4000+ Alumni across 28 Countries
50+ Successful Alumni Ventures
Touching millions of lives every day
Discover Tomorrow’s Leaders

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ABOUT GREAT LAKES

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

Great Lakes Institute of Management, founded in 2004 by Dr. Baia V. Balachandran, Professor Emeritus at Kellogg School of Management, is among India’s leading business school with campuses in Chennai and Delhi-NCR. 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 11 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 and became the youngest B-school in India to receive this prestigious international accreditation. Great Lakes also received the international SAQS (South Asian Quality Assurance System) accreditation from AMDISA within a year of being accredited by AMBA.

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 and Specialized sectoral management programs in Analytics and Energy.

Rankings in 2014:

- **7th** in One Year Programs by Outlook Magazine
- **7th** among Executive Programs by Business Today
- **7th** among Top Private B-schools by Careers 360
- **10th** among Top B-schools by Business India
- **17th** among top B-Schools by Business World

ASSOCIATIONS

ACCREDITATIONS
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MESSAGE FROM THE DEAN

“A result-oriented positive attitude, enterprise, commitment and conscience and you have a pretty tall order. If this is the kind of talent you wish to equip yourself with, then you must visit Great Lakes.”

Dear Recruiter,

Competition and success go hand in hand. Usually competition fuels success. Similar to the laws of evolution, the survival of the fittest holds good in the economic world as well. A corporate entity that lives to see another day does so at the expense of another. The question is not about survival alone, but also the realization of the goals, mission and vision of the corporate entity and to ensure that the company is on the right track towards achievement of all this.

The need of the hour therefore is for companies to invest not just in natural talent but also skills that have been honed to perfection. And then there is the question of fitment and cultural mapping which are the other essential variables contributing to the success of people in any organization. Add to this a result-oriented positive attitude, enterprise, commitment and conscience and you have a pretty tall order. If this is the kind of talent you wish to equip yourself with, then you must visit Great Lakes.

Great Lakes is a case study in excellence. There is no scope for mediocrity. We want the best - be it with our LEED Platinum rated campus or our top-of-the-line faculty members or our cutting-edge research and development capabilities or our truly agile, innovative and globalized curriculum that reflects changes in management trends and best practices across the board. We have been certified as a premier b-school by internationally renowned authorities such as AMBA and AMDISA. It is therefore natural that only the best students make it to our programs. Here too, the principle of competition prevails – our admissions process is a carefully crafted exercise to ensure that the right talent finds their way into our two full-time programs – the two year PGDM for freshers and the one-year fast track PGPM for experienced candidates. The time they spend at Great Lakes allows them to understand the wheels of business and economics and also allows them to appreciate the fine balance of life. They are taught to value profit-making over profiteering, result-orientation over ruthlessness, healthy competition over animosity, problem solving over problem creation and most importantly responsible corporate leadership over and above managerial efficiency.

The future of your company and of India Inc. is in the hands of the next generation. You need to live to see the next day. You need to be sure that you have the right team of spirited youngsters who are ready to take the business and the competition to the next level. In short, you need Great Lakers in your team.

Best wishes,

Bala V Balachandran

J L Kellogg Distinguished Professor (Emeritus in Service) of Accounting and Information Management), Northwestern University, USA
Founder, Dean and Chairman, Great Lakes Institute of Management
FULL TIME MBA PROGRAMS
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. 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.

The current batch has a healthy gender diversity ratio (37% female) and more than half of the class has up to two years of work experience in various sectors like Analytics, Automobile, Banking, Consulting, FMCG, IT/ITES, Manufacturing, Media, Oil & Gas, Pharma and Real Estate.

