3000+ Alumni
Across 28 Countries
50+ Successful Alumni Ventures
Touching millions of lives every day

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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 10 years, emerged as a top-ranked Business school. In 2014, Great Lakes is accredited by Association of MBAs (AMBA, UK) for its PGPM and PGXPM programs and is the youngest B-school in India to receive this prestigious international accreditation.

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

Rankings in 2013

- 7th among top Private B-schools by Careers 360
- 8th in One Year Programs by Outlook Magazine
- 9th among Executive Programs by Business Today
- 10th among Executive Programs by CNBC-TV18
- 16th among top B-schools by Business India
- 19th among top B-schools by NHRD

Collaborations

- 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 CNBC-TV18
- World Class full time and visiting faculty from institutes like Yale, Harvard, Kellogg, Stanford
- Illustrious Advisory Council consisting of the who’s who of Business and Academia
- Academic alliances with 10 world class institutes like Yale, Univ. of Houston, GSU, NTU Singapore and IIT Chicago
- 28 Acre LEED Platinum Rated Green Campus located just 8 kms away from UNESCO Heritage site Mahabalipuram
Dear Partner,

Welcome to Great Lakes Institute of Management - the center for Management excellence that develops global business leaders who carry an ethical perspective to business decision making and also equips them to take-on the challenges of the complex and dynamic world economic order. Founded by Padmashri Dr. Bala V. Balachandran, Great Lakes produces not just Business Ready Managers but leaders with the four core values of the institution - Passion with Compassion; Abilities with Humility; Mobility with Nobility and Success with Integrity. Our core values have enabled us to stand out in the industry within a very short span of 10 years.

Our academic curriculum is proactively adapted to the demands of the corporate world. Business Analytics as a major specialization is one such latest addition in our offering. Besides our well acclaimed teaching methodology, faculty members of international repute and the academic rigor, we take immense pride in practicing some unique elements of the program like empirical study with live projects and Karma Yoga. Such programs help make our students holistic and socially responsible future leaders in the corporate world.

Great Lakes has recently received the prestigious AMBA (Association of MBAs, UK) accreditation, for its flagship one year Post Graduate Program in Management which has been ranked 8th by Outlook magazine and 7th across Tier-1 B-Schools by Career-360 survey.

The Class of 2015, named the “Charismatic Cholas” comes with an average work experience of 39 months (2 to 5 years is the range of experience) from different Industry verticals and functions and representing almost the top 5% of such talent present in the country.

The Post Graduate Diploma in Management (PGDM) is our 2 year program introduced 3 years ago with a clear focus on emerging economies. This AICTE approved program offers a unique and nonpareil coverage of the economies of China, Far-East, Latin America and Africa along with the India growth story. The class of 2013-15, christened “Pallavas” has students ranging from 0 to 24 months work experience.

We are privileged to partner with you and we take pleasure in inviting you to join us in various on-going Campus connect activities which will be followed by Final Placement Program, to identify and hand pick your future leaders from one of India’s premier B-Schools.

R. Shreenath
Director – Corporate & Career Services
FULL TIME MBA PROGRAMS

PGPM - One Year Program

Great Lakes’ flagship full time Post Graduate Program in Management (PGPM), has been widely recognized in the industry for its unique design to deliver customer-centricity, meritocracy and corporate ethics. This one year program facilitates students’ understanding of the interaction between the various functional areas of a business system, thereby appreciating the need for developing cross-functional perspectives in business. The curriculum is reviewed periodically to keep it in sync with the needs of an ever-changing and evolving market place. The program is designed to prepare the students to be 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 also placed on skill development, team-work, inclusivity principles and value-based management.

PGDM - Two Year Program

The two year full time Post Graduate Diploma in Management (PGDM) program offered by Great Lakes has a clear focus on emerging economies and their growth. An AICTE approved program, PGDM offers a unique and nonpareil coverage of the emerging 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 market place.

Top 5% of talent available across the country

Work Experience

2 to 5 years of work experience in diverse set of Industries like IT, ITES, Analytics, BFSI, Manufacturing, Energy, Media, Telecom, Aerospace and Automobile. Average experience of the batch is 39 months

Diversity Ratio

30% females in the current batch

Work Experience

Class has 0 to 24 months of experience across sectors like IT, ITES, Manufacturing, Banking, Consulting, FMCG, Media, Real Estate and Energy

SPECIALIZATIONS OFFERED

- Marketing
- Finance
- Operations & IT
- Business Analytics
- Human Resources
- Consulting, OB & Strategy
Marketing has been one of the most preferred areas of interest for students at Great Lakes where they gain enormous knowledge on courses offered in the specialized area. The course curriculum consists of various sub-disciplines of Marketing and Sales that provide a plenteous exposure to the contemporary markets. In addition to these courses, pedagogy of rigorous Case Studies based learning approach, Empirical Studies and Industry Live Projects equip students with tools and skills that are applicable in real-life situations. Our students have an excellent mix of prior experience in B2B Marketing, Sales, Business Development and other key Marketing areas. Our academia is widely recognized in the corporate world, with our students bagging awards from competitions and working on Live projects offered by the Corporate world.

