for research productivity in a joint study by IIM-B and XIMB. Three full time faculty Dr. Bala, Dr. Bharadwaj and Dr. Samu cited among the most prolific researchers in the country

Cutting-Edge Curriculum

- Globally benchmarked and industry relevant curriculum
- Pioneer in introducing Business Analytics as a specialization and ranked as the best in Business Analytics by Analytics India Magazine

International Exposure

- Collaboration with leading B-Schools allows sharing of best global practices and exchange of faculty and students

Alumni Network

- 7000+ Great Lakes Alumni spread over 30 countries across 5 continents
- Participants get access to a great life-time network of Entrepreneurs, CXOs and high caliber professionals across industries

Rankings & Accreditation

- Ranked in top 10 One year programs by Outlook & Business World (2017)
- Ranked 9th among all B-Schools in India by Business India (2017) Magazine
- Internationally accredited by AMBA, UK and SAQS



ABOUT GREAT LAKES

Great Lakes Institute of Management is a top ranked business school with a vision to provide the corporate world with Business-Ready leaders.

Great Lakes Institute of Management, founded in 2004 by Padmashree Dr. Bala V. Balachandran, Professor Emeritus at Kellogg School of Management, is among India's leading business school with campuses in Chennai and Gurgaon. Led by exceptional 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 Chennai campus was accredited by Association of MBAs (AMBA, UK) and became the youngest B-School in India to receive this prestigious international accreditation. In 2017, all four programs offered by Great Lakes, Chennai viz. PGPM, PGDM, PGXPM and PGPM Flex were accredited by AMBA, UK. Great Lakes also received the international SAQS (South Asian Quality Assurance System) accreditation from AMDISA within a year of being accredited by AMBA.

2017 RANKINGS

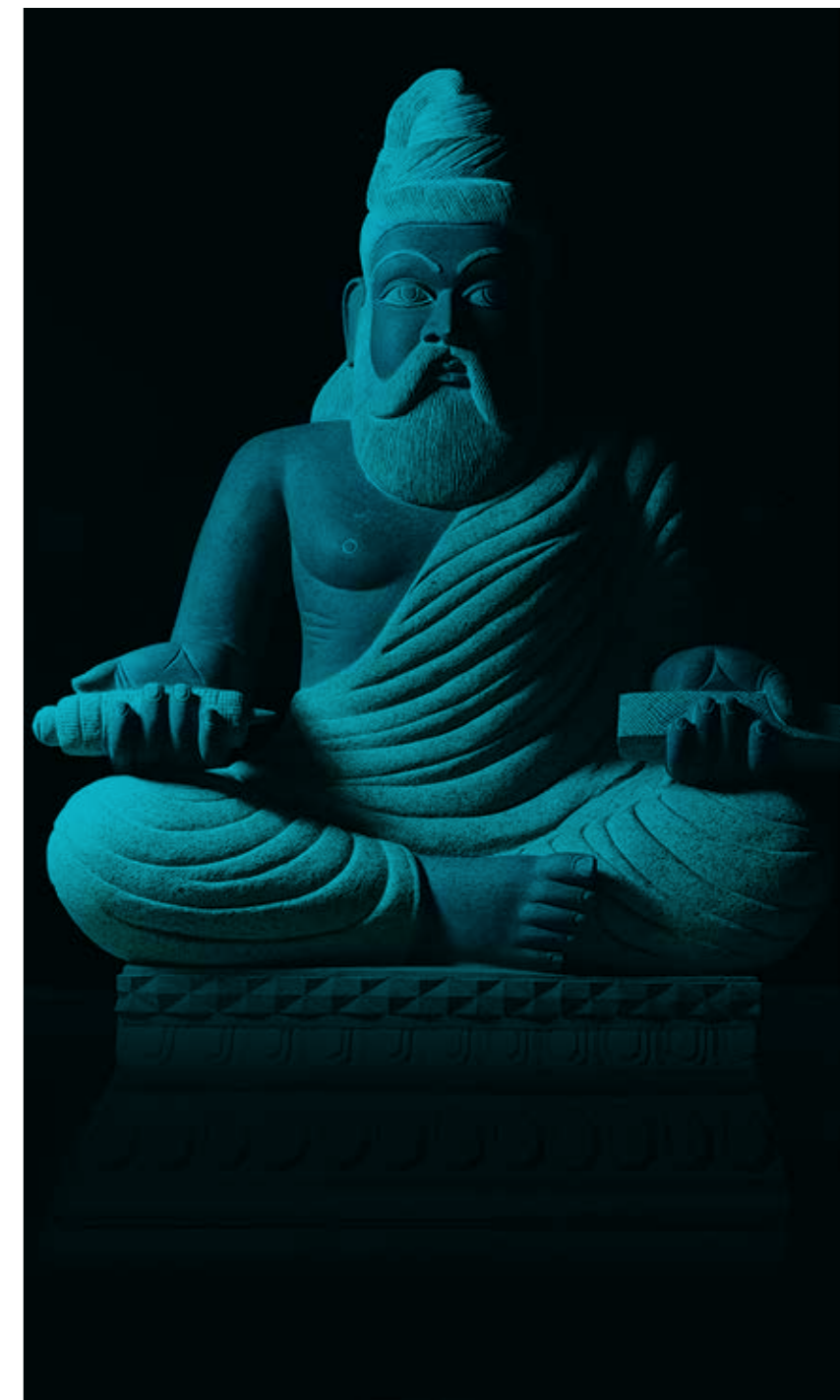
1st among Top 10 Analytics Education Institutions (B-Schools) in India by Analytics India Magazine 	3rd among One Year Programs by Outlook 
4th among Private B-Schools by Careers 360 	4th among One Year Programs by Business World 
9th among Top B-Schools by Business India 	14th among Top B-Schools by Business Today 