Specializations Offered

Great Lakes works closely with industry in shaping the curriculum and has identified the following key functional areas for students to be business ready and to take up careers in the corporate world:

- Marketing
- Finance & Accounting
- Operations & IT
- Business Analytics
- 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 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 the Marketing Courses on offer:

<table>
<thead>
<tr>
<th>Course</th>
<th>Integrated Marketing Communication</th>
<th>Retailing Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>B2B Marketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand Management</td>
<td>Market Research</td>
<td>Rural Marketing</td>
</tr>
<tr>
<td>Consumer Behaviour</td>
<td>Marketing Management-1</td>
<td>Sales &amp; Distribution Management (CAP)</td>
</tr>
<tr>
<td>Consumer Focused Product Planning</td>
<td>Marketing Metrics</td>
<td>Sales and Distribution</td>
</tr>
<tr>
<td>Customer Relationship Management</td>
<td>Markstrat</td>
<td>Services Marketing</td>
</tr>
<tr>
<td>Digital Marketing</td>
<td>New Product Development</td>
<td>Social Media Marketing</td>
</tr>
<tr>
<td>E-Commerce</td>
<td>New Venture Planning</td>
<td>Sports Marketing</td>
</tr>
<tr>
<td>Enterprise Resource Planning</td>
<td>Product and Brand Management</td>
<td>Strategic Marketing</td>
</tr>
<tr>
<td>Financial Modeling</td>
<td>Project Management</td>
<td></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.

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 that functions, 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.
# Few of our Top Recruiters from Marketing area for Placements & Internships

<table>
<thead>
<tr>
<th>Airtel</th>
<th>Akshaya Group</th>
<th>Amrita Group</th>
<th>Apollo Hospitals</th>
<th>Apparel Group UAE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BigBasket</td>
<td>Blue Ocean</td>
<td>Britannia</td>
<td>Caratlane</td>
<td>Castrol</td>
</tr>
<tr>
<td>Changepond</td>
<td>Cipla Ltd</td>
<td>Cloudcherry</td>
<td>Cognizant</td>
<td>Crayon Data</td>
</tr>
<tr>
<td>Credit Mantri</td>
<td>Cushman &amp; Wakefield</td>
<td>Damco</td>
<td>Decathlon Sports India Ltd.</td>
<td>Defiance Technologies Ltd.</td>
</tr>
<tr>
<td>Eicher Motors</td>
<td>Elinfochips</td>
<td>Fresh Desk</td>
<td>FSS</td>
<td>GAEA Technologies</td>
</tr>
<tr>
<td>Galaxy Surfactants</td>
<td>Godrej</td>
<td>Gofrugal</td>
<td>Greatplace to Work</td>
<td>Greenlam Industries Ltd.</td>
</tr>
<tr>
<td>HCL Talentcare</td>
<td>HCL Technologies</td>
<td>HDFC Life Insurance</td>
<td>HealthAsyst</td>
<td>Hindustan Coca Cola</td>
</tr>
<tr>
<td>IBM</td>
<td>IKen Solutions</td>
<td>IMaCS</td>
<td>India Property.com</td>
<td>IndusInd Bank</td>
</tr>
<tr>
<td>Infosys BPO</td>
<td>Interakt</td>
<td>Isuzu Motors</td>
<td>Jabong</td>
<td>Kaar Technologies</td>
</tr>
<tr>
<td>Kenafic Industries</td>
<td>Khazana Jewellery</td>
<td>Kotak Mahindra Bank</td>
<td>KPIT Cummins</td>
<td>KPIT Technologies</td>
</tr>
<tr>
<td>L&amp;T - E&amp;C Group</td>
<td>Lava International</td>
<td>Magma Fincorp</td>
<td>Manipal Group</td>
<td>Matrimony.com</td>
</tr>
<tr>
<td>Mauj Mobile</td>
<td>MeeturPro</td>
<td>Michelin</td>
<td>Mindtree</td>
<td>Mogae Media</td>
</tr>
<tr>
<td>MSD Merck</td>
<td>Natural Remedies</td>
<td>Next Education</td>
<td>Nippon Paints</td>
<td>Novartis</td>
</tr>
<tr>
<td>Orchid Pharma</td>
<td>People Matters</td>
<td>Photon Infotech</td>
<td>RainMaker Business Solutions</td>
<td>Robert Bosch</td>
</tr>
<tr>
<td>Royal Sundaram</td>
<td>Saksoft</td>
<td>Shopclues</td>
<td>Snapdeal</td>
<td>SPIC-AM International Holdings</td>
</tr>
<tr>
<td>Sun Edison</td>
<td>Tasty Bite Eatables Ltd</td>
<td>Tata Communication Transformation Services</td>
<td>Tata Communications</td>
<td>Tata Consultancy Services</td>
</tr>
<tr>
<td>TCS BPO</td>
<td>Techzone</td>
<td>Tenvic Sports</td>
<td>True Value Housing</td>
<td>TVS Logistics</td>
</tr>
<tr>
<td>TVS Motors</td>
<td>VBHC</td>
<td>Visteon Automobile System</td>
<td>Wipro Consumer Care &amp; Lighting</td>
<td>Zuari Group</td>
</tr>
<tr>
<td>Zycus</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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, and TQM combined with our application-centric pedagogy, makes for a potent mix of excellent business skills.