A SNAPSHOT OF MARKETING COURSES ON OFFER

<table>
<thead>
<tr>
<th>Name of Course</th>
<th>Faculty Name</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Management</td>
<td>Dr. T N Swaminathan</td>
<td>Great Lakes Institute of Management</td>
</tr>
<tr>
<td>Consumer Behaviour</td>
<td>Dr. S Bharadhwaj</td>
<td>Great Lakes Institute of Management</td>
</tr>
<tr>
<td>Marketing Metrics</td>
<td>Prof. D Sriram</td>
<td>Great Lakes Institute of Management</td>
</tr>
<tr>
<td>Consumer Behaviour</td>
<td>Prof. Sekar Raju</td>
<td>IOWA State University</td>
</tr>
<tr>
<td>Integrated Marketing Communication</td>
<td>Dr. Sanjay Putrevu</td>
<td>State University of New York, Albany</td>
</tr>
<tr>
<td>New Product Development</td>
<td>Prof. Sridhar Ramaswami</td>
<td>IOWA State University</td>
</tr>
<tr>
<td>Services Marketing</td>
<td>Dr. Ranjan Banerjee</td>
<td>CEO, Renaissance Strategic Consultants</td>
</tr>
<tr>
<td>Strategic Marketing</td>
<td>Dr. Paul Prabhakar / Prof. Easwar Iyer</td>
<td>Northern Illinois University/Great Lakes Institute of Management</td>
</tr>
<tr>
<td>Sales &amp; Distribution Management</td>
<td>Prof. V K Murti</td>
<td>SPJMR</td>
</tr>
<tr>
<td>Consumer Focused Product Planning</td>
<td>Dr. Seenu Srinivasan</td>
<td>Stanford University</td>
</tr>
<tr>
<td>Social Media Marketing</td>
<td>Prof. Kiruba Shankar</td>
<td>Great Lakes Institute of Management</td>
</tr>
<tr>
<td>Technology Marketing</td>
<td>Prof. Arjun Chakravarty</td>
<td>Independent Consultant</td>
</tr>
</tbody>
</table>

Kotler-Srinivasan Center for Excellence in Marketing

The Kotler-Srinivasan Center for Excellence in Marketing was created to bridge the academia-industry gap in marketing intelligence, analytics and insight-led solutions. The aims of the center include academic research and industry-led consulting innovations in keeping with the needs of marketing managers across the country.

The institute, during the visit of the marketing legend, Dr. Philip Kotler, announced that it has identified its core competence in the area of Marketing and that it aims to become a school reputed for marketing excellence. With this, Great Lakes is following the footsteps of premier US B-Schools, which are known to have focus in one area.

North American Society for Marketing Education in India

NASMEI is an annual marketing conference held at Great Lakes 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.
Marketing Club

The Marketing Club at Great Lakes is a student run body in the marketing arena, under the guidance of esteemed faculty members. Its activities broadly include conducting sessions on the latest marketing practices, marketing competitions, case studies etc. The Marketing club is a breeding ground for future marketing talent.

LISTED BELOW ARE FEW OF OUR TOP RECRUITERS FROM

MARKETING AREA FOR PLACEMENTS & INTERNSHIP

- Attune Technologies
- Axis Bank
- Bharti Airtel Limited
- Brandtone
- CavinKare
- Cloud Cherry
- Cognizant Technology Solutions
- Coromandel Fertilizers
- CSC India
- DCB
- Decathlon Sports India
- Delcure Lifesciences Ltd
- Edelman
- Eisai Pharma
- Eureka Forbes
- Fresh Desk
- Funtoot
- GAEA Technologies
- Gofrugal
- Greenply
- HDFC Bank
- Hindustan Coca Cola Beverages Pvt Ltd
- Iken Solutions
- India property.com
- IRIS Business Services
- Isuzu Motors
- Jabong
- Khimji Ramdas LLC - Oman
- Kotak Mahindra Bank
- KPIT Technologies
- L & T Infotech
- Matrimony.com
- Michelin
- Mindtree
- Mogae Media
- Mphasis
- Musigma
- Optimal Strategix Consulting
- Orkash Services
- Payoda Technologies
- Perfint Health Care
- Propack Industries - Nairobi
- Ramco Systems
- Saksoft
- Sicagen
- Smart Ideas
- Sundaram Business Services
- Symrise
- Tata Communications
- TVS Logistics
- TVS Motors
- Unimity Solutions
- Vodafone
- Wipro Consumer Care & Lighting
- Wipro Ltd
- Xcode Lifesciences
FINANCE

Students aspiring to build their Careers in Finance opt for a specialization in the functional area leading them to gain the required knowledge and experience required for a Career in the corporate world. The courses in the field of Finance offer a congruence of business knowledge and practical application.

Great Lakes attracts best talents from the field of Finance with the batch consisting of a rich assortment of Chartered Accountants, Chartered Financial Analysts, NCFM and Financial Markets students.