2 Campuses (Chennai, Gurgaon)	9 Centers of Excellence	25+ Global Visiting Faculty from the likes of Stanford, Kellogg and Yale	90+ Prizes won by Students at National & International Level in 2016-17
150+ Industry Leaders on Campus in 2016-17	46 Industry Titans on Business Advisory Council	1100+ Students across campuses	10 Collaborations with Leading Global Institutions
4 Intl. Research Conferences	7000+ Alumni Network spread over 30 countries	50+ Full Time Faculty	42 Global Thought Leaders on Academic Advisory Council
30000+ Books		900+ Online Journals	

ACCREDITATIONS



GLOBAL ASSOCIATIONS



DEAN'S MESSAGE



“Affordable Excellence, Adorable Relevance.”

Dear aspirant,

“In any moment of decision, the best thing you can do is the right thing; the next best thing is the wrong thing and the worst thing you can do is nothing” - Theodore Roosevelt

I suppose that in this day and age, it is not inappropriate to add another line to his wise counsel –“Are we doing the RIGHT THINGS or Are we doing THINGS RIGHT?”

This is the essence of many issues that we are dealing with today - turbulent times of change due to disruptive technologies and business models, Robotics and AI, unmanned vehicles and what not! What seemed like a thoroughly sound business plan yesterday seems to have gone bust today. Country and Industry risk (like the Oil and Gas industry), Design Thinking, Block Chain, BREXIT and the like. Companies that are at the top of their game end up at the rock bottom rather quickly. We live in a new world governed by VUCA (Volatile, Uncertain, Complex and Ambiguous) variables and vastly different and unconnected events like the subprime crisis in 2008 (economic), the Arab spring (political) or the commercial viability of Shale Gas Liquefaction (technological) are able to generate far-reaching consequences all over the world. Companies like Uber, Facebook, Google, Amazon, Apple etc. have changed the rules of the game in such a revolutionary manner that it is all that one can do even to keep up.

The ramifications of these slow but steady developments are far and wide-reaching. The consequent impact on spending and investments, economic aspects and political situations will pave the way for the creation of a new economic world order. We are well on our way to experiencing a totally different manifestation of capitalism. The ability to mutate well enough and well-ahead of the emerging scenario will define your survival, success and progress.

You would do very well to ask me right now, ‘How does all of this affect me?’ It is now that your choice of higher education becomes an extremely critical variable. Education today is not only meant to merely teach you principles and their applications, but also to develop and enhance skillsets, groom and hone interpersonal capabilities, inculcate values and attitudes and create an overarching sense of responsible citizenship. Skillset redundancy is occurring at faster intervals and returning to the classroom to retool and scale-up at any point of time in your career will become mandatory. Therefore, having decided to pursue the MBA program, it is of paramount importance that you choose a ‘great’ school for two reasons – firstly, the quality of your education and second, the potential of the school to provide a continuing, world-class platform for you to stay up to speed no matter what.