List of courses under the field of Operations & IT:

<table>
<thead>
<tr>
<th>Advanced Supply Chain Management</th>
<th>Macro Economics</th>
<th>Strategic Sourcing and Corporate Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied Macro Economics</td>
<td>Management Information Systems</td>
<td>Strategic Sourcing and Supply Chain Management</td>
</tr>
<tr>
<td>Business Process Re-engineering</td>
<td>Management Service Operations</td>
<td>Supply Chain Innovation (ADVANCED SUPPLY CHAIN MANAGEMENT)</td>
</tr>
<tr>
<td>Demand Planning and Forecasting</td>
<td>Micro Economics</td>
<td>Supply Chain Modelling</td>
</tr>
<tr>
<td>Enterprise Business Applications</td>
<td>Operations Management</td>
<td>Technology Operations and Marketing</td>
</tr>
<tr>
<td>International SCM</td>
<td>Optimization Business Model for Decision Making</td>
<td>Total Quality Management</td>
</tr>
<tr>
<td>IT for Managers</td>
<td>Production and Operations Management-1</td>
<td></td>
</tr>
<tr>
<td>Logistics and Supply Chain Management</td>
<td>Quantitative Methods</td>
<td></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, and Demand Planning.

Few of our Top Recruiters from Operations & IT area for Placements & Internships
A few specialized courses being offered in Finance & Accounting:

<table>
<thead>
<tr>
<th>Commodity Markets</th>
<th>Financial Management-II</th>
<th>Investment Banking</th>
<th>Quantitative Methods for Decision Making-II</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost and Management</td>
<td>Financial Modelling</td>
<td>Management of</td>
<td>Security Analysis &amp; Portfolio Management</td>
</tr>
<tr>
<td>Accounting</td>
<td></td>
<td>Commercial Banks</td>
<td></td>
</tr>
<tr>
<td>Equity Research</td>
<td>Financial Risk</td>
<td>Managerial</td>
<td>Strategic Financial Management</td>
</tr>
<tr>
<td></td>
<td>Management</td>
<td>Accounting</td>
<td></td>
</tr>
<tr>
<td>Financial Accounting</td>
<td>Financial Statement</td>
<td>Mergers &amp; Acquisitions</td>
<td>Trading</td>
</tr>
<tr>
<td></td>
<td>Analysis</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financial Accounting for</td>
<td>Fixed Income Securities</td>
<td>Options, Future &amp;</td>
<td>Trading Practices-I</td>
</tr>
<tr>
<td>Decision Making</td>
<td></td>
<td>Derivatives</td>
<td></td>
</tr>
<tr>
<td>Financial Analysis - Risk,</td>
<td>Game Theory Applications</td>
<td>Private Equity</td>
<td>Trading Practices-II</td>
</tr>
<tr>
<td>Transparency / Forensic</td>
<td></td>
<td>and Venture Capital</td>
<td></td>
</tr>
<tr>
<td>Accounting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financial Management-I</td>
<td>International Finance</td>
<td>Project and Infrastructure Finance</td>
<td>Valuation</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Discover Tomorrow’s Leaders

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.
**Few of our Top Recruiters from Finance & Accounting area for Placements & Internships:**