A FEW SPECIALIZED COURSES ON OFFER

<table>
<thead>
<tr>
<th>Name of Course</th>
<th>Faculty Name</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied Macro-Economics</td>
<td>Dr. Bobby S. Srinivasan</td>
<td>Great Lakes Institute of Management</td>
</tr>
<tr>
<td>Financial Modelling</td>
<td>Prof. Raghu Iyer</td>
<td>SPJIMR</td>
</tr>
<tr>
<td>Financial Statement Analysis</td>
<td>Prof. Tarun Chaturvedi</td>
<td>Consultant, Former Professor at MDI</td>
</tr>
<tr>
<td>Game Theory Applications in Finance</td>
<td>Prof. Bappaditya Mukhopadhyaya</td>
<td>Great Lakes Institute of Management</td>
</tr>
<tr>
<td>Global Financial Markets</td>
<td>Prof. Sunil Parameswaran</td>
<td>TAPMI/IIMB</td>
</tr>
<tr>
<td>Investment Banking</td>
<td>Prof. P B Ramanujam</td>
<td>Consultant</td>
</tr>
<tr>
<td>Managerial Accounting</td>
<td>Dr. Bala V Balachandran</td>
<td>Founder, Chairman &amp; Dean, Great Lakes Inst. Of Management, Chennai &amp; Gurgaon, J.L. Kellogg Distinguished Professor (Emeritus in service) of Accounting and Information Management, Northwestern University, Evanston, Illinois, U.S.A</td>
</tr>
<tr>
<td>Mergers &amp; Acquisitions</td>
<td>Dr. Narendra Rao</td>
<td>NorthEastern Illinois University</td>
</tr>
<tr>
<td>Options, Future &amp; Derivatives</td>
<td>Prof. B Venkatesh</td>
<td>Founder, Navera Consulting</td>
</tr>
<tr>
<td>Project &amp; Infrastructure Finance</td>
<td>Prof. R Kannan</td>
<td>IFMR/ICICI Bank</td>
</tr>
<tr>
<td>Strategic Financial Management</td>
<td>Prof. Sanjoy Sircar</td>
<td>Great Lakes Institute of Management</td>
</tr>
</tbody>
</table>
Union Bank Great Lakes Center for Banking Excellence

Union Bank Great Lakes Center for Banking Excellence has been established at Great Lakes Institute of Management with a corpus fund given by the Union Bank of India, to conduct research and training programs and undertake initiatives in the field of Banking and Financial Services sector. The Center consists of a panel of eminent leaders from the banking sector and from the academia. The advisory council consists of Dr. Y. V. Reddy (Former Governor, Reserve Bank of India), Mr. M. V. Nair, CMD, Union Bank of India, Dr. Bala V. Balachandran, Founder, Dean, Great Lakes Institute of Management, Dr. Shyam Sunder (Yale University), Dr. Marti Subramaniam (NYU) and Dr. Raghuram Rajan (University of Chicago).

Union Bank Financial Conference

The Union Bank Financial Conference is an Annual day long 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.

Finance Committee

Great Lakes Institute of Management sponsors several events as a part of our Institute’s brand building efforts and the students, who are part of several committees, participate with zest and enthusiasm in these events. One of the foremost and important committees, “FINCOM” makes a significant contribution during the L’Attitude event, which is held in the month of January every year. To enhance learning and to integrate concepts and applications in finance, a trading terminal – Shyam Sunder Turbo Energy Trading Terminal, has been established to facilitate real-time experiential learning.

LISTED BELOW ARE FEW OF OUR TOP RECRUITERS FROM FINANCE AREA FOR PLACEMENTS & INTERNSHIP

- ADP India
- ANZ Bank
- Axis Bank
- Bank of America
- Barclays
- Cognizant Technology Solutions
- Dell
- Dun & Bradstreet
- First Source
- Hansa Cequity
- Hashi Energy, Kenya
- HDFC Bank
- ICICI Bank
- ICRA Limited
- iNautix Technologies
- IndusInd Bank
- Infosys BPO
- Intequant Advisors
- International Infrastructure Consultants
- IRIS Business Services
- Isuzu Motors
- KPMG
- Marmore Mena Intelligence Pvt Ltd
- Prizm Payments
- Propack Industries - Nairobi
- Royal Bank of Scotland
- Reserve Bank of India
- Scope International
- Sivagroup
- SMART Advisors
- Sutherland Global Services
- TransTrac Technology Services Pvt Ltd
- Wealth Advisors (India) Pvt. Ltd
- Wipro Ltd
Decision-making across almost all domains is becoming increasingly data-driven. We at Great Lakes recognize that, therefore this year we have launched a specialisation in Business Analytics. This process is enabled by the easy accessibility and availability of data, termed Big Data by the popular and scholarly press alike. Business Analytics has come to stay as a growth driver for many new generation organizations. Gone are those days when managers made decisions on the basis of their own guts or by extrapolating macro-economic indicators and their likely impact on individual businesses. Decisions made in the absence of information and data have proven to be disastrous for many organizations. With the advent of information technology and geometric rise in the information processing capability of computers, managers are using multiple criteria, algorithms and structured programs to envision future of business and improve profitability of the enterprise.

A number of our students carry experience in Data Analytics, Business Intelligence, Data Mining, and Business Analysis. Our students come with this prior experience in Top Corporates like Ernst & Young, Oracle Financial Services and the like. Additionally we have students with specialized Certifications in niche areas like IIBA.

### BUSINESS ANALYTICS COURSES ON OFFER

<table>
<thead>
<tr>
<th>Name of Course</th>
<th>Faculty Name</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Business Analytics</td>
<td>Prof. Ram Janakiraman</td>
<td>Texas A &amp; M</td>
</tr>
<tr>
<td>Business Analytics</td>
<td>Dr. Purba Rao</td>
<td>IIMA, IIM Ranchi &amp; Great Lakes Institute of Management</td>
</tr>
<tr>
<td>Consumer Focused Product Planning</td>
<td>Dr. Seenu Srinivasan</td>
<td>Stanford University</td>
</tr>
<tr>
<td>Data Mining and Visualization</td>
<td>Prof. Mathew Thomas</td>
<td>ICAI</td>
</tr>
<tr>
<td>Decision Support Models for Banking and Finance</td>
<td>Prof. P K Vishwanathan</td>
<td>Great Lakes Institute of Management</td>
</tr>
<tr>
<td>Econometrics</td>
<td>Prof. Mathew Thomas</td>
<td>ICAI</td>
</tr>
<tr>
<td>Financial Risk Analytics</td>
<td>Prof. Jayatu Sen</td>
<td>American Express</td>
</tr>
<tr>
<td>Financial Risk Management</td>
<td>Prof. Bappaditya Mukhopadhaya</td>
<td>Great Lakes Institute of Management</td>
</tr>
<tr>
<td>Marketing Metrics</td>
<td>Prof. D Sriram</td>
<td>Great Lakes Institute of Management</td>
</tr>
<tr>
<td>Pricing Analytics</td>
<td>Prof. Ram Janakiraman</td>
<td>Texas A &amp; M</td>
</tr>
</tbody>
</table>