Great Lakes has been a pioneer in Management education and here's why : A rigorous selection process that brings to the class a heterogeneous peer group from across the country and all walks of life; superb mentors who are not only great teachers but also eminent gurus in their chosen fields of interest; a robust program across a choice of two locations – Chennai or Manesar, that uses a blend of different pedagogies like classroom instruction, experiential learning interludes, industry interface and interaction opportunities, seminars, conferences and research forums, live projects, care-share / Karma Yoga activities, contests, real-time trading (through a dedicated terminal and subscribed databases) and transacting exercises etc.; A wide variety of co-curricular activities also ensures that the students have a perfect balance between academic and co-curricular activities thereby providing them multiple opportunities to grow and develop their personalities as a whole. In order to provide the best ambience for maximizing the value of the time that you spend with us, the Great Lakes campus has been conceived as a state-of-the-art, green and eco-friendly ‘Gurukulam’ creating the perfect setting in which to learn and transform. In fact, in the recent Outlook survey of the best b-schools in the country, we have been ranked #6 (and the five above us are some of the oldest schools in the country)!

So, where does that leave you? The need to adapt, be flexible, to respond, react and mutate to changes in surroundings is the very basic principle of evolution. The only way to do that is to keep the learning constant. Your experiences (both personal and professional), your education, the skillsets that you have acquired are all part and parcel of your learning and Great Lakes is the avenue for keeping yourself up to speed. Thus, if you want to make a difference to your life, choose Great Lakes. Experience the difference and be the change that you want to see in this world!

Dr Bala V Balachandran

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



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THE PGDM ADVANTAGE

The two year Full Time PGDM helps the participants transform into

BUSINESS-READY MANAGERS

capable of responding to complex business requirements that arise in a changing global business environment



UNPARALLELED LEARNING EXPERIENCE

- Peers with rich industry experience in the class means as much learning beyond the class as inside. One of the top reasons why Alumni strongly value their time at Great Lakes
- Guest lectures and insights from eminent thought leaders and industry stalwarts



GLOBAL PERSPECTIVES

- 25+ International faculty from the likes of Kellogg, Stanford & Yale along with renowned full time faculty give you global perspectives and unparalleled learning
- Globally benchmarked curriculum which is updated yearly with cutting edge courses to make participants Business Ready
- Chinese (Mandarin) Language offered as an elective



BUSINESS READY MANAGERS

- In a fast changing business world where billion-dollar companies are created in a few years, the PGDM allows participants to maximize their learning and create value for their future organization
- Helps transform high potential professionals into competent business managers and decision makers ready to deliver from Day 1



EXPERIENTIAL LEARNING

- An Opportunity to work on Live Projects, Collect / Analyse primary survey and Secondary Data.
- Karma Yoga - a unique transformational program to help participants develop leadership skills while having a lasting impact in 27+ villages and improving the lives of thousands of people
- Fully mentored Empirical Study



“ Today’s competitive business world demands a business education that is innovative, relevant and value based and Great Lakes truly delivers on it. It is an exciting time to be on campus, and I remain awed by the sincere aspiration students, faculty, staff, and alumni share of making a difference in the world. Welcome to Great Lakes Institute of Management.

PRINCIPAL & ASSOCIATE DEAN’S MESSAGE

Dear Friends,

Are you a go-getter? Are you a high achiever? Do you think outside the box? If your answer is affirmative to any of these questions, welcome to Great Lakes Institute of Management. This is where people get inspired to become a transformational and empathetic leaders. This is where “the science of management blends with the art of leadership.”

What makes the experience unique – We call it the Great Lakes Advantage – Innovation, Intellectual Ambition and Inclusion.

Our *Innovation* in research and learning pedagogy go hand-in-hand. With a vibrant industry-academia collaboration and superb mentoring by industry leaders, our students become Business ready, compassionate yet passionate leaders from day one upon graduation.

Intellectual Ambition - Great Lakes has a group of faculty who produce high quality research, disseminate knowledge to various stakeholders and interact with managers in discovering best market practices. It’s an institution that leverages the power of data to drive smart decisions and it is reflected in our ranking as number one in the area of Business Analytics & Business Intelligence.

Inclusion - Great Lakes Institute of Management is deeply committed to the goal of making this Institute a place where everyone can thrive and succeed. It is deeply satisfying that in the last several years we have closed the gender gap with more than 30% of students who are women. It is also encouraging to note that the satisfaction levels are uniformly high among student demographic groups.

