

WHY GREAT LAKERS?



LEED Platinum Rated Green Campus in Chennai



Great Lakes Institute of Management

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

Chennai City Office: 2nd Floor, NPL Devi Building, No. 111, Kalki Krishnamoorthy Salai (LB Road), Thiruvanmiyur, Chennai - 600 041 | Tel.: +91-44-2441 2450

Gurgaon Campus : Near Bilaspur Chowk, NH-8, Gurgaon - 122 413, Haryana

www.greatlakes.edu.in

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 Padmashree Dr Bala V. Balachandran, Professor Emeritus at Kellogg School of Management, is among India's leading Business Schools with campuses in Chennai and Gurgaon. Led by exceptional academic faculty, steered by an outstanding advisory council and buoyed by international collaborations, Great Lakes has within a short span of 14 years, emerged as a top-ranked Business School.

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

2016-17 Rankings

1st among Top 10 Analytics Education Institutions (B-Schools) in India by Analytics India Magazine 	3rd among One Year Programs by Outlook 	5th among Private B-Schools by Careers 360
9th among One Year Programs by Business World 	10th among Top B-Schools by Business India 	14th among Top B-Schools by Business Today

Global Associations



Why should you hire a Great Laker?



MESSAGE FROM THE DEAN

Dear Friends,

It is that time of the year when the 'campus placement' activity gathers momentum. Having worked with b-school students for more than 30 years, I have recently noticed an interesting trend - across the board, while the basic education (graduate and post graduate or professional level) has remained largely static, the list of accomplishments of the students beyond that are varied and abundant. More and more students are making it a point to regularly evaluate the skillsets and continue their engagement with Universities and colleges in order to stay current and relevant. This is in stark contrast with what I have seen in CVs even as late as a couple of years ago!

This brings me to surmise that the demographic of the current working class has changed. The Gen Y and Z millennials who form the workforce and the consumers of the future are extremely focused, have razor-sharp minds, are driven to excel and achieve, are not afraid to dream and plan and certainly don't shy away from the hard work it takes to achieve their goals. They thrive on the unpredictable, enjoy adventure and are easily bored - making them exceptional innovators and pathbreakers. It is natural therefore that the basic fabric of business and commerce reflects the volatility and competitiveness clearly apparent in the psyche of the millennial.

It is in this scenario of VUCA (Volatile, Uncertain, Complex and Ambiguous) variables that you are expected to conduct business, make profits and achieve long-term sustainability. Quite frankly, I don't envy you! It is a tall order - one that cannot be achieved without the acumen, knowledge and attitude of the millennial. You would therefore appreciate the bind that this puts me in! As a teacher and a mentor, I have the supreme responsibility of making sure that every student who passes through the hallowed portals of Great Lakes is worth his weight in gold.

For the last 14 years, Great Lakes has been in the business of grooming smart managers and exceptional leaders. Our rigorous selection process is designed to select those that have it in them to do all of the above and go the extra mile. Competition is cut-throat and ruthless go-getters are the order of the day. However, in the quest for material wealth, we often find ourselves wondering if we should cross the line to make a quick buck. The answer is of course obvious but this is easier said than done. Great Lakes takes pride in the fact that we also make this answer easily doable. Our award-winning Karma Yoga interventions are designed exactly to inculcate the qualities of sensitivity, sensibility and responsibility. Profit-making is certainly encouraged, but profiteering and greed are not. A value-based education is what we strive to deliver at Great Lakes and you will find our students exceptional not only in the quality of work that they do but in the ideas they bring to the table, the skill with which they implement them and the conscientiousness with which they deliver results.

I invite you to come to Great Lakes, see for yourselves and understand the work we do here. Take your time to evaluate what we have to offer. I guarantee you that you will need to look no further in order to find outstanding talent who have it in them to make a difference.

Best wishes,

Bala V Balachandran

J L Kellogg Distinguished Professor of Accounting & Information Management, 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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1

MENTORED BY WORLD CLASS FACULTY

Our experts bring a real-world perspective, share their thought provoking ideas and help students nurture their own

50+

Full time Faculty

25+

International Visting Faculty



FACULTY SPOTLIGHT



Dr. Vaidy Jayaraman
(Ph.D.-The Ohio State University, USA)

Bala V. Balachandran & Vasantha Balachandran
Distinguished Professor of Supply Chain Analytics & Operations, Associate Dean - Faculty Affairs and Graduate Programs, Great Lakes Institute of Management, Chennai

OPERATIONS & IT

Prof Vaidy's research, teaching and consulting expertise in the areas of Supply Chain Analytics and Operations provides him with a unique perspective on how companies need to manage global supply chains. Though most supply chains were built to manage high-volume, stable production, companies now need to shift to smaller, agile/nimble entities that are better prepared to handle high levels of uncertainty and complexity. Students are able to understand how with better visibility into Supply Chain operations, companies can achieve higher efficiency gains and profitability and also manage in this VUCA world.



Dr. Bobby Srinivasan
(Ph.D. - Case Western University, USA)

Distinguished Professor of Finance & Trading & Director of Great Lakes Publishing House, Great Lakes Institute of Management, Chennai

FINANCE

The course titled "Experiential Trading" is a true skill builder using the knowledge acquired in the various economic and financial courses. The student can see how theory and practice blend together. With this skill engaging in the local financial market successfully, will become the long term objective. Basically the course is built upon financial knowledge, skill and finally its implementation in the work place.



Dr. P. K. Viswanathan
(Ph.D - University of Madras, India)

Professor of Analytics & Operations & Director - PGPBABI, Great Lakes Institute of Management, Chennai

ANALYTICS

Business Analytics plays a pivotal role in decision making within organizations with technology and software as great enablers to sift insights from data both structured and unstructured including natural language processing (NLP). In my course on Statistical Methods for Decision Making(SMDM) and Predictive Analytics for Marketing(PAM), I emphasize on how Analytics should be positioned in the ambit of the four pillars-Description, Diagnosis, Prediction, and Prescription so that the students can straightaway understand the need of the corporate and swiftly move into action for strategic decisions.



Dr S. Bharadhwaj
(Ph.D. - University of Maryland, USA)

Distinguished Professor of Marketing & Director of Research, Great Lakes Institute of Management, Chennai

MARKETING

Being research active is a great boon in the class as well. Prof Bharath is able to explain relevant statistical techniques (in my Marketing Research class) due to constant use. Moreover, he applies them in real-world research issues; students get to learn not just the techniques but also their application, and this helps them during the placement process. His research typically involves an extensive review of the literature and thus, he is able to impart cutting edge knowledge to students, which helps them gain an edge in the marketplace.