<table>
<thead>
<tr>
<th>Axis Bank</th>
<th>Bajaj Finserv</th>
<th>Bank of America</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barclays</td>
<td>Blue Ocean</td>
<td>Caspian Advisors</td>
</tr>
<tr>
<td>Citibank</td>
<td>Cognizant</td>
<td>CRISIL</td>
</tr>
<tr>
<td>Dell</td>
<td>Dunia Finance</td>
<td>E &amp; Y</td>
</tr>
<tr>
<td>Fidelity Investments</td>
<td>Ford India</td>
<td>Hansacequity</td>
</tr>
<tr>
<td>HCL Technologies</td>
<td>HDFC Bank</td>
<td>HSBC Technologies</td>
</tr>
<tr>
<td>ICICI Bank</td>
<td>ICRA</td>
<td>IMRB</td>
</tr>
<tr>
<td>iNautix</td>
<td>Intequant Advisors</td>
<td>Irevna</td>
</tr>
<tr>
<td>Kotak Mahindra Bank</td>
<td>Madura Micro Finance</td>
<td>Merrill Lynch</td>
</tr>
<tr>
<td>Prizm Payments</td>
<td>PWC</td>
<td>RBS</td>
</tr>
<tr>
<td>Scope International Ltd</td>
<td>Spark Capital</td>
<td>Sutherland Global services</td>
</tr>
<tr>
<td>Vistasoft</td>
<td>Wealth Advisors</td>
<td>Yes Bank</td>
</tr>
</tbody>
</table>
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.

Following is the list of courses under the field of Business Analytics:

| Big Data Management and Business Informatics | Data Visualization and Analytics |
| Business Analytics                          | Financial Risk Analytics        |
| Business Intelligence                      | Statistical Methods for Decision Making |
| Data Mining and Visualisation              | Supply Chain Analytics          |
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.

Few of our Top Recruiters from Business Analytics field include:

- Blueocean Market Intelligence Pvt Ltd
- Crayon Data
- Dunia Finance Dubai
- Fractal Analytics
- Hansasequity
- HP
- IBM
- Infiniti Research
- Infosys
- Latent View
- Musigma
- Optimal Solutions Consulting Pvt Ltd
- Positive Integers
- Sutherland Global Services
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.

List of courses under the field of Consulting, OB & Strategy:

| Business Government and Society | Intelligently Interacting with Others | Neuro Linguistic Programming |
| Business Communication          | International Business Strategy      | Organizational Behavior     |
| Business Intelligence           | International Entrepreneurship       | Performance Management      |
| Economics of Strategy           | IT Consulting                        | Rewards & Recognition       |
| Emerging Technology and Business Innovation | Lean Manufacturing & Process Management | Strategic Management |
| Enterprise Resource Planning   | Management Science Consulting        | Strategic Operations Planning|
| Human Resource Management Systems | Motivation Theory and EQ            | Strategy Execution          |
| Individuals in Organizations   | Negotiation and Bargaining           | Stress Management           |
| Information Technology Consulting | Negotiation Skills and Strategy     |                             |
Great Lakes Center for Management Research

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 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 behavior, 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.

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.
**Few of our Top Recruiters from the Consulting Domain:**

<table>
<thead>
<tr>
<th>Accenture</th>
<th>Alliance Global Services</th>
<th>Amazon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beroe</td>
<td>Blue Ocean</td>
<td>CGN &amp; Associates</td>
</tr>
<tr>
<td>Cognizant</td>
<td>Deloitte US</td>
<td>Frost &amp; Sullivan</td>
</tr>
<tr>
<td>HCL Technologies</td>
<td>ICRA</td>
<td>Infosys</td>
</tr>
<tr>
<td>Infotrellis</td>
<td>ITC Infotech</td>
<td>Kaar Technologies</td>
</tr>
<tr>
<td>KPI Technologies</td>
<td>KPMG</td>
<td>L &amp; T Infotech</td>
</tr>
<tr>
<td>Levers for Change</td>
<td>Mafai Strategic</td>
<td>Maveric Systems</td>
</tr>
<tr>
<td>Mindtree</td>
<td>Photon Infotech</td>
<td>Prakash Kochar</td>
</tr>
<tr>
<td>PWC</td>
<td>Quess Corp. Ltd</td>
<td>Rapid Value Solutions</td>
</tr>
<tr>
<td>Secova</td>
<td>Syncore Consulting</td>
<td>Tata Consultancy Services</td>
</tr>
<tr>
<td>Universal</td>
<td>Valcon India</td>
<td>Virtusa</td>
</tr>
<tr>
<td>Consulting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wipro BPS</td>
<td>ZS Associates</td>
<td></td>
</tr>
</tbody>
</table>
PGPMP PLACEMENT SNAPSHOT 2015

AVERAGE CTC (Figures in ₹)
12.02 Lacs

INDUSTRY DISTRIBUTION

- IT/ITES 49%
- E-Commerce 4%
- Consulting 22%
- BFSI 13%
- Others* 7%
- Telecom 2%
- Market Research & Analytics 3%

FUNCTION DISTRIBUTION

- Technology Consulting 31%
- Sales & Marketing 32%
- Operations 5%
- Finance 13%
- Business Consulting 15%
- Analytics 4%

32% of the batch offered Sales and Marketing profiles.