Today’s competitive business world demands a business education that is innovative, relevant and value based and Great Lakes truly delivers on it. It is an exciting time to be on campus, and I remain awed by the sincere aspiration students, faculty, staff, and alumni share of making a difference in the world. Welcome to Great Lakes Institute of Management.

Dr Vaidy Jayaraman

Distinguished Professor (Supply Chain, Operations, Data Science and Analytics),
Principal & Associate Dean,
Great Lakes Institute of Management

LEARNING FROM DISTINGUISHED THOUGHT LEADERS

Great Lakes provides an opportunity for students to be groomed by transformational leaders spanning private organizations and public administration. These distinguished thought leaders give unparalleled perspectives and insights and help nurture students into future business leaders.

Dr. C. Rangarajan



Mr. C Rangarajan is an Indian Economist, a distinguished former MP, former Governor of Andhra Pradesh and Ex- Governor of the Reserve Bank of India.

Mr. A. Mahendran



Mr. A. Mahendran is the CMD of Global Consumer Products Pvt. Ltd. and former MD of Godrej Consumer Products Ltd.

Mr. R. Gopalakrishnan



Mr. R. Gopalakrishnan is the non-executive director of Tata Sons and independent director of many listed companies.

Mr. Narayana Murthy



Mr. N.R. Narayana Murthy is an Indian IT Industrialist and the Co-founder of Infosys.

Mr. D. Shivakumar



Mr. D. Shivakumar is the Chairman & CEO of PepsiCo India Holdings Private Limited, a subsidiary of PepsiCo, Inc.

Dr. Rama Bijapurkar



Dr. Rama Bijapurkar is a leading Marketing Strategy & Consumer behavior consultant in India.

Dr. V. Sumantran



Dr. V. Sumantran is the ex-Vice Chairman, Ashok Leyland Ltd. and Executive Vice Chairman, Hinduja Automobiles Ltd., UK.

Mr. N. Vittal



Mr. N. Vittal is the ex-Chief Vigilance Commissioner, Govt. of India and a Padma Bhushan awardee.

Mr. Ashok Vasudevan



Mr. Ashok Vasudevan is Co-founder & CEO of Preferred Brands International and Chairman of Tasty Bite Eatables Ltd. the Indian public company subsidiary of PBI.

Dr. V.S. Arunachalam



Dr. V.S. Arunachalam is Padma Vibhushan & Distinguished Service Professor, Carnegie Mellon University, Pittsburgh.

Mr. B.S. Raghavan



Mr. B.S. Raghavan is the ex-Chancellor of ICFAI. Mr. Raghavan is a former IAS officer and UN Civil Servant, Author and Social Activist.

Mr. B. Muthuraman



Mr. B. Muthuraman is the former MD of TATA Steel Ltd. and a Padma Bhushan Awardee.

“Academic Elegance Blends with Business Relevance”

70+
Academic & Industry
Visiting Faculty

50+
Full Time
Faculty

25+
International
Visiting Faculty

EXPERIENTIAL LEARNING

Great Lakes emphasizes on experiential learning whether it involves developing leadership and managerial skills, honing strong analytical skills, understanding and analyzing business cases. The end result is a business ready manager who is ready to deliver results from day 1.



Leadership Experiential Project: Karma Yoga

KARMA-YOGA, a Leadership Experiential Program (LEP) is a unique medium for students to connect with ground realities and experientially learn transformational leadership.

27 villages surrounding the institute's campus 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. 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.

"Passion With Compassion"

Karma Yoga : The Impact

400+

school-going children attend tuition classes, science clubs and other educational activities due to Karma-Yoga each year

27

villages under the project

30+

village-level events conducted annually

1100+

people given individual medical attention so far

Business Is For Real— The Empirical Study

Empirical study provides a platform for students to become business-ready managers by enabling them to do a real life study under the guidance of the best people from the industry and academia. The most practical benefit of empirical study 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.

Several of our empirical studies have been presented in national and international conferences

Student Committees

Being a student centric institute, all key functions of the institute are ably supported by committed student bodies - be it admissions, placements, web management or branding.



"Art of Leadership Blends with Science of Management"





PROGRAM DIRECTOR'S MESSAGE

Dear Aspirant,

You are in the process of making one of the most important decisions as far as your education and career choices are concerned. You are planning to embark on a two-year management education program and are currently evaluating a number of institutions for the same. Let me tell you about our PGDM program at Great Lakes and why it would be a right choice for you.