2

PERSPECTIVES FROM TOP INDUSTRY LEADERS

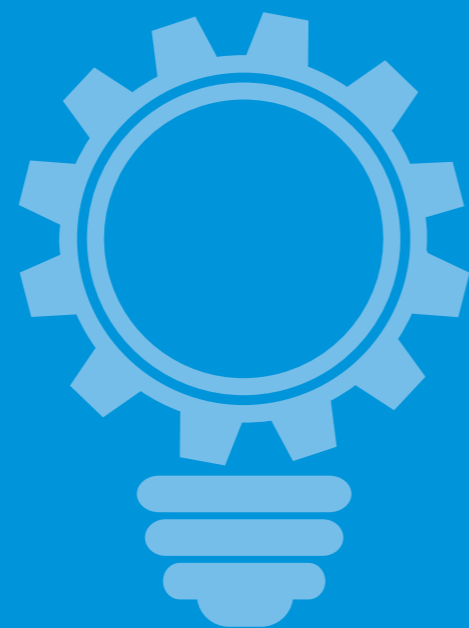
Our students interact and learn from the best in the industry

100+

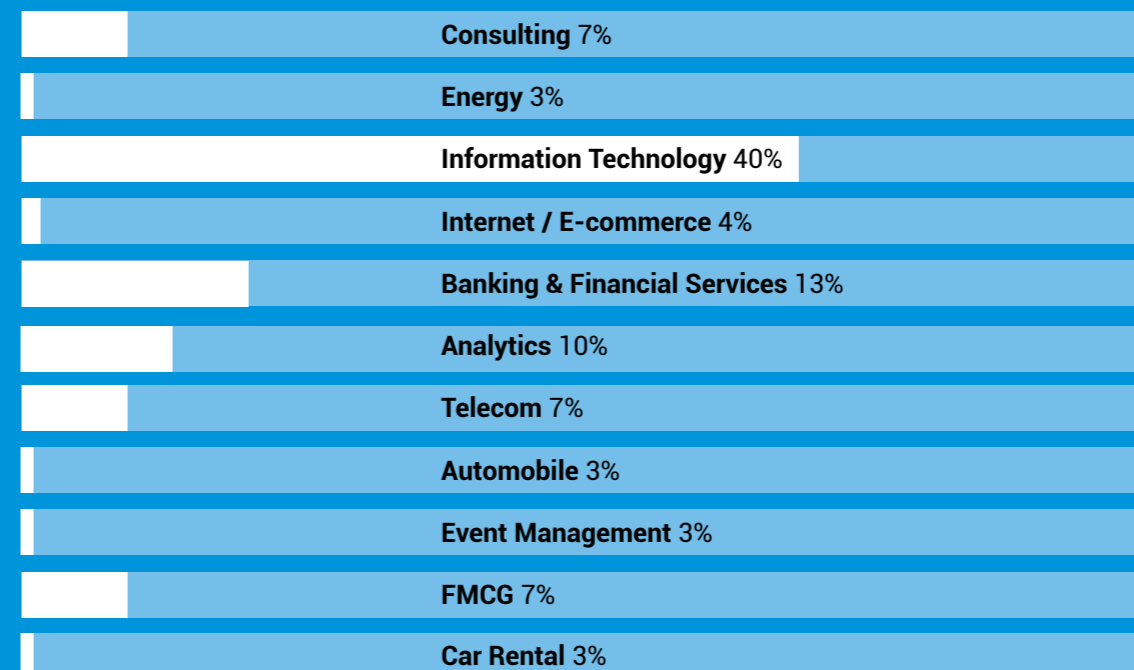
Corporate Guest Lectures in 2016-17

55

CXOs visited the campus in 2016-17



CXO Talk Series 2016-17



Some prominent Industry Leaders who interacted with the students in the past year



3

STUDENT QUALITY

Our admissions process includes rigorous evaluation of candidates based on standardized test scores, profile, analytical writing test and personal interview to ensure a high quality and diverse student body

660

Students across programs

3.3

Years Average Work Exp. in PGPM

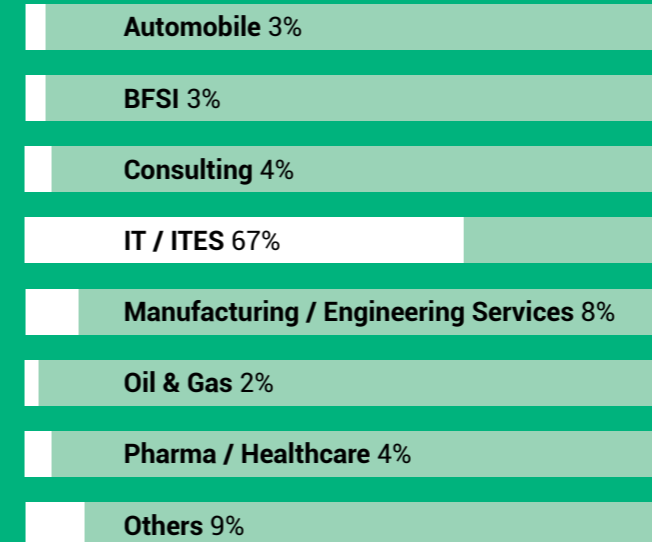
1.6

Years Average Work Exp. in PGDM



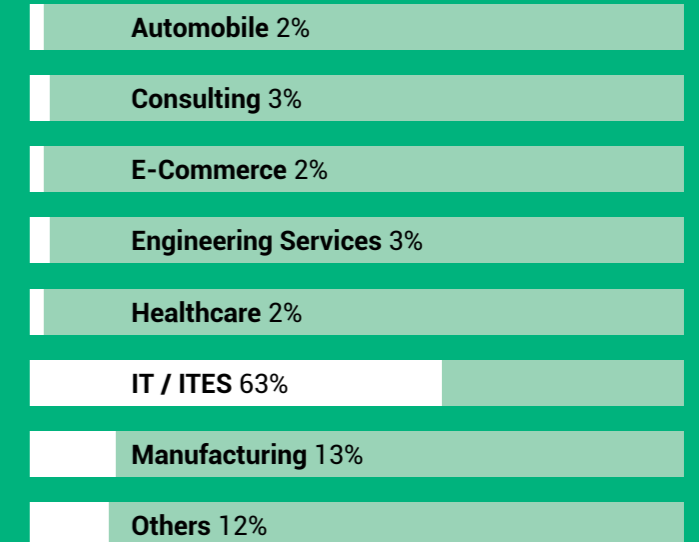
PGPM

Industry



PGDM

Industry



Organizations

A representative list of organizations our PGPM and PGDM students have come from

Accenture	Amazon	Apollo Tyres Ltd.	Cairn India
Capgemini India Pvt Ltd.	CISCO Systems	Cognizant	Dell
Deloitte Consulting	EY LLP	GE Oil and Gas	Genpact India Private Limited
Grant Thornton India, LLP	HCL Technologies Limited	Hindalco Ind. Ltd.	Infosys Limited
ITC Limited	JSW Steels	Larsen & Toubro Limited	Mahindra and Mahindra
Nielsen India Private Limited	Pricewaterhousecoopers	Samsung India Electronics	Sapient Consulting Ltd
State Bank of India	Steel Authority of India	Tata Consultancy Services	ZS Associates Private Limited

4

BUSINESS RELEVANT CURRICULUM

Our Curriculum is co-created and co-delivered with academicians & Industry leaders