### Business Analytics Conference

This 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:

- To develop a common platform for industry and academia interface in the area of consumer and business analytics
- To facilitate research and research based knowledge sharing in the area of business and consumer analytics
- To discuss new methodologies in the emerging field of analytics, especially those methodologies that have been tried and tested in the domain of business decision making
- To explore and build collaborations among academicians and industry practitioners to undertake joint research work in the domain of business and consumer analytics

### LISTED BELOW ARE FEW OF OUR TOP RECRUITERS FROM BUSINESS ANALYTICS AREA FOR PLACEMENTS & INTERNSHIP

- Blueocean Market Intelligence
- Dell
- Dolcera
- Fractal Analytics
- HP
- IBM
- Latent View Analytics
- Matrimony.com
- Musigma
- Optimal Strategix
- Royal Bank of Scotland
- Sutherland Global Services
- Virtusa
HUMAN RESOURCES

Human Resources is a very critical function of any organisation that hires the right talent, manages them by drafting and implementing policies, lays down a career path and provides a conducive environment for the employees to grow. In recent times, HR has ventured into the role of strategic decision making.

Human Resource is being offered as a separate specialisation at Great Lakes with excellent faculty and right talent pool for it.

**HR SPECIALISED CORE COURSES ON OFFER**

<table>
<thead>
<tr>
<th>Name of Course</th>
<th>Faculty Name</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee Relations</td>
<td>Prof. P. Dwarakanath</td>
<td>Senior HR Advisor, Great Lakes: Previously Director (South Asia) - GSK</td>
</tr>
<tr>
<td>HR’s Role in Mergers and Acquisitions</td>
<td>Dr. Hema Bajaj</td>
<td>Great Lakes Institute of Management</td>
</tr>
<tr>
<td>International HRM</td>
<td>Prof. Anu Oza</td>
<td>Great Lakes Institute of Management</td>
</tr>
<tr>
<td>Learning and Development</td>
<td>Prof. R. S. Veeravalli</td>
<td>Great Lakes Institute of Management</td>
</tr>
<tr>
<td>Leveraging Diversity</td>
<td>Prof. Anu Oza</td>
<td></td>
</tr>
<tr>
<td>Performance Management</td>
<td>Prof. C. R. Rajan</td>
<td>Great Lakes Institute of Management</td>
</tr>
<tr>
<td>Reward and Recognition</td>
<td>Dr. Zubin Mulla</td>
<td>Tata Institute of Social Sciences</td>
</tr>
<tr>
<td>Strategic Human Resource Management</td>
<td>Prof. Mahesh Doraisamy</td>
<td>Independent Education Management Professional</td>
</tr>
<tr>
<td>Talent Management</td>
<td>Dr. S. Swaminathan</td>
<td>Management Consultant, Previously Director HR, TVS-E Group</td>
</tr>
</tbody>
</table>

**HR Conclave**

An annual event since 2008, the Great Lakes Human Resource Conclave is envisioned as a platform to bring together the best HR leaders in the industry and the potentially great managers of the future. It is a platform to learn from the experiences of highly eminent HR leaders belonging to companies from various sectors. The event includes panel discussions and addresses by distinguished speakers on the central theme of the event.

Some of the themes discussed at length in the event is:

- **2008** Managing Human Capital in the Globalized Business Environment
- **2009** HR Challenges - Are We Geared Up For The Upturn?
- **2011** And It’s Not Just About Work!
- **2012** Making Elephants dance: Transformational Role of HR in Large Organizations
- **2013** Strategic HR Impacting Business Results
- **2014** Talent Engineering : Impact of Technology on HCM

**Listed below are few of our top recruiters from Human Resources area for placements & internship**

- Abbott Healthcare
- Altisource
- Coromandel Fertilizers
- CSS Corp
- Dexter
- Gameshastra
- Great Learnings
- India Cements
- Justeat
- My Parichay
- Philips
- Photon Infotech
- Polaris
- Unimity Solutions
- Viveks
- Wealth Advisors (India) Pvt. Ltd
CONSULTING, OB & STRATEGY

Consulting has been among the most sought after functional area by B-School grads and we offer our students the best of knowledge in the area of Consulting for them to build their careers.