If you have intense passion and commitment in the pursuit of excellence, our PGDM program is for you. If you believe in yourself and have a determination to accomplish your goals, then you are well-suited for our program. If you understand that today work environment is changing rapidly and that job seekers need new types of skills, you will thrive in our program. If you aspire to be a transformational leader and a game changer, we are looking for you.

What will you gain from the PGDM program at Great Lakes? First, the knowledge and skills that you acquire at Great Lakes will prepare you to handle global challenges that are faced by every business. Second, our curriculum meets the highest global standards and we give utmost importance to the outcomes of the learning process. This ensures that our courses are contemporary, relevant to current market needs and are taught by world-renowned professors including some of them from the Top US universities including Stanford and Kellogg's School of Management. Third, we have created an environment which will allow each student to achieve and exceed his or her potential. Nothing in life is more exciting for an individual than to bring out the best in themselves. It is our intention to make sure that every student graduating from Great Lakes is suitably challenged.

At Great Lakes you will develop the habit of dynamic and creative learning. While the traditional text books teach you theories based upon experiences of the past, the new type of learning will involve asking endless stream of questions about the ever evolving future. You will be involved in on-hands experiential learning with our Karma Yoga program in which students work and help improve the quality of life for local communities in 27 villages near the campus in areas of health, education, environment and many more. You will have an opportunity to put your theories of finance and economics in practice with our Live Trading course in stocks and commodities.

I am confident that our All India Council of Technical Education (AICTE) approved PGDM program will prepare you to meet the challenges of the globalized world. Ultimately we are all stakeholders of India. If you believe in making contribution to your nation, choose Great Lakes. If you believe in improving yourself academically as well as an individual, then again choose Great Lakes. Come to our Platinum-Rated Green Campus with a holiday resort feel, accept the challenge, work hard, stand tall and believe in your ability to make a difference.

Cheers!

Vidya Mahambare

Director – PGDM

Great Lakes Institute of Management



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PGDM COURSE LISTING

CORE COURSES

TERM 1

- Macro Economics
- Financial Accounting for Decision Making
- Marketing Management - I
- Individuals in Organizations (OB - I)
- Quantitative Methods for Decision Making - I
- Time Management
- Karma Yoga
- Financial Accounting & Quantitative Methods Tutorial

TERM 4

- Language Lab / Chinese
- Understanding Emerging Markets

TERM 2

- Micro Economics
- Financial Management - I
- Marketing Management - II
- Groups in Organizations (OB - II)
- Quantitative Methods for Decision Making - II
- Production and Operations Management
- Verbal Communication
- Written Analysis of Communication
- Management Information System
- Empirical Study

TERM 5

- Business, Government and Society
- Board Room Simulation

TERM 3

- Cost and Management Accounting
- Financial Management - II
- Marketing Research
- Human Resources Management
- Optimization Models for Decision Making
- Strategic Management
- Business Analytics
- Stress Management

TERM 6

- Business Law

LIST OF ELECTIVES

Marketing

- B2B Marketing
- Consumer Behaviour
- Services Marketing
- Strategic Marketing
- Marketing Analytics*
- Sales and Distribution Management
- CRM
- Retailing
- Digital Marketing
- Integrated Marketing Communications
- Marketing Metrics*
- Markstrat
- Sports Marketing
- Rural Marketing
- New Product Development
- Brand Management

Finance

- Financial Statement Analysis
- International Finance
- Corporate Financial Strategy
- Mergers and Acquisition
- Options, Futures and Derivatives
- Investment Banking
- Security Analysis and Portfolio Management
- Financial Modeling
- Trading
- Financial Risk Analytics* (Pre requisite OFD term 4)
- Equity Research
- Financial Institutions and Markets
- Commodities Markets
- Management of Commercial Banking
- Economic Environment of Business
- Corporate Valuation
- Project and Infrastructure Finance
- Investment and Finance in Emerging markets

Operations

- Logistics and Supply Chain Management
- Enterprise Business Applications
- IT Consulting
- Database Visualization and Analytics
- Management Services Operations
- Strategic Sourcing and Corporate Quality
- Project Management
- Supply Chain Analytics*
- Enterprise Resource Planning
- Demand Planning and Forecasting
- Strategic Sourcing and Supply Chain Management
- Advanced Analytics Model*
- Business Intelligence*
- International SCM
- Total Quality Management
- E-Commerce