ACADEMIC ADVISORY COUNCIL *

Dr Philip Kotler	Kellog School of Management, Northwestern University
Dr Seenu Srinivasan	Graduate School of Business, Stanford University
Dr Shyam Sunder	School of Management, Yale University
Dr Aswath Damodaran	New York University
Dr Lakshmanan Shivakumar	London Business School
Dr Jitendra V. Singh	Wharton – University of Pennsylvania
Dr Srikant M. Datar	Harvard Business School
Dr V.S. Arunachalam	Carnegie Melon University

BUSINESS ADVISORY COUNCIL *

Dr Ratan Tata	Chairman Emeritus, Tata Sons
Mr Jamshed Godrej	Chairman & MD, Godrej & Boyce Mfg. Co.
Mr Narayan Murthy	Founder, Infosys
Mr Rahul Bajaj	Chairman & MD, Bajaj Group
Ms Indra K. Nooyi	Board Chairman & CEO, Pepsi Co.
Mr S. Ramadorai	Vice Chairman Tata Consultancy Services
Mr Kumaramangalam Birla	Chairman, Aditya Birla Group
Mr Roger Nelson	Former Chairman, EY Consulting

*Partial List



INDUSTRY VISITING FACULTY*

Course	Faculty Name	Affiliation
Intelligently Interacting with Others	Dr. ISF Raj	XLRI
IT for Managers	Prof. Vinit Thakur	Independent Consultant
Managerial Accounting	Dr. Shiva Sivaramakrishnan	C.T. Bauer College of Business
Human Resource Management Systems	Dr. Hema Bajaj	Tata Institute of Social Sciences
Management Information Systems	Prof. Ram Sriram	Controllers Roundtable Distinguished Professor, Georgia
Business Analytics	Prof. Antony Paulraj	University of Southern Denmark, Denmark
Financial Modelling	Prof. Raghu Iyer	Raghu Iyer Associates
Sales and Distribution Management	Prof. Maneesh Konkar	Director, Direction One Consulting Pvt Ltd
Project Management	Prof. S Kalyanaraman	Founder & Director, The Academic Mentors
B2B Marketing	Prof. Sanjiva Shukla	CredForce Asia Limited,
Services Management	Prof. Kasthuri Rangan	Director, Peripherals & Processors Pvt Ltd,
Strategic Sourcing & Corporate Quality	Prof. Raja Manikam	Managing Partner, ProXL Consulting
Advanced Business Analytics	Dr. Ram Janakiraman	Mays Business School, Texas
Consumer Insights	Dr. Raj Sethuraman	Cox School of Business, US
Strategic Operations Planning	Prof. B. Natarajan	Director, PPI Adhesive Products (FE) Pte. Ltd. Singapore.
Structural Equation Modeling & Additional Topics in BA	Dr. Purba Rao	Visiting Professor, IIM-A
Strategic Marketing	Dr. Paul Prabhaker	Northern Illinois University, US
Customer Focused Product Planning	Dr. Seenu Srinivasan	Stanford Graduate Business School, US
Supply Chain Consulting	Dr. Antony Paulraj	University of Southern Denmark, Denmark
Logistics & Supply Chain Management	Prof. Badrinath Kidambi	Director, MGCM Vidya (unit of MGCM Finance)
Investment Banking	Prof. PB Ramanujam	Visitng Professor, Tapmi
Integrated Marketing Communication	Prof. Jayshree Sundar	Visitng Professor, IIM-Shilong
E-tailing and Retail Supply Chain	Prof. Constantain	Louvain School of Management, Belgium
Financial Risk Analytics II	Prof. Jayatu	Visiting Professor, IIM Shilong
Verbal Communication	Prof. Mitu Samar	Consultancy and Guidance - Eminence
Written Analysis of Communication	Prof. Lionel Aranha	Adjunct Faculty at IIM Kozhikode
Management Information System	Dr Sandhya Shekhar	CEO of IIT Madras Research Park
Business Analytics	Prof. M V Yugendar	Head – Business Analytics and Data Sciences – Lexicon Infotech
Web & Social Media Analytics *	Prof. Thushar Sharma	Founder of VokseDigital, a Digital Analytics and Marketing Technologies
Investment Banking	Prof. Aditya Anand	Vice President - Investec Capital Services India Pvt. Ltd.
Logistics and Supply Chain Management	Prof. Antony Paulraj	Chair in Operations and Supply Chain Management -Alliance Manchester Business School
Business Law	Prof. Ramesh Subramanian	Formerly Assistant General Manager in the Reserve Bank of India.
Financial Modeling	Prof. Rishab Pugalia	Excel Next
Project Management	Prof. Saurabh Parikh	Director IT-Head of IT Shared Services at Sophos Technologies Pvt Ltd
Project and Infra structure Finance	Prof. R Kannan	Professor IFMR
International Business Strategy	Dr. K. N. Vaidhyanathan	Director at XIMR
Time & Stress Management	Prof. Yogini Joglekar	Mountbatten Institute's Asia-Pacific Director,
Retailing Management	Prof. V Rajesh	Retail & Shopper Behavior Expert. Retail Strategy Consulting & Knowledge Partner.

*Partial List

5

HOLISTIC BUSINESS KNOWLEDGE

The Centres of Excellence and International conferences provide holistic business knowledge to the students by facilitating research, exchange of ideas and proposing solutions to industry problems.

6

Centers of Excellence

4

International Research Conferences



INTERNATIONAL CONFERENCES

NASMEI CONFERENCE

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.

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.

HUMAN CAPITAL MANAGEMENT CONFERENCE

An annual event since 2008, the Great Lakes Human Capital Management Conference is 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.

BUSINESS ANALYTICS CONFERENCE

The Great Lakes Business Analytics 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.

CENTERS OF EXCELLENCE

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.

UNION BANK GREAT LAKES CENTER FOR BANKING EXCELLENCE

Union Bank Great Lakes Center for Banking Excellence was established 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.

GREAT LAKES CENTER FOR MANAGEMENT RESEARCH

Great Lakes Center for Management Research was established with an aim 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.

CENTER FOR EXCELLENCE IN TECHNOPRENEURSHIP

Great Lakes Institute of Management, in partnership with **NEN (National Entrepreneurship Network)**, presents an excellent opportunity for students across the globe to compete and get their business ideas validated by experts in the entrepreneurial ecosystem.

CENTER FOR EXCELLENCE IN RETAIL MANAGEMENT

Great Lakes center of excellence in Retail Management was established with an aim to help organizations' leaders and managers as well as policy makers to identify, understand, assess, and leverage the changing dynamics of Indian retailing and consumers to their advantage.

CENTER FOR EXCELLENCE IN BUSINESS ANALYTICS AND BUSINESS INTELLIGENCE

Great Lakes aims to blend conceptual framework of analytics with business relevance.



ABOUT PGPM

The Great Lakes PGPM is uniquely designed to deliver customer-centricity, meritocracy and corporate ethics in one year.

The PGPM facilitates students' understanding of the dynamics between the various functional areas of a business system and offers specializations in the areas of Marketing, Finance, Operations & Analytics thereby appreciating the need for developing cross functional perspectives in business. With emphasis on leadership, team work, inclusivity principles and value based management, PGPM makes the students capable of responding to complex business requirements that arise in a changing global business environment.