CONSULTING, OB & STRATEGY COURSES ON OFFER

<table>
<thead>
<tr>
<th>Name of Course</th>
<th>Faculty Name</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Technology Consulting</td>
<td>Prof. Vinit Thakur</td>
<td>Independent Consultant</td>
</tr>
<tr>
<td>International Business Strategy</td>
<td>Prof. Vaidyanathan K N</td>
<td>Xavier Institute of Management Studies and Research</td>
</tr>
<tr>
<td>International Entrepreneurship</td>
<td>Prof. Ashok Vasudevan</td>
<td>Chairman-Tasty Bites</td>
</tr>
<tr>
<td>Leadership, Influence and Power.</td>
<td>Dr. Venkat R. Krishnan</td>
<td>Great Lakes Institute of Management</td>
</tr>
<tr>
<td>Management Consulting as Career</td>
<td>Prof. Thomas Kuruvilla / Prof. Advait Kurlekar</td>
<td>Managing Director, Arthur D. Little / CEO Upohan Mgmt Consultant Pvt Ltd</td>
</tr>
<tr>
<td>New Product Development</td>
<td>Prof. Sridhar Ramaswamy</td>
<td>Iowa State University</td>
</tr>
<tr>
<td>New Venture Planning</td>
<td>Prof. K. C. John</td>
<td>Great Lakes Institute of Management</td>
</tr>
<tr>
<td>Strategy Execution</td>
<td>Dr. Suresh Srinivasan</td>
<td>Great Lakes Institute of Management</td>
</tr>
</tbody>
</table>

Yale-Great Lakes Center for Management Research

Yale-Great Lakes Center for Management Research aims 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. It has been organizing the Yale-Great Lakes Annual International Research Conference since 2006, in which several research papers have been presented on various areas of business and management including finance, human resources, marketing, operations management, organizational behaviour, and strategy.

Consult Com

The Consulting Committee, Consultcom, is a student run body in the consulting arena, under the guidance of esteemed faculty members. Its activities broadly include Management Consulting, Strategic Management, Risk Advisory, Process/Operations Consulting, IT Consulting, Marketing/Financial Consulting etc. The committee is a breeding ground for future consulting talent. The committee provides opportunity for liaising with Global Consultants, professionals, faculty and alumni members through organized activities, which helps students to prepare their career in consulting outside the classroom environment.

LISTED BELOW ARE FEW OF OUR TOP RECRUITERS FROM CONSULTING, OB & STRATEGY AREA FOR PLACEMENTS & INTERNSHIP

- Cognizant Technology Solutions
- Deloitte US
- GAEA Technologies
- Great Place to work
- Infosys BPO
- ITC Infotech
- KPIT Technologies
- L & T Infotech
- Maveric Systems
- Mphasis
- POS Media Global, Dubai
- Thoughtworks
- TCS
- Universal Consulting
- Virtusa
- Wipro Ltd
- ZS Associates
The Operations and IT curriculum has been designed keeping in mind the necessities and requirements of the future business world. The courses are planned so as to equip the students with the requisite skills to work their way into the future arena of operations and business administration. A mix of Technology, Project planning, and Quality management subjects provide for a mix of strong theoretical framework, whereas electives such as Demand Forecasting, Lean Management and Optimization modelling provide a rich hands-on hold on these concepts. The prior work experience of our students in ERP, Project Management, SCM, Quality Audit, TQM etc. combined with our application-centric pedagogy, makes for a potent mix of excellent business skills.

### Operations and IT

<table>
<thead>
<tr>
<th>Name of Course</th>
<th>Faculty Name</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big Data Management and Business Informatics</td>
<td>Dr. Bhuvan Unhelkar</td>
<td>University of Sydney</td>
</tr>
<tr>
<td>Business Intelligence</td>
<td>Prof. Vinit Thakur</td>
<td>Independent Consultant</td>
</tr>
<tr>
<td>Demand Planning and Forecasting</td>
<td>Dr. Rakesh Singh</td>
<td>Great Lakes Institute of Management</td>
</tr>
<tr>
<td>Emerging Technology and Business Innovation</td>
<td>Prof. Subba Iyer</td>
<td>S P Jain School of Global Management</td>
</tr>
<tr>
<td>Enterprise Business Applications &amp; Emerging Perspectives</td>
<td>Dr. Subba Iyer</td>
<td>S P Jain School of Global Management</td>
</tr>
<tr>
<td>Information Technology Consulting</td>
<td>Prof. Vinit Thakur</td>
<td>Independent Consultant</td>
</tr>
<tr>
<td>International SCM</td>
<td>Prof. Ganesh Ram</td>
<td>Mason School of Business</td>
</tr>
<tr>
<td>Logistics and Supply Chain Management</td>
<td>Prof. Arun Natarajan</td>
<td>Great Lakes Institute of Management</td>
</tr>
<tr>
<td>Strategic Operations Planning</td>
<td>Prof. B. Natarajan</td>
<td>National University of Singapore</td>
</tr>
<tr>
<td>Strategic Sourcing &amp; Corporate Quality</td>
<td>Prof. M Rajamanickam</td>
<td>Trimentus Technologies, Chennai</td>
</tr>
<tr>
<td>Supply Chain Modeling and Analysis</td>
<td>Dr. Vaidy Jayaraman/Dr. Paulraj</td>
<td>Great Lakes Institute of Management/University of North Florida</td>
</tr>
<tr>
<td>Total Quality Management</td>
<td>Dr. Manu Vora</td>
<td>Northern Illinois University</td>
</tr>
</tbody>
</table>

### Operations & Decision Science Club

This club has been actively involved in competency development in the field of operations. The recent workshop for Six Sigma Certification has attracted a large turnout. Apart from this, the club oversees the corporate interaction and training in the core operations areas like SCM, Demand Planning etc.