Analytics

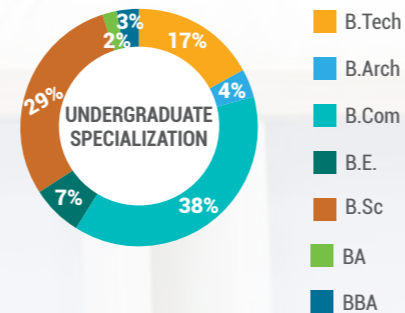
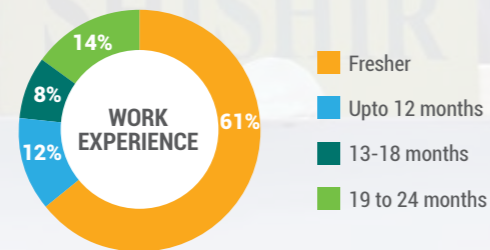
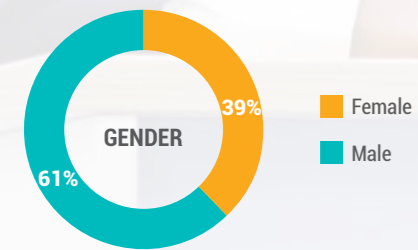
- Marketing Metrics*
- Supply Chain Analytics*
- Business Intelligence*
- Advanced Analytics Model*
- Database Visualization and Analytics*
- Financial Risk Analytics*
- Marketing Analytics*

Strategy

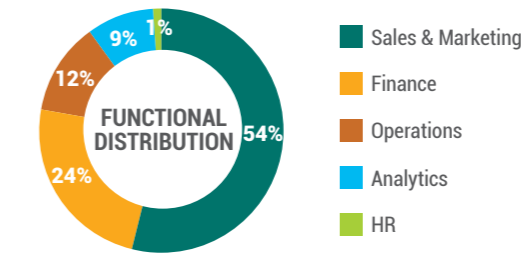
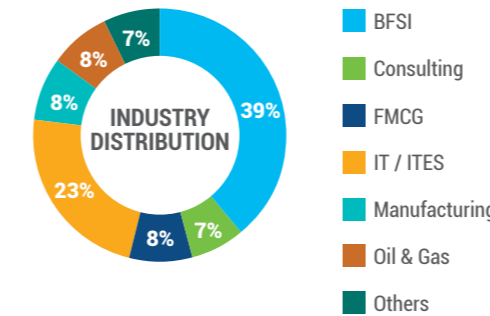
- Design, Thinking and Innovation
- Strategy Execution including Economics of Strategy
- New Venture Planning
- Management Consulting
- International Business Strategy
- Negotiations and Bargaining*

*Cross listed across all areas

PGDM CLASS PROFILE 2017-19



PGDM PLACEMENT SNAPSHOT 2017



9.30 Lacs
AVERAGE CTC (FIGURES IN ₹)

*Others: Automotive, Consulting, E-Commerce, FMCG, Pharma and Telecom

LIST OF RECRUITERS*

- ACT
- Arcesium (Deshaw)
- Astra Zeneca
- Axis
- Bajaj Finserv
- Capital First
- Cognizant
- Crayon data
- DCB Bank
- Dell
- Deloitte
- Emerio Corp
- Ford
- HCL Technologies
- HDFC Bank
- HDFC Standard Life
- HSBC Technologies
- ICRA
- IDBI
- Infosys
- Infosys BPO
- Janalakshmi Financial Services
- JP Morgan
- Lava International
- Matrimony.com
- Michelin
- Mindtree
- Nesh Technologies
- NIIT Technologies
- Olam
- Photon Infotech
- Scope International
- TVS Credit Services
- TVS Logistics
- TVS Motors
- Xanadu Reality
- Zee Entertainment Enterprises Ltd.
- ZS Associates

*Partial List

ADMISSIONS DIRECTOR'S MESSAGE



Great Lakes is not in the space of churning out mere Business Administrators. We create Business Ready Leaders who will build tomorrow's India.

Every year, at about this time, I get the joyous opportunity of interacting and engaging with the youngest and sharpest minds that grace Great Lakes Institute of Management – my incoming PGDM cohort. As your first point of contact to this great school of experiential learning, I assure you that, as a school, we understand the compelling realities of the new kid-just-off-the-block. We see in you a cool, smart, tech savvy, device-centric, socially involved, selective and impatient individual. We recognize that team-playing skills and peer recognition are two key positives that you bring to campus. As an instant gratification millennial, you carry the duality of 'want it all' and 'want it now'. Cooperation, coordination, trust, conflict resolution, acceptance of pluralism and adaptability are some of the glorious positive attributes that you – the Gen Y Millennial – bring to any table. We are a young school (remember that we are just 14 years old) and are flexible and agile enough to understand and internalize the new you.