Program Highlights

One year fast-track MBA program in Management

Diverse and experienced peer group provides access to unparalleled peer learning

Specific focus on emerging areas like Internet Business and Analytics

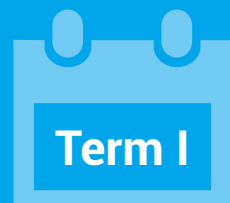
Global perspectives from renowned international faculty and globally benchmarked curriculum

Chinese (Mandarin) language offered as an elective



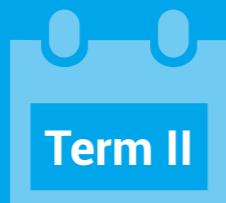
PGPM CURRICULUM

CORE COURSES



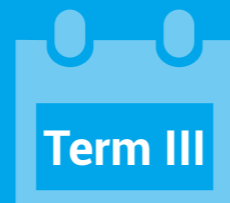
Term I

- Statistical Methods for Decision Making
- Intelligently Interacting with Others
- Micro Economics
- Business Communication
- Marketing Management-I
- Financial Accounting
- Karma Yoga



Term II

- Financial Management-I
- Macro Economics
- Market Research
- Operations Management
- Organizational Behavior
- IT for Managers
- Managerial Accounting



Term III

- Financial Management-II
- Human Resource Management Systems
- Management Information Systems
- Strategic Management
- Quantitative Methods
- Business Analytics
- Marketing Management II

TERM 4 TO TERM 7 : ELECTIVES



Marketing

- Advanced Business Analytics
- Advanced Multivariate Modeling for Marketing
- B2B Marketing
- Brand Management
- Consumer Behaviour
- Consumer Focused Product Planning
- Consumer Insights
- Customer Relationship Management
- Digital Marketing
- Integrated Marketing Communications
- International Marketing
- Marketing Metrics
- Markstrat Simulation
- New Product Development
- Pricing Analytics
- Retailing Management
- Rural Marketing
- Sales and Distribution Management
- Services Marketing
- Sports Marketing
- Strategic Marketing



Finance

- Alternative Investments
- Applied Macro-Economics
- Current Issues in International Finance
- Entrepreneurial Finance
- Financial Modeling
- Financial Risk Analytics
- Financial Risk Management
- Financial Statement Analysis
- Fixed Income Securities
- Game Theory Applications in Finance
- Global Financial Markets (For Non-Finance Majors Only)
- Investment Banking
- Investment Psychology
- Management of Commercial Banks
- Managing Personal Investments (formerly called SAPM)
- Mergers & Acquisitions
- Options, Future & Derivatives
- Project & Infrastructure Finance
- Strategic Cost & Profitability Management
- Trading Practices



Operations & IT

- Advanced Issues in Supply Chain Analytics
- Business Intelligence
- Data Visualization and Analytics
- Emerging Technology and Business Innovation
- Enterprise Business Applications & Emerging Perspectives
- Enterprise Resource Planning
- E-tailing and Retail Supply Chain
- Information Technology Consulting
- International SCM
- Lean Manufacturing & Process Management
- Logistics and Supply Chain Management
- Management Science Consulting
- Project Management
- Services Operations Management
- Strategic Operations Planning
- Strategic Sourcing & Corporate Quality
- Supply Chain Analytics
- Supply Chain Consulting
- Sustainable Business Operations
- Technology Operations & Marketing
- Total Quality Management



Strategy

- Business Ethics and Corporate Governance
- Customer Experience Management
- Design Thinking and Innovation
- Economics of Strategy
- Emerging Market Strategy
- Emotional intelligence & Stress Management
- Entrepreneurship in Agri Business
- International Business Strategy
- International Entrepreneurship
- Leadership, Influence and Power
- Management Consulting
- Negotiation and Bargaining
- New Venture Planning
- Social Entrepreneurship
- Strategic HRM
- Strategy Execution



Business Analytics

- Marketing Metrics
- Supply Chain Analytics
- Advanced Multivariate Modeling for Marketing
- Consumer Insights
- Advanced Business Analytics
- Pricing Analytics
- Data Visualization and Analytics
- Financial Risk Management
- Financial Risk Analytics:
- Advanced Issues in Supply Chain Analytics
- Consumer Focused Product Marketing



ABOUT PGDM

The PGDM helps its participants transform into Business-Ready Managers capable of responding to complex business requirements.

The two year PGDM is an exceptionally industry oriented program. In addition to a full-time 10 week summer internship, it also has a compulsory academic requirement of a 6 month industry live project in parallel with coursework during the last 6 months of the two year program. This is graded equivalent to two full compulsory courses. In these projects students acts as consultants to the companies they do projects for. They not only derive significant industry relevant learning but also add value to companies they work with.



Program Highlights

Two Year fully residential program with rigorous 10 weeks summer internship

Curriculum designed and developed in collaboration with the industry ensuring the right skill, knowledge and attitude development

Distinguished faculty with Ph.D.s or MBAs from top business schools and extensively engaged in research and consulting in the industry

Student access to wide variety of industry sites including projects, manufacturing and control facilities

Chinese (Mandarin) language offered as a mandatory course



PGDM CURRICULUM

CORE COURSES

Term I

- Micro Economics
- Financial Accounting for Decision Making
- Marketing Management-I
- Individuals in Organization (OB-I)
- Written Analysis of Communications
- Quantitative Methods for Decision Making-I
- Human Resource Management
- Karma Yoga
- Chinese

Term II

- Macro Economics
- Management Information Systems
- Financial Management-I
- Marketing Management-II
- Quantitative Methods for Decision Making-II
- Production and Operations Management
- Verbal Communication
- Chinese

Term III

- Cost and Management Accounting
- Financial Management-II
- Business Analytics
- Groups in Organization (OB-II)
- Optimization Models for Business Dec Making
- Strategic Management
- Marketing Research
- Empirical Study

TERM 4 TO TERM 6 : ELECTIVES



Marketing

- B2B Marketing
- Brand Management
- Consumer Behaviour
- Customer Relationship Management
- Digital Marketing
- Integrated Marketing Communications
- International Marketing
- Marketing Metrics**
- New Product Development
- Retailing Management
- Rural Marketing
- Sales and Distribution Management
- Services Marketing
- Sports Marketing
- Strategic Marketing



Finance

- Commodities Markets
- Corporate Financial Strategy
- Corporate Valuation
- Equity Research
- Financial Institutions and Markets
- Financial Modeling
- Financial Risk Analytics**
- Financial Statement Analysis
- International Finance
- Investment and Finance in Emerging markets
- Investment Banking
- Mergers and Acquisition
- Options, Futures and Derivatives
- Project and Infra structure Finance
- Retail Banking
- Security Analysis and Portfolio Management
- Trading Practices



Operations & IT

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



Strategy

- Design, Thinking and Innovation
- International Business Strategy
- Leadership, Influence and Power
- Learning and Development
- Management Consulting
- Managerial Counselling
- Motivation Theory & EQ
- Negotiations and bargaining
- New Venture Planning
- Performance Management
- Rewards and Recognition
- Strategic HRM
- Strategy Execution including Economics of Strategy
- Talent Acquisition