### List of Top Recruiters

- Accenture Services Pvt. Ltd
- ADP India
- Amazon
- ANZ Bank
- Barclays
- Cognizant Technology Solutions
- Congruent Solutions
- Coromandel Fertilizers
- Crayon Data
- Dabur India Ltd
- E & Y
- Episource
- First Source
- Greatest place to work
- HCL Technologies
- Infiniti Retail
- Infosys Limited
- Infotrellis
- Isuzu Motors
- Kone Elevators
- Kotak Mahindra Bank
- Mahle
- Manipal Healthcare
- Mphasis
- Ramco Systems
- RJ Corp
- Robert Bosch
- Sterlite Technologies
- Sutherland Global Services
- Syntel
- Tata Consultancy Services
- TVS Logistics
- Wealth Advisors (India) Pvt. Ltd
PGPM PLACEMENT SNAPSHOT 2014

AVERAGE CTC (Figures in ₹)
11.43 Lacs

15% increase in company participation in the placement season over the previous season with 231 corporates participating in the process

HIGHEST CTC (Domestic) (Figures in ₹)
32.00 Lacs

HIGHEST CTC (International) (Figures in US $)
65,629 USD

LIST OF RECRUITERS 2014*

- Accenture
- ADP
- Altisource
- Amazon
- ANZ Bank
- Attune Technologies
- Axis Bank
- Bank of America
- Barclays
- Blue Ocean Market Intelligence
- Cognizant Business Consulting
- Cognizant Technology Solutions
- Congruent Solutions
- CSC India
- CSS Corp
- Decathlon Sports India Ltd.
- Deloitte US
- Dexter
- Dolcera
- Dun & Bradstreet
- Eureka Forbes
- Fresh Desk
- GAEA Technologies
- Gameshastra
- Gofrugal
- Great Place to work
- Green Ply
- Hashi Energy Ltd, Kenya
- HCL Technologies
- iken Solutions
- iNautix Technologies
- India Property Online P. Ltd.
- Infiniti Retail
- Infosys Limited
- Infotrellis
- IRIS Business Services
- ITC Infotech
- Jabong
- Khimji Ramdas LLC - Oman
- KPT Technologies
- KPMG
- L & T Infotech
- Manipal Healthcare
- Maveric Systems
- Mindtree
- Mogae Media
- Mphasis
- Musigma
- My Parichay
- Payoda Technologies
- Photon Infotech
- POS Media Global,Dubai
- Prizm Payments
- Propack Industries, Nairobi
- Ramco Systems
- Saksoft
- Scope International
- Sterlite Technologies
- Sutherland Global Services
- Tata Communication Transformation Services
- Tata Consultancy Services
- TVS Logistics
- Unimity Solutions
- Universal Consulting
- Virtusa
- Wealth Advisors India
- Wipro Consumer Care & Lighting
- Wipro Ltd
- Xcode Life Sciences
- ZS Associates

* Partial List
The batch boasts a strong mix of individuals from variety of educational backgrounds including full time post graduates & professional certificate holders.


**Professional degrees:** Chartered Accountant; Company Secretary, LLB

**Certifications:** Microsoft Certified Asp.Net Developer, SAP ABAP Certified analyst; Oracle Siebel certified business analyst, PRINCE2 Certification, Certified Scrum Master. Certificate program in business analytics for executives; Diploma in cyber law; NSE certified market professional (NCMP-LEVEL 1), AMFI CERTIFICATION, NCFM certification in Capital markets and Equity derivatives. Harvard Manage Mentor Certification; PeopleSoft Application Developer, IGBC AP - Indian green building accredited professional.
129 corporates participated in the campus recruitment program, out of which 30 were first time recruiters.

AVERAGE CTC (Figures in ₹) 8.07 Lacs

HIGHEST CTC (Domestic) (Figures in ₹) 10.00 Lacs

HIGHEST CTC (International) (Figures in US $) 44,414 USD

CAREER CHOICES
GRADUATING CLASS SIZE: 122

Placed On-Campus 81%
Placed Off-campus & Opted out of placements 15%
*Deferred Placements 4%

*Students who have opted for deferred placements to pursue their higher studies or entrepreneurial dreams.

LIST OF PARTICIPATING COMPANIES*

<table>
<thead>
<tr>
<th>Roles</th>
<th>Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONSULTING</td>
<td>Cognizant, Infosys BPO, Optimal Strategix, Thought works</td>
</tr>
<tr>
<td>FINANCE</td>
<td>ANZ Bank, Axis Bank, Dell Finance, Hashi Energy, Hansa cequity, HDFC Bank, ICRA, Infosys BPO, International Infrastructure Consultants, Intequant Advisors, Indus Ind Bank, RBS, Siva group, Scope International</td>
</tr>
<tr>
<td>GENERAL MANAGEMENT</td>
<td>Abbott Healthcare, Dexler, Gameshastra, Photon Infotech, Viveks</td>
</tr>
<tr>
<td>HR</td>
<td>Altisource, Great Learnings, Polaris</td>
</tr>
<tr>
<td>OPERATIONS</td>
<td>First Source, Great Place to Work, Mahle Group</td>
</tr>
<tr>
<td>SALES &amp; MARKETING</td>
<td>Bharti Airtel, Decathlon sports india, Eisai Pharma, Fresh Desk, Fun toot, Go frugal, Green ply, India Property.com, HDFC Bank, Kotak Mahindra Bank, Matrimony, TVS Motors, Sicagen, Smart Ideas</td>
</tr>
<tr>
<td>TECHNOLOGY</td>
<td>Cognizant, Episource, Ramco Systems, Syntel, Sutherland, Robert Bosch, TCS</td>
</tr>
</tbody>
</table>

*Partial List
The batch boasts a strong mix of students from variety of educational backgrounds including full time post graduates & Certificate holders.