As a post-modern B-School, we are well aware that the first 25% of learning is imparted in the classrooms. Some of the best management brains in the country – full time as well as visiting – grace your classrooms. The next 25% of learning happens by additional readings, case study preparations and project work. The course curriculum enables this blended learning approach right from your first term. The third 25% is driven by peer-learning from the rich and diverse peer groups that schools strive to bring in. In Great Lakes, the word Diversity has implications that go far beyond the platitudinous approach with which it is normally dealt with in many a B-School. We truly believe in diversity and ensure that it is brought to the classroom along multiple dimensions. Regional, sectorial, gender and language diversities are rigorously ensured within each class to ensure great peer interaction and thereby learning. The last 25% of learning gets cemented when real life implementation of theories happens. The 8-12 weeks of hands on summer internship that every PGDM student goes through aligns him /her with the ethos of the corporate world much before they seek their final placements.

So what are you waiting for? Great Lakes is not in the space of churning out mere Business Administrators. We create Business Ready Leaders who will build tomorrow's India. If you feel that you deserve to be in the rarified space, go ahead and apply. Welcome to Great Lakes Institute of Management.

Prof. Easwar Krishna Iyer
Admissions Director

**ADMISSIONS
CALENDAR**

Issue of application starts from:
7th September 2017

Last date for submission of Application:
25th February 2018

ADMISSION PROCESS PGDM 2018-20

Eligibility Criteria

- All applicants are required to appear for GMAT/ CAT* / XAT* / CMAT before applying to Great Lakes Institute of Management.
- For PGDM 2018, Great Lakes Institute of Management will accept CAT scores of years 2016 and 2017 or XAT scores of year 2017 and 2018 or GMAT scores taken after Jan 1, 2016 or CMAT scores of the year 2017 and 2018.
- All applicants should possess a full time Bachelor's degree in any discipline from a recognized institution.
- Freshers and candidates with less than 24 months of work experience as on 30th June 2018 are ONLY eligible to apply. (Candidates with greater than 24 months of work - experience are requested to apply for the Great lakes PGPM program).
- There will be a special preference for College / University rank holders in terms of an extra weightage gained as part of the selection process. The onus of proof of rank is vested in the applicant.

* Great Lakes uses CAT scores only for screening applications for admissions and IIMs have no role in the conduct of Great Lakes academic programs

* Great Lakes is not an associate institute of XLRI but uses XAT scores only for screening applicants for admission & XLRI has no role to play in the conduct of any of Great Lakes Management programs

Application Process

- Candidates meeting the eligibility criteria can apply to Great Lakes Institute of Management by completing an online form.
- Candidates can choose to apply by any of the following methods:
 - Visit the website www.greatlakes.edu.in and fill in the online application form after making a payment of ₹ 2000/-.
 - Make a payment of ₹ 2000/- at select vendor outlet centers (the list of vendors as well as centers is given in our website) and procure a coded number key for applying online.
 - Purchase the application form from the Great Lakes Offices in Chennai.
- The eventual application process is online for all candidates.
- Candidates have to provide the official email-id of the recommender. The recommendation letter will be collected from the final selected student's recommenders and it must be submitted online

All your queries regarding admission process can be sent to us at admissions.pgdm@greatlakes.edu.in

FEE STRUCTURE 2018-20

PGDM 2018-20 FEES

	Cost in INR (Twin Sharing Accommodation)*
Tuition & Academic Fees	724,000
Admission & Program Fees	390,000
Accommodation	346,000
Food*	165,000
TOTAL	1,625,000
PLUS	
Alumni Subscription	5,000
Attire	5,000
Caution Deposit	10,000

*Non vegetarian food is optional and will be charged extra

Fee Structure - International Students

	Cost in USD
Tuition & Academic Fees	26500
Accommodation	6000
Food	3500
TOTAL	36000
PLUS	
Alumni Subscription & Attire	200
Caution Deposit	300
TOTAL	500

NOTE:

- The course is approved by AICTE.
- It is mandatory for all students to possess a laptop as per Institute Specifications
- Accommodation will be provided on twin sharing basis
- The above amount includes fees for certain non-academic aspects like catering, skill development, admission processing etc., which are outsourced at the discretion of the Institution. The related amounts are paid to the respective service providers directly on behalf of students with the Institute facilitating and coordinating these services
- Refund Policy: As per AICTE norms, all refund requests will be processed only after commencement of the program
- Disputes whatsoever arising, if any, with the Institution / Service provider as the case may be will be subject to jurisdiction of courts in Chennai only
- Tentative program dates - Registration and commencement of program: First week of July 2018



KEY DATES

ADMISSION CYCLE - PGDM

Great Lakes will have interviews in March 2018. The city-wise dates are given in the below table.