Business Analytics*

- Marketing Metrics
- Financial Risk Analytics
- Database Visualization and Analytics

LIST OF RECRUITERS

MARKETING

ACT	Eppendorf	Kenafric Industries	Sigmoid
Accenture	Exeltis	LAVA International	Snapdeal
Aditya Birla Retail	F & S	Khazana Jewellery	Sosaley Technologies
Aditya Birla Sunlife	Fresh Desk	Kotak Mahindra Bank	Spaneous
Adobe	FSS	KPIT Technologies	SPI Cinemas
Airtel	GAEA Technologies	L & T -E & C Group	SPIC-AM International Holdings
Akshaya Group	Galaxy Surfactants	L & T Hydrocarbon	Spinricle
Amrita Group	GAVS	L&T Infotech	Srushty Global
Apollo Hospitals	Global Consumer Products	Magickwoods	Sun Edison
Apparel Group UAE	Godrej	Magma Fincorp	Sundaram Auto Components
Astrazeneca	Gofrugal	Manipal Group	Sundaram Clayton
Axis Bank	Greatplace to Work	Matrimony.com	Sutherland
Bajaj Finserv	Greenlam Industries	Mauj Mobile	Symrise
BigBasket	GSK India	Mckinsey	Tasty Bites
Birla Sunlife	HCL Talentcare	Medlife	Tata Communication Transformation Services
Blueocean Market Intelligence	HCL Technologies	Mentis	Tata Communications
Britannia	HDFC Bank	Michellin	Tata Consultancy Services
Capital First	HDFC Life	Mindtree	TCS BPO
Caratlane	HealthAsyst	Mogae Media	Tech Process
Castrol	Hindustan Coca Cola	Monexo Fintech	Techzone
Changepond	HUL	MSD Merck	Tenvic Sports
Cipla	IBM	Muthoot Housing Finance	Tolaram Group
Cloudcherry	ICICI Bank	Natural Remedies	Tolexo
Cognizant	IDBI Capital	Nestle	True Value Housing
Crack Verbal	IFMR Capital	Newt Global	Turbo Energy
Crayon Data	iKen Solutions	Next Education	TVS Credit Services
Credit Mantri	IMaCS	Nippon Paints	TVS Infrastructure
CUMI	Incedo	Novartis	TVS Logistics
Cushman & Wakefield	India Property.com	Odessa technology	TVS Motors
Daimler	IndusInd Bank	Orchid Pharma	VBHC
Damco	Infosys BPO	Oyorooms	Visteon Automobile System
DCM Shriram	Isuzu Motors	Payoda Technologies	Wipro
Decathlon Sports India	ITC	People Matters	Wipro Consumer Care & Lighting
Defiance Technologies	ITC Matches & Agarbathies	Photon Infotech	Xanadu Reality
Deloitte	ITC Printing & Packaging	Robert Bosch	Xpanion.com
Diamler	Jabong	Royal Sundaram	Zee Entertainment Enterprises
Eicher Motors	Janalakshmi Financial Services	SADIG	Zuari Group
E-Infochips	JSW Group	Saksoft	Zycus
EmbedUR Systems	Karaikaal Port	Shopclues	
Episource	KEF Holdings	Sicagen	

BUSINESS ANALYTICS

Blueocean Market Intelligence	Fidelity Management Research	Janalakshmi Financial Services	SIM Advisory
CAMS	Fractal Analytics	Jayanti Group	Sutherland Global Services
Cartesian Consulting	Genpact	LatentView Analytics	Tiger Analytics
Cognizant	Hansacequity	Musigma	Vestas
Crayon data	HDFC Bank	Narayana Hrudayalaya	Virtusa Polaris
Dell	HP	Nuance Transcription	
Deloitte	IBM	Optimal Solutions	
Dunia Finance	Infiniti Research	Positive Integers	
ECS Inc	Infosys	Quadrant4	

OPERATIONS & IT

Accenture	EPAM Systems	JP Morgan	Shahi Exports
ADP India	Fiat India	L & T Infotech	Shopclues
Amazon	Ford India	Leitner Shriram	Smart Megh
Ameex Technologies	Financial Software Systems	LYNK Logistics	Syntel
Apollo Hospitals	Genpact	Mahindra Satyam	Tata Advanced Systems
Astra Zeneca	Hackett Group	Mindtree	Tata Consultancy Services
Barclays	Happiest Minds	Mphasis	Thought Works
Birlasoft	HCL	NIIT Technologies	Tolexo
Bosch Engineering	HP	Odessa Technologies	TTI Global
Cognizant	HSBC Technologies	Olam	TVS Logistics
Congruent Technologies	IBM	Optimal Strategix	TVS Motors
CSC India	Infosys	Oyorooms	UST Global
CSS Corp	Infosys BPO	Photon Infotech	Vatech Wabag
DCM Shriram	Infotech Enterprises	Prakash Kochar & Co	Virtusa Polaris
Dell	ITC	RocketKommerce	Wabco India
ECS	ITC Infotech	Saksoft	Wipro
Emerio Corp	ITC Matches & Agarbathies	Scope International	Zycus Infotech

FINANCE & ACCOUNTING

Arcesium	Deloitte US	ICRA	RBS
Astra Zeneca	Dun & Bradstreet	IMRB	River Bridge Financial Services
Axis Bank	Dunia Finance	iNautix	Sammunati Financial Services
Bajaj Finserv	EID Parry	Intequant Advisors	Scope International
Bank of America	EY	Irevna	Shell
Barclays	Fidelity Investments	Isuzu Motors	Spark Capital
Biopalm	Ford	Karaikaal Port	Sun Alpha
Birla Sunlife	Genpact	Kotak Mahindra Bank	Sutherland Global Services
Caspian Advisors	Grant Thornton	Madura Micro Finance	Vistasoft
Citibank	Hansacequity	Merrill Lynch	Wealth Advisors
Cognizant	HCL Technologies	Monexo Fintech	World Bank
Credit Mantri	HDFC Bank	Muthoot Finance	Yes Bank
CRISIL	Hitachi Payments	Opta Credit	
DCB Bank	ICICI Bank	Prakash Kochar	
Dell	ICICI Securities	PWC	

CONSULTING, OB & STRATEGY

Accenture	Frost & Sullivan	Lynk Logistics	Rapid Value Solutions
Amazon	GEP	Ma Foi Strategy	Secova
Beroe Consulting	HCL Technologies	Mastech Infotrellis	Syncore Consulting
Blueocean Market Intelligence	ICRA	Maveric Systems	Tata Consultancy Services
Cartesian Consulting	Infosys	Mindtree	Tiger Analytics
CGN & Associates	Infosys BPO	Odessa Technologies	Universal Consulting
Cognizant Technology	ITC Infotech	Photon Infotech	Valcon India
Deloitte India	Kaar Technologies	Prakash Kochar	Virtusa Polaris
Deloitte US	KPIT Technologies	PWC	Wipro
Dolcera	KPMG	Quadrant4	Wipro BPS
EPAM Systems	L & T Infotech	Quess Corp.	ZS Associates
EY	Levers for Change	Ramco Systems	