List of Recruiters 2015*

- Accenture
- Airtel
- Alliance Global Services
- Amazon
- Amrita Group
- Bank of America
- Blue Ocean
- Caratlane
- Changepond
- Cognizant
- Crayon Data
- Credit Mantri
- DCM Shriram
- Dell
- Deloitte US
- Dunia Finance
- eInfochips
- Fresh Desk
- FSS
- GAEA Technologies
- Galaxy Surfactants
- Genpact
- Greenlam Industries
- HansaCeQuity
- HCL Talentcare
- HCL Technologies
- HSBC Technologies
- iKen Solution
- iMaCS
- iNautix
- Indiaproperty.com
- Infini Research
- Infosys
- Infotelis
- ITC Infotech
- Kaar Technologies
- KPIT Technologies
- KPMG
- L & T Infotech
- LatentView
- Lava International
- LeitnerShriram
- Mafol Infotech
- Matrimony.com
- Mauj Mobile
- Maveric Systems
- Mindtree
- Mogae Media
- Musigma
- Natural Remedies
- Next Education
- People Matters
- Photon Infotech
- Prakash Kochhar
- Rapid Value Solutions
- Saksoft
- Scope International
- Secova
- Snapdeal
- Sutherland Global Services
- Syncore Consulting
- Tata Consultancy Services
- TCS BPO
- True Value Housing
- TVS Infotech
- Universal Consulting
- VBHC
- Virtusa
- Wipro
- ZS Associates
- Zycus

*Others include Advertising & Media, Education, Manufacturing, Pharma, Real Estate, etc.

*Partial List
PGPM CLASS PROFILE 2015-16

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

**Master degrees:** M.Sc. in Biological Sciences, Clinical Research and Applied Genetics; Post Graduate Diploma in Actuarial Science, MA – Public Administration, M.Com – Business Management; LLB

**Certifications:** CFA Level I; Level 2, Certification in Finance Module of Microsoft Dynamics Navision, Statistical Learning – Stanford Online course, NSE NCFM Financial Markets Beginners Module, NSE NCFM Derivatives market Dealers Module Certification on Derivative exchange (BCDE)

Certified of Green Belt Six Sigma, Lean Six Sigma, Harvard Manage Mentor online certification; ISTQB Certified, VMware Certified Advanced Professional, UV India certified Internal Auditor, Project Management Professional Certification (PMP); ITIL Certified professional;

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**GENDER**

- Female 26%
- Male 74%

**UNDERGRADUATE SPECIALIZATION**

- Arts, Humanities & Science 4%
- Computer Science 19%
- Electrical, Electronics & Telecom 42%
- Industrial & Production, Instrumentation, Mechanical and Manufacturing 16%
- Others* 6%
- IT 13%

*Others includes, Bio Technology, Bio Informatics, Civil, Chemical & Energy, Economics, Hospitality & Hotel Administration, LAW, Pharma, Business Administration, Statistics, Zoology

**WORK EXPERIENCE**

- 4-5 years 17%
- 2-3 years 41%
- 3-4 years 42%

Range: Minimum of 24 months, maximum of 65 months.
Batch average work experience: 40 Months

**INDUSTRATE DIVERSITY (PRE-MBA)**

- E-Commerce 4%
- Manufacturing 5%
- IT/ITES 70%
- Telecom 2%
- Consulting 4%
- BFSI 3%
- Automobile 2%
- Others* 8%

*Others include, Analytics, FMC, Retail, Healthcare, Logistics, Education, Media & Entertainment, Marine and Space Research, Pharma, Travel & Tourism, Construction, Oil & Gas

**DOMAIN EXPERIENCE (PRE-MBA)**

- Aviation & Automobile 2%
- BFSI 17%
- Analytics 1%
- Consulting 5%
- Healthcare 5%
- IT 42%
- Marketing 3%
- Manufacturing 10%
- Operations 6%
- Others* 4%

*Others include, Pharma, Academics, Accounts, Banking, Hospitality & Retail
PGDM PLACEMENT
SNAPSHOT 2015

AVERAGE CTC (Figures in ₹)
8.75 Lacs

43% of the batch offered Sales and Marketing profiles.