ELIGIBILITY CRITERIA

- All GMAT Takers [GMAT 2016, GMAT 2017, GMAT 2018] (exams to be taken on or before 25th February 2018)
- All CAT 2017/ 2016 scores
- All XAT 2018/ 2017 scores
- All CMAT 2018/ 2017 scores

City	Delhi	Hyderabad	Kolkata	Mumbai	Chennai	Bangalore
Date for PI	9 th , 10 th & 11 th Mar '18	10 th & 11 th Mar '18	10 th & 11 th Mar '18	16 th , 17 th & 18 th Mar '18	17 th & 18 th Mar '18	17 th & 18 th Mar '18
Day	Fri, Sat, Sun	Sat and Sun	Sat and Sun	Fri, Sat, Sun	Sat and Sun	Sat and Sun
No. of days	03	02	02	03	02	02

Application Deadline: 28th February 2018

RECRUITERS SPEAK



“ Well Attended,

Students were paying attention. Good questions & Write ups. Looking forward for more collaboration with Great Lakes. ”

Thangarathnam Manikandan
Director – Engineering, Amazon

“ In a short span, Great Lakes has touched heights and has become visible in the eye of recruiters across industries. Students from Great Lakes are

“Business Ready”

managers and they symbolize excellence, creativity and growth – values which are in line with ZEEL’s strengths. The quality of marketing and research students who have joined us from the institute is excellent and matches our expectations in every way. ”

Nirmal Nair
Vice President - Human Resource,
Network 18

“ I am happy to say that the student, whom we hired from your campus this year is performing well so far. I am sure that he will go a long way in building his career in SynCore with his

valuable contributions

to the consulting assignments. ”

Javin Bhide
Director & Co-founder,
Syncore Consulting Group

“ We have been hiring students from Great Lakes for many years now. The consistency of

academic and professional excellence

which the students maintain is commendable. The institute does a good job in providing industry exposure through unique initiatives. ”

Ashish Tanwar
University Relations Manager,
Microsoft India

“ The students come in with the right

mix of quality and years of experience.

Also the placement process is handled seamlessly. Overall a very engaging experience. ”

Sivani Nanda
HR Business Partner, Tiger Analytics

“ We have had very good experience in recruiting the graduates of GLIM for a few years now. The institute does a great

job of imparting

not only quality management education to its students, but more importantly, the skills that are essential for a successful career. We have found GLIM students to have very good attitude, networking skills and team work. We are very happy with the GLIM graduates working in our organization as they bring a positive environment and contribute well to the teams and client organizations they work with. ”

Madhavan Seshadri
Senior Vice President, Virtusa

"Great Lakes provides you with a **world class faculty** base which guides you on a well-structured curriculum in a breath-taking campus and help you transform into business-ready managers. What else can one ask for?"

Vidhi Gupta
Management Consultant
Digital Consulting, KPMG India
PGDM Class of 2014

"Besides learning from the best of the professors and an excellent industry interface, what I like most about Great Lakes is its emphasis on **international research conferences** where we get to meet our student counterparts from various countries. It is a wonderful platform for networking and learning."

Saloni Lakhota
Associate Analyst, EY
PGDM Class of 2015

"The institute brings you out of your comfort zone right from day one. I can say for a fact that it is this rigorous curriculum and a healthy competitive culture amongst the student community at Great Lakes, which brought out the best in me and realize my true potential."

Priscilla Soundararaj
Operations Analyst, JP Morgan
PGDM Class of 2016

"Great Lakes curriculum has rigor and relevance. And to be taught by some of the best academicians in the country as well as outside is an unparalleled life time experience. I must say Great Lakes helped me prepare for a seamless transition to the industry."

Aditya Rajagopalan
Associate Solution Advisor
(Offices of the US, Deloitte India)
PGDM Class of 2016

CONTACT US

For all admission related queries, please write to
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