PGPM 2016-17 PLACEMENT



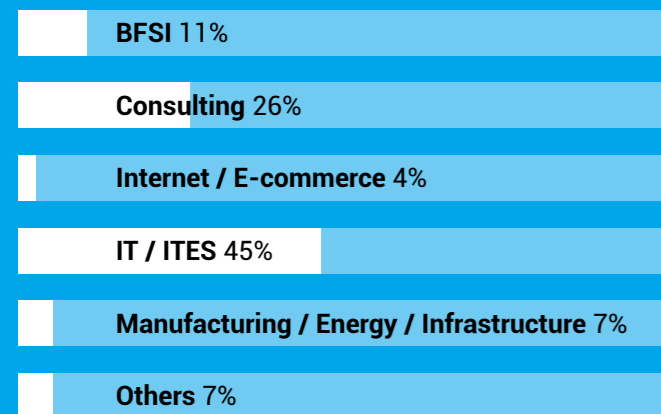
₹ **12.33**

Lacs p.a.
Average CTC

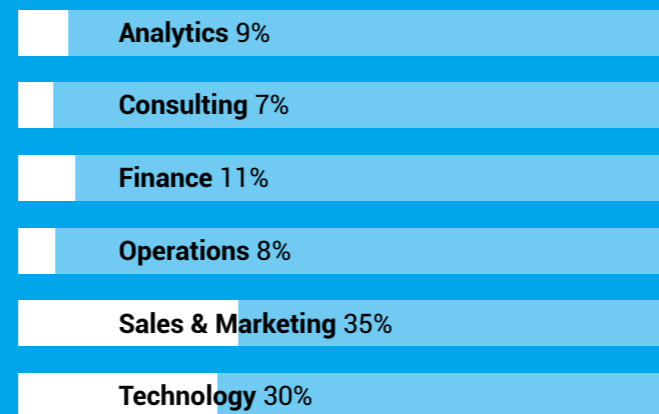
₹ **34.50**

Lacs p.a.
Highest Domestic offer

Industry Classification



Domain Classification



PGPM 2017-18 CLASS PROFILE

FINAL PLACEMENTS

3.3

Years Average
Work Experience

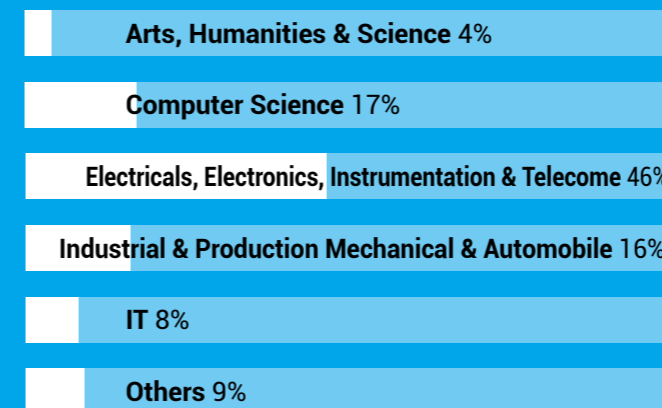
28%

Women
in the Batch

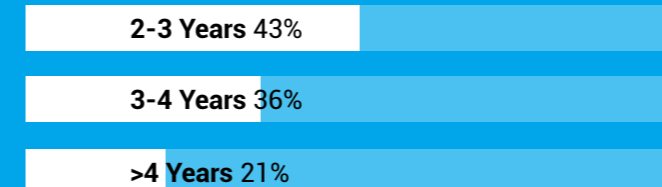
67%

Class has a background
in Technology

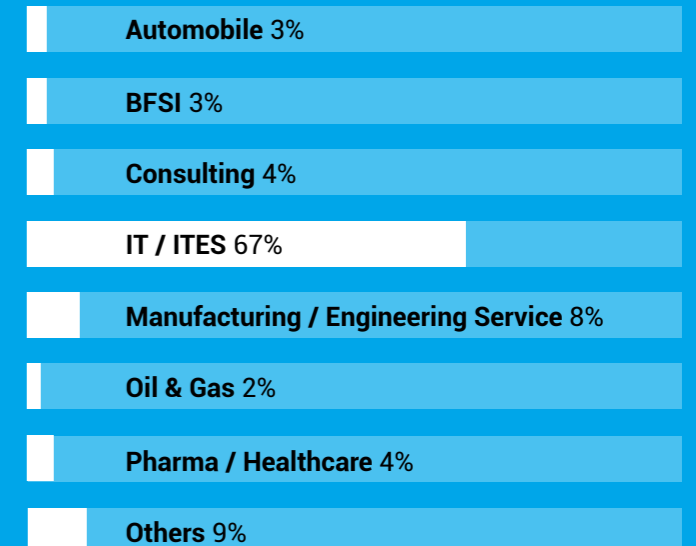
Graduation



Work Experience



Industry Classification



PGDM 2015-17 PLACEMENT



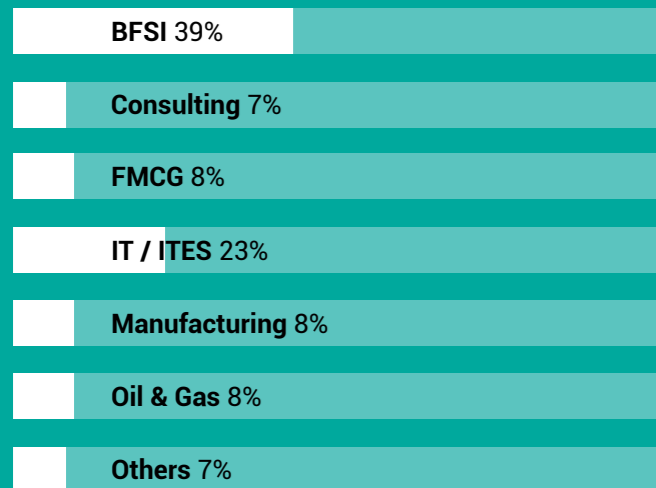
₹ **9.3**

Lacs p.a.
Average CTC

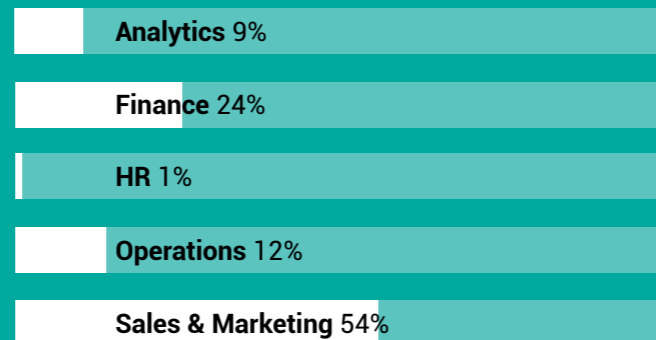
₹ **16**

Lacs p.a.
Highest Domestic offer

Industry Classification



Domain Classification



PGDM 2016-18 CLASS PROFILE

FINAL PLACEMENTS

1.6

Years Average
Work Experience

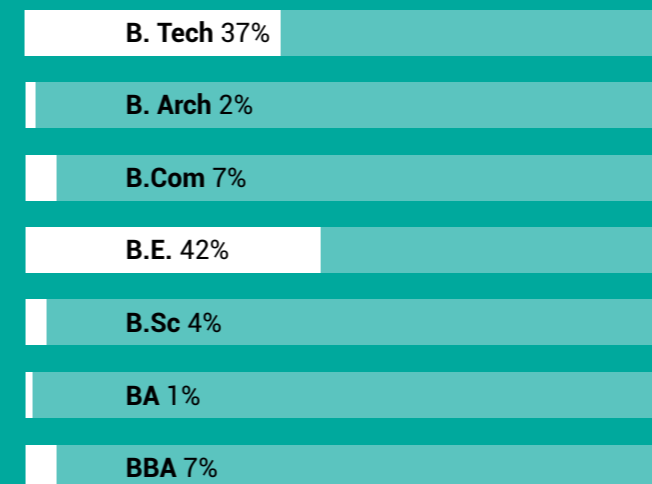
22

Years
Average Age

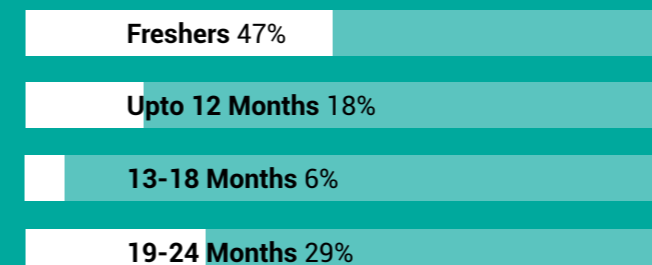
39%

Women
in the Batch

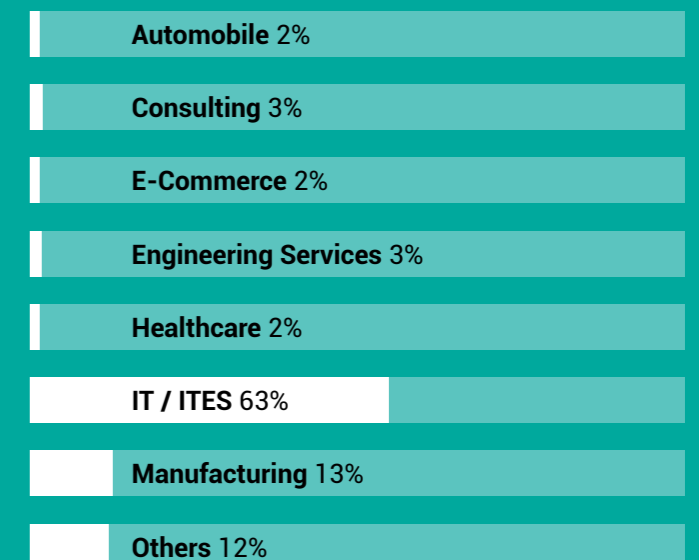
Graduation



Work Experience



Industry Distribution



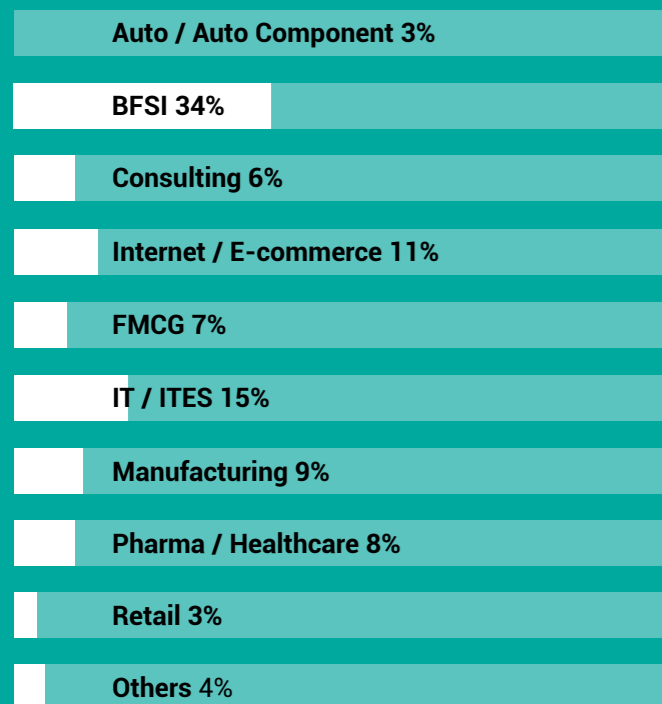
PGDM 2016-18 SUMMER INTERNSHIP



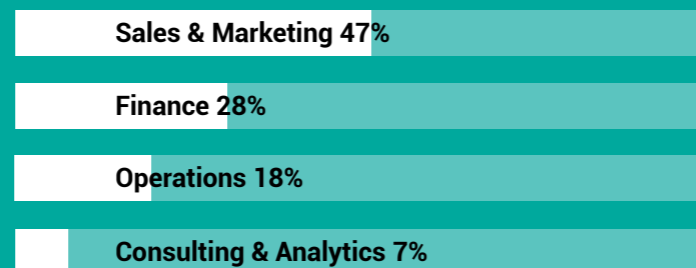
₹ **50,000**
Average Stipend

₹ **1,20,000**
Highest Stipend

Industry Classification



Functional Classification



PGDM 2017-19 CLASS PROFILE

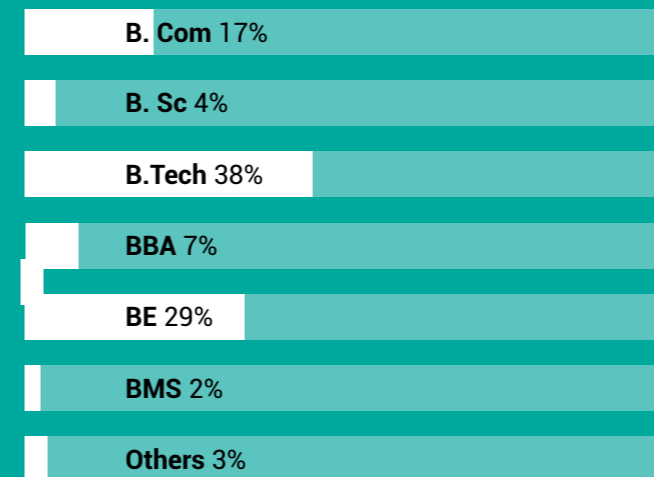
SUMMER INTERSHIPS

1.3
Years Average
Work Experience

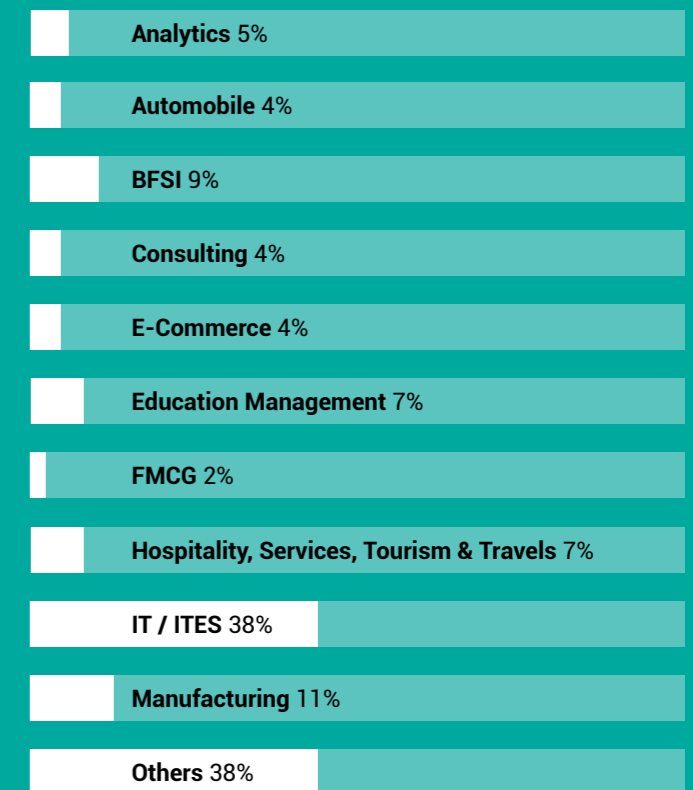
22
Years
Average Age

39%
Women
in the Batch

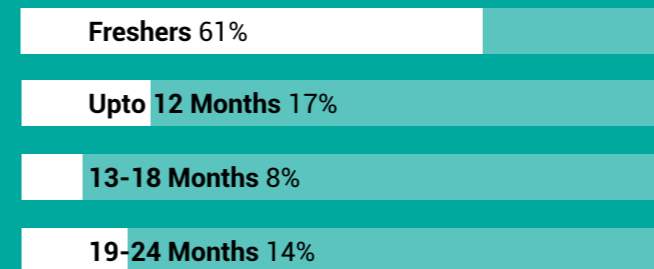
Graduation



Industry Distribution



Work Experience



CORPORATE – CAMPUS COLLABORATION



Corporate Interaction Series

Great Lakes Institute of Management, Chennai believes in continuous engagement with eminent industry practitioners and professionals across the globe to facilitate an experiential learning and development of students under the programs - PGPM and PGDM. While the corporate lectures bring forth vast exposure and opportunities to the students to interact closely with visionaries at CxO level of various organizations, it also provides an opportunity for corporates to interact with the young minds and understand their requirements and mindsets.

Such lectures are organized on the basis of following eight broad categories i.e. Special Interest Groups (SIGs) taking into consideration students' specific areas of interest –

- Analytics
- Sales & Marketing
- IT/ITES
- BFSI
- Strategy & Consulting
- Manufacturing/Non-IT Operations