List of Participating Companies*

<table>
<thead>
<tr>
<th>Industry</th>
<th>Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANALYTICS /</td>
<td>Blue Ocean, Cloudchery, Great Place to Work, Hackett Group, HansaCequity,</td>
</tr>
<tr>
<td>CONSULTING</td>
<td>Kaar Technologies, Optimal Strategix, People Matters, Prakash Kochar, Quess Corp</td>
</tr>
<tr>
<td>BFSI</td>
<td>Axis Bank, Bajaj Finserv, Bank of America, Barclays, Dell, HDFC Bank, HDFC Standard Life Insurance, ICRA, IndusInd Bank, Kotak Mahindra Bank, Magma Fincorp</td>
</tr>
<tr>
<td>E-COMMERCE</td>
<td>IndiaProperty.com, Matrimony.com, MeeturPro, ShopClues, Snapdeal</td>
</tr>
<tr>
<td>IT/ITES</td>
<td>Accenture, Cognizant, FSS, Genpact, GoFrugal, HCL Talentcare, HealthAsyst, IBM, Infosys, Mindtree, Photon Infotech, Sutherland Global Services, Syntel, ThoughtWorks</td>
</tr>
<tr>
<td>TELECOM</td>
<td>Airtel, Lava International, Tata Communications</td>
</tr>
<tr>
<td>OTHERS (AUTO, FMCG,</td>
<td>Akshaya Group, Ashok Leyland, Astra Zeneca, BioPalm Energy, Damco, Ford India,</td>
</tr>
<tr>
<td>PHARMA, ETC.)</td>
<td>Hindustan Coca-Cola Beverages, Khazana Jewellery</td>
</tr>
</tbody>
</table>

*Partial List
PGDM CLASS PROFILE
2014-16

GENDER
- Female: 37%
- Male: 63%

WORK EXPERIENCE
- Fresher: 48%
- Above 18 Months: 26%
- 13-18 Months: 12%
- Upto 12 Months: 14%

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

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

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

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

DOMAIN EXPERIENCE (PRE-MBA)
- Marketing: 17%
- Sales & Marketing: 46%
- IT: 42%
- Manufacturing: 3%
- BFSI: 12%
- Others*: 3%
- Operations: 5%
- HR: 4%

*Others include, Analytics, consulting, e-commerce, FMCG, Healthcare, Production & Retail

SPECIALIZATION
- Sales & Marketing: 46%
- Operations: 21%
- Finance: 29%
- Dual Majors: 4%
AVERAGE STIPEND (Figures in ₹)
44,844

40% of the batch offered Sales and Marketing profiles.

List of Participating Companies*

<table>
<thead>
<tr>
<th>Industry</th>
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</tr>
</thead>
<tbody>
<tr>
<td>SALES AND MARKETING</td>
<td>Sales and Marketing lead the table with astounding offers made to 40% of the batch with corporates like Coca Cola, Isuzu Motors, Matrimony.Com, Michelin Tyres, TCS and Vodafone to name a few.</td>
</tr>
<tr>
<td>FINANCE &amp; CONSULTING</td>
<td>The Finance domain also enjoyed a high flying internship season with several top banking and financial services corporates such as Axis Bank, Bajaj Finserv, Crisil, ICICI Bank, Ford financial services, Inequant Advisors, Isuzu Motors, Sutherland Global Services and Toyota Financial Services offering internships in this area, with astounding projects for the students.</td>
</tr>
<tr>
<td>OPERATIONS</td>
<td>Previous experience of many students in the IT industry attracted various industry giants in this sector to offer internships to our students. Among them prominent corporates were Amazon, Barclays, Bosch Engineering &amp; Business Solutions, Deloitte, ADP India, Cushman &amp; Wakefield, Flipkart, Royal Sundaram, Syntel, Tata Advanced Systems and Turbo Energy.</td>
</tr>
<tr>
<td>ANALYTICS</td>
<td>Analytics being the flavour of the market in the recent years, premium corporates such as TCS, Cloudcherry, Crayon Data and Positive Integers offered projects in consulting and analytics to students at Great Lakes.</td>
</tr>
</tbody>
</table>