**Master Degrees:** M.Com, M.A, PGDIFA

**Certifications:** Certificate Program in Business Management, Ericsson professional Certification in Tele-Communications, CCNA, Certified Automation Engineer in PLC, Certified in Process Engineering, CFA Level 1, IRDA CERTIFICATION, 7 certificates in NSE, Six Sigma (G.B.), Lean Management and Diploma in French (DELF- A1)
PGDM SUMMER INTERNSHIP 2014

AVERAGE Stipend Offered
(Figures in ₹)
32,000

HIGHEST Stipend Offered
(Figures in ₹)
1,15,000

FUNCTION WISE CLASSIFICATION

60 top corporate houses across various industries participated in the process

Operations & Analytics 25%
Finance & Consulting 29%
Sales & Marketing 40%
HR 6%

INDUSTRY CLASSIFICATIONS

IT/ITES 15%
Manufacturing 14%
Pharma/Healthcare 5%
Telecommunications 6%
Automobile 6%
Others* 7%
BFSI 15%
Consulting 6%
E-commerce 5%
FMCG 8%
Analytics 8%
Banking 9%

*Others: Logistics, Media & PR, Retail & Consumer durables

CORPORATES OFFERING INTERNSHIPS AT A GLANCE

<table>
<thead>
<tr>
<th>Industry</th>
<th>Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>SALES AND MARKETING</td>
<td>CavinKare, Coke, ITC, Wipro Consumer Care &amp; Lighting, Michelin Tyres, Isuzu Motors, Mphasis, Ramco Systems, Optimal Strategix, Matrimony.Com, Vodafone, Edelman, Symrise</td>
</tr>
<tr>
<td>FINANCE &amp; CONSULTING</td>
<td>Barclays Bank, ICICI Bank, Reserve Bank of India, ADP India, Smart Advisors, Dell, First Source, Sutherland Global Services and Wealth Advisors</td>
</tr>
<tr>
<td>OPERATIONS &amp; ANALYTICS</td>
<td>Apollo Hospitals, Coromandel Fertilizers, Crayon Data, Kone Elevators and TVS Logistics</td>
</tr>
<tr>
<td>HUMAN RESOURCE</td>
<td>Accenture, Coromandel Fertilizers, India Cements and Philips</td>
</tr>
</tbody>
</table>

*Partial List
PGDM CLASS PROFILE 2014-16
(SUMMER INTERNSHIPS)

**GENDER**
- Female: 37%
- Male: 63%

**WORK EXPERIENCE**
- Fresher: 50%
- Above 18 months: 25%
- 13-18 months: 11%
- Upto 12 months: 14%

**UNDERGRADUATE SPECIALIZATION**
- B.Tech: 44%
- B.E: 31%
- B.Com: 9%
- BBA: 9%
- Others*: 7%

**INDUSTRY DIVERSITY (PRE-MBA)**
- IT/ITES: 46%
- Manufacturing: 10%
- Automobile: 7%
- Consulting: 5%
- Pharmaceutical/Healthcare: 5%
- Other*: 22%
- BFSI: 5%

**DOMIAN EXPERIENCE (PRE-MBA)**
- IT: 42%
- Marketing: 17%
- BFSI: 12%
- Operation: 5%
- HR: 4%
- Manufacturing: 3%
- Sales & Marketing: 3%
- Others*: 14%

*Others: B.Pharm, BA, BBE, BBM, BMS, Bsc Economics, B.Sc Food Science & B.Sc Physics

*Others: Advertising, Analytics, Aviation, E-Commerce, Education, FMCG, Oil & Gas, Realestate & Steel

*Others: Analytics, consulting, e-commerce FMCG, Healthcare, Production & Retail
STUDENT ACHIEVEMENTS

Some of the major achievements of Chennai Great Lakers – Progressive Pallavas (PGPM Class of 2014) and Pallavas (PGDM Class of 2015)

🏆 Winners, “Best Marketing paper award”, National Research paper conference - Symposio ’14 conducted by SIBM Bangalore

🏆 Winners, “Simulate Operations Event” conducted by IIM Trichy

🏆 Winners, Re engineering case study competition organized by NIT Trichy

🏆 Winners of First prize in Table tennis sport at an event conducted by IFMR, Chennai.

🏆 Winners of BRAZUCA – The Operations Management event held as part of CHRYSLIS 2014 at LIBA

🏆 Winners of 2nd prize for “Shadow Act” performance in Twist n Tales event held at cultural fest- UNMAAD held at IIM Bangalore

🏆 Winner of Article Writing Competition, MarkEdge Magazine of Maxim, the marketing club of XIMB

🏆 Winner, International Drucker Challenge - Essay contest, Student Category

🏆 Winners, MPower Business Study Competition, XIMB-Xpressions13, Annual B-School Fest of XIMB, Bhubaneswar

🏆 Winners, Amazon Live Project Competition & PPI

🏆 Winner, ‘Case-Wiz’, Tata Consultancy Services

🏆 Winners, La Rascasse, a Sports franchise management competition, Department of Management Studies, IIT-Madras

🏆 Winners, Ad-o-Mania, Live Project by the Sponsor – Recharge Delight, IMT

🏆 Finalist in Indian Advertising League conducted by Adverb – NarseeMonjee Institute of Management Studies.