Short term live projects for PGPM

In today's times, practical or applied learning is of utmost importance for the budding management graduates. We create this opportunity by way of a tripartite system in which students, corporate mentors and faculty guides work together (e.g. Amazon Kindle live project) on projects based on analyzing a current business problem, conducting market research for a new product or benchmarking current organization practices. The students are allowed work in a team size of 1 to 5. This brings together an additional platform for students, giving them pioneer knowledge along with a skillset towards developing a management oriented thought process.



B-School Case Study Competitions

While continuous learning is ensured at our Institute, various competitions are also organized in collaboration with esteemed corporates that enables students to identify, understand and analyze real time business situations. These competitions provide avenues to the students to think and bring in new ideas to solve real business issues. Few of such key competitions organized at campus till date are:

- Amazon – Kindle Case Study Competition
- Deloitte-Maverick;
- Hyundai Global Youth Marketing Camp;
- Google Crowdsourc
- Infosys- inGENIOUS
- Sutherland – Espirit De Corps
- TCS-E-Biz
- Cogizant-Battle of the Mind-CXO Contest;
- EY Quiz - EYQ
- GEP - GamePlan
- HUL-LIME (Lessons in Marketing Excellence);
- Mahindra War Room Challenge
- Philips India Journos;



Annual Events

The annual events form a vital part of our culture which add a new flavor to our campus. Such events - conceptualized, coordinated and staged by Great Lakers – provide a distinct platform for connecting the talent with prospective employers. Few of such major events are SWIM-Successful Women in Management, Human Capital Management Conclave, FinTech Conclave, Pharma Conclave, Start-up Day, International Entrepreneurship Conference, Business Analytics, Great Lakes International Research Conference.



Empirical Study

The most important aspect of experiential learning at Great Lakes is the Empirical Study. It achieves the institute's objective of creating business-ready managers under close guidance of best and distinguished personalities from industry and academics. The study is concluded with a paper co-authored by students with their respective faculty guides, to be submitted to a refereed journal or conference.



Summer Internships for PGDM