*Partial List
PGDM CLASS PROFILE 2015-17

GENDER

- Male: 56%
- Female: 44%

WORK EXPERIENCE

- Freshers: 44%
- Upto 12 Months: 14%
- 13-18 Months: 12%
- Above 18 Months: 21%

UNDERGRADUATE SPECIALIZATION

- B.Tech: 47%
- B.A: 4%
- B.B.A: 6%
- B.Com: 13%
- B.E: 26%
- B.M.S: 1%
- B.Sc: 3%

INDUSTRY DIVERSITY (PRE-MBA)

- IT: 54%
- Manufacturing: 5%
- E-Commerce: 3%
- Energy Power: 3%
- BFSI: 5%
- Consulting: 5%
- Others*: Audit, Construction, FMCG, Healthcare, HR Services, Logistics, Real Estate, NGO

DOMAIN EXPERIENCE (PRE-MBA)

- IT/ITES: 25%
- Auditing: 3%
- BFSI: 17%
- Telecom: 3%
- Manufacturing: 5%
- BFSI: 17%
- Energy & Power: 7%
- Branding/Marketing: 12%
- Healthcare, Life Sciences & Pharma: 7%
- Others*: Analytics, Construction, Consulting, Facilities Management, FMCG, Garments, HR Consulting, NGO
#1 WINNERS OF NATION-WIDE SOCIAL MEDIA MARKETING CONTEST

Tushank and Prateek Varshney (PGPM 2015 batch) have won 1st prize in a Nation-wide Social Media Marketing contest for one of the big budgeted movie in India - Happy New Year. They were invited to hotel Taj Lands End, Mumbai, to receive the awards from actor Shah Rukh Khan and be a part of Happy New Year’s Official Game Launch party.

#2 GREAT LAKERS SUCCESSFUL STINT AT WIPRO’S CHENNAI MARATHON

Great Laker Simanta B completed 42.195 km mark successfully while Vignesh Ravi from the Cholas batch participated in the half marathon category (21.097 km) for the first time and completed it in 1:56 hours.

13 more Great Lakers - Arvind V, Ankit Vora, Malhar Lakdawala, Dharmik Gopani, Ganeshkumar Balasubramanian, Shubham Jain, Poojan Vasudev, Nishanth Ashok, Rishima Arora, Varuna Mittal, Harsh Pandya, Rohit Kumar Goel, Keerthi Siva Murugan from Pallavas batch participated in the 10 km category, most of them for the first time and all of them completed the marathon within 90 minutes.

#3 WINNER - CRISIL YOUNG THOUGHT LEADER - 2014

SWAGATAM BASU (PGPM 2015)

Swagatam Basu of PGPM 2015 batch has won the “CRISIL Young Thought Leader Award - 2014” for the research article titled – Does FDI promote sustainable economic growth?

Swagatam’s article has emphasized on the channels through which FDI can potentially cause positive externalities. References have been made to researches done in the area to ascertain the validity of those avenues.

Consequently, Swagatam has made an effort to compare the economies of two growing nations – China and India to ascertain what are the underlying reasons that are pivotal in defining the extent to which FDI can cause sustainable economic growth through increase in productivity.
Discover Tomorrow’s Leaders

#4 WINNERS OF SOUTH ZONE - “TEAM GLIM WIZS” IN DELoitTE MAVERICK SEASON III

These students represented Great Lakes in the National finals held at Deloitte Hyderabad campus

Amal Jose, Chembak Venkadram and Pradeepta Mohan (PGDM 2015)

Over 13,500 management students from 54 premier business schools participated in the 8-week long business challenge competition. Team GLIM Wizs were among the top 12 teams that made it to the final round. The finalists of Maverick are also part of the Campus Management Advisory council (MAC) of Deloitte. It is an initiative to make students a part of boardroom discussions that include the top leadership at Deloitte U.S. India offices.