🏆 Finalists, Udyam B-Plan Competition, IIM Raipur

🏆 Runners up, Concoct B-Plan Competition, FORE School of Management, New Delhi

🏆 Runners, “OPERATIUS Simulation game”, Excelsior Management fest of IIM Kashipur

🏆 Finalist among top 7 teams in All India Business Analytics competition, SJMSOM IIT Mumbai
Some of the major achievements of **Gurgaon Great Lakers – Titans (PGPM Class of 2014) and Vulcans (PGPM Energy Class of 2015)**

- Selected for the Finals of ‘Amazing Champions of Energy’ hosted by CAIRN India
- Paper on Interchangeability of Energy Certificates published in Energy Next magazine
- Selected to attend four week course at UN Headquarters in Tokyo, Japan
- 2nd Prize in The OYSTER B-Plan Competition, Great Lakes
- 3rd Prize in Global Indian Entrepreneur 2014
- Selected among Top 15 INFOCOM Future Leaders
- Paper accepted for International Conference on Sustainable Development 2013 organized by OID, CANADA
- Selected for Climate Reality Leadership Corps, a unique 3 day training program with former US Vice President and Nobel Laureate Mr. Al Gore in Istanbul, Turkey
- Project selected by CII and Planning Commission for Innovation Showcase at Clean Energy Ministerial-4
- 1st prize at ‘The One Side Challenge’ organized by Brandwagon at IIFT Delhi
- Best Recommendation prize at ‘Amazing Champions of Energy’ hosted by CAIRN India
“An excellent education coupled with strong values and good culture lead to a positive self-esteem, attitude and confidence to take on any challenge which comes your way during the journey of life. Great Lakes have given me more than I could hope for when I joined this esteemed institution all those years back. One can never predict the future, but you can look back to connect the dots that have led to where you stand today, and a large part of this success I attribute to Great Lakes Institute of Management.”

Nischal Ram
Assistant Vice President – Global Strategic Alliances, GENPACT

“Being an alumnus myself I am delighted to see the progress at Great Lakes. I have been hiring from Great Lakes campus for last couple of years and the experience has been awesome. It is good to see the enthusiasm and right attitude displayed by the students. Great Lakes Management Graduates bring onboard good business acumen and leadership skills. Thanks to untiring efforts by Uncle Bala, Great Lakes Management and Campus Placement team, doing business here is always a pleasure. I look forward to sourcing talent from Great Lakes in future as well.”

Sundara Reddy
Vice President – Delivery Excellence & Innovation, Accenture BPO

“Great Lakes is a perfect nurturing ground where each individual hones his/her skills to be a unique proposition for any industry. Freedom, backed with guidance, to experiment with new ideas and execute them with precision and professionalism brings out the best from the students. Equipped with the right learning, skill-set and a focused outlook, these managers are a ‘must have’ for any forward-looking organization. In my start-up, I have been utilizing every bit of exposure that I gained at Great Lakes.”

Rahul Prakash
Head – Marketing & Alliances, IKen Solutions Pvt. Ltd.

“The value of a b-school is measured by the quality of placement opportunities it offers and while Great Lakes is moving from Good to Great, so are its placements. The college, especially the Placement cell supported us to the best of its abilities to ensure each one of us gets a job in hand, and it did achieve the benchmark of 100% placements this year by placing us in some of the best companies. Coming from a Non-IT background I did not anticipate getting placed so early, but Great Lakes with its excellent courses, faculty and a committed placement cell got me a job I desired so much. I am sure our college will continue to grow and offer the best opportunities possible. All the best!”

Aashima Sharma
Functional Consultant, Deloitte US India
RECRUITERS SPEAK

“We hire consultants each year from the top Indian business schools, and have recruited at GLIM for the past 3 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.

“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 Pvt. Ltd. and Borderless Access Panels 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.

“Wonderful interacting with students at Great Lakes. As usual we find them very open, ready to learn and interactive. We will continue to engage with your campus for future lives @ Tecnova.”

Mr. Ashit Ranjan,
VP, Tecnova India Pvt. Ltd.

“I want to see every year 25% of the students to become entrepreneur. Move doing is needed, students need direction and we need to measure, monitor and manage their entrepreneurial ideas.”

Mr. Muki Regunanthan
Founder & CEO, Peppersquare

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

Mr. Thangarathnam Manikandan
Senior Manager, Amazon
PLACEMENT CALENDAR

Campus Placement 2014-15: Important Dates

Pre-placement Talks:
- Days: Thursdays
- Dates: October 2, 9, 16, 23, 30; November 6, 13, 20, 27; December 4, 2014
- Slots: 10.00 a.m. to 8.00 p.m. (2 hour duration)
(Depending on Recruiting Organization’s convenience, the slots for the PPTs can be provided on other days as well.)

Placement Week (Final Placements):
(a) One year flagship Post Graduate Program in Management (PGPM 2014-15)
   - Students with pre-MBA industry experience. Minimum 24 months & Maximum 60 months; Average Experience: 39 months
   - Day 0-4: December 8, 2014 to December 12, 2014 (Monday to Friday)
(b) Two year Post Graduate Diploma in Management (PGDM 2013-15)
   - Final year students from 0-24 months’ pre-MBA work experience with about 50% fresh graduates
   - Placement Week: Day 0-2: November 27, 2014 to November 29, 2014 (Thursday to Saturday)

Summer Internship Selection Process:
PGDM 2014-16 (1st Year Students):
Rolling process as per corporates’ convenience.
Internship period – 1st April to 30th June 2015 (3 Months)

Please contact Mr. Balaji (balaji.mani@greatlakes.edu.in, M: +91 99620 28046) to confirm your participation or for requesting any further information.
It would help us schedule your session in a better manner if you can confirm the same by first week of October 2014, for Final Placements.
Please note that the preliminary screening exercises, if any, may be completed before the commencement of the placement week.