The 2-year PGDM students engage with industry for the mandatory 12-week internship program from April to June in their respective specializations. It provides them a hands-on experience before they can get into different domains of corporate world, full-time. The stipend for PGDM summer internship ranges from INR 15,000 to INR 50,000 per month. Students specialize in areas such as Sales & Marketing, Finance, Operations & IT, HR.



Pre-Placement Talks

As the roller coaster ride reaches its zenith with the placement season during October-November every year for both programs – PGPM and PGDM, corporates use pre-placement talks as a platform for branding and talent sourcing. Corporates also share the roles and profiles during this process that would later be offered in Campus Recruitment Program. This gives a comfortable platform to both students as well as corporates to interact with each other and exchange all the required information before getting into the actual placement drive, making it a smoother process.



Campus Recruitment Program

The actual recruitment season for both the programs at Great Lakes, Chennai commences every year during November/December. Slots for various corporates are provided based on profiles offered and aspirations of the batch.

PLACEMENT CALENDAR 2017-18

Pre - Placements Talk

- Days: Thursdays
- Dates: October 5, 12, 26; November 2, 9, 16, 23, 30; December 7, 2017
- Slots: 09.00 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 2017-18)

- Students with pre-MBA industry experience. Min 24 months & Max 60 months
- Average Experience: 39 months
- Day 0-4: December 11, 2017 to December 15, 2017 (Monday to Friday)
- Rolling placements: December 18, 2017 – January 31, 2018

(b) Two year Post Graduate Diploma in Management (PGDM 2016-18)

- Final year students 47% freshers and 53% with 0-24 months pre-MBA work experience
- Placement Window: Day 0-2: November 20, 21 & 22, 2017 (Monday to Wednesday)
- Rolling placements: November 23, 2017– January 31, 2018

Summer Internship Selection Process

PGDM 2017-19 (1st Year Students)

- Pre-MBA Experience: 39 % with 0-24 months and 61 % of the batch is fresher.
- Internship Selection Window: October 26, & 27 2017 (Thursday and Friday)
- Rolling process: From October 28, 2017 - December 31, 2017
- Internship period – 1st April to 30th June 2018 (3 Months)

Participation Confirmation & Queries

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 to schedule your session in a better manner if you can confirm the same by first week of October 2017, for Final Placements.

Please note that the preliminary screening exercises, if any, may be completed before the commencement of the placement week.