#5 AATMAN- GREAT LAKES’ ROCK BAND AT THE FINALS OF MTV’S COLORS OF YOUTH

Maruti Suzuki in association with MTV organized ‘Colors of Youth’- a talent hunt in business Schools & professional colleges across 200 colleges in 10 cities for identifying best talents in singing, dancing, comedy, painting, and many other categories. Great Lakes “Aatman” Band made it to the finals. Another team from Great Lakes “Parchayi-the shadow act group” also participated in the zonal competitions and won appreciation for their unique concept.

#6 GREAT LAKERS WIN GOLD MEDALS IN SPORTS

Great Lakes won the College Runners Up Trophy at the inter college Sports Fest organised by XLRI Jamshedpur at their campus.

Great Lakes sports team won the Gold Medal for Cricket, Badminton (Female), Badminton (Mixed-doubles), Carrom (doubles) and Silver Medal in Table Tennis (Male) and Football.

Sports team from various top B-Schools participated in the event with XLRI as the overall winner and Great Lakes being the Runners up.

#7 GREAT LAKERS AT THE TOAST MASTERS INTERNATIONAL

Great Lakors moving to division level contests in Toast Masters International. Congratulations Monica Banerjee (PGDM 2016), Sambhav Rathore (PGPM 2015) and Anjul Hans (PGPM 2015) to have won at the Area Level Contests! Great Lakes’ club would now be competing at the Division level in both International Speech Contest and Table Topics Contest. The competence shown by the club in its maiden year is truly commendable.
“Identifying the right career as well as accelerating it depends a lot on individual personality coupled with the value driven from the education and peer group. I attribute most of my success to the excellent faculty I interacted with as well as my fellow students at Great Lakes. I also agree that MBA is less about flipping through pages and crunching numbers but a lot more about building a sense of understanding on how to transact in this dynamic enterprise-led ecosystem, which dawns upon you the moment you step into Great Lakes.”

Sachin Bhagwata
Vice President – Strategic Accounts, Photon Interactive, New York

“In just 10 years, Great Lakes has carved a name for itself as one of the top B-schools in the country. This has been possible only due to the quality of faculty, diversity of the students and exceptional placements. The fact that it’s a student-run institute helps a great deal in the outside world, as they become complete managers possessing the right blend of business and people skills. All of my hires so far have received positive recognition within the team and across the organization.”

Soumya Subramanian
Head - Solution Analytics, Blueocean Market Intelligence

“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.”

Rohant Shyam
Associate Vice President, Operations, Zomato

“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.

“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

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

Mr. Thangarathnam Manikandan
Director – Kindle, Amazon India

“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. My congratulations and best wishes to GLIM and its students to keep up the high standards.”

Mr. Madhavan
Vice President – Global Head of Presales and Practice head – Business Consulting and BPM, Asia, Virtusa

“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 Bhinde
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
Manager, Dell, Global University Relations

“Great Lakes was a fantastic experience, both in terms of the student quality and recruitment process. The placement team is exceptionally well-trained and is backed by great infrastructure.”

Swetha Kochar
Management Consultant, Prakash Kochar & Co.
PLACEMENT CALENDAR

Campus Placement 2015-16: Important Dates

Pre-Placement Talks:
- Days: Thursdays
- Dates: October 1, 8,15,22,29; November 5,12,19,26; December 3, 2015
- 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 2015-16)
   • Students with pre-MBA industry experience. Minimum 24 months & Maximum 60 months; Average Experience: 40 months.
   • Day 0-4: December 7, 2015 to December 11, 2015 (Monday to Friday).
(b) Two year Post Graduate Diploma in Management (PGDM 2014-16)
   • Final year students with 0-24 months’ pre-MBA work experience.
   • Placement Window: Day 0-2: November 26, 2015 to November 28, 2015 (Thursday to Saturday)

Summer Internship Selection Process:
PGDM 2015-17 (1st Year Students):
• Rolling process as per corporates’ convenience.
Internship Period – 1st April to 30th June 2016 (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 2015, for Final Placements.
Please note that the preliminary screening exercises, if any, may be completed before the commencement of the placement week.