Boost Your Career

PGXPM 2013-15
Post Graduate eXecutive Program in Management
This is a premium Post Graduate Program for your brightest and the best Managers - people whom you see as your future leadership material - whom you want to retain, invest upon, develop and groom, from the middle to senior management cadre, to prepare them to be Global Business Ready General Managers™ today and Global Business Ready Leaders tomorrow.

No matter whether they are based in India or anywhere else in the world, the managers of today - and increasingly in the days to come - are to manage and perform in an environment that is global. There are hardly any businesses today whose Value-Creation is without an international component or constituent. Hence to say that managers have to be global in their perspectives is to state the obvious, especially for the middle and senior management. The program aims to provide a blend of the fundamentals and the cutting-edge learning as well as contents. It is our objective that this program should enable each of the participants to be Global Business Ready General Managers™. For the sponsoring companies, here is an opportunity to transform their managerial talent into a force with 'global' perspective and outlook.

The impact of globalization is all there to see and even firms that are confining themselves to national frontiers are no more immune to it as global players are here competing with them across a cross section of industries. Becoming global is no more a choice but is inevitable. Looking forward to having your nominee on board.

Business Management, by having the best faculty from around the world and India teaching them in the contact sessions and guiding them seamlessly further during the following terms, through the Blackboard Learning Management System, the e-learning platform that connects the participants with the faculty and the institute, to ensure more than adequate and in depth learning takes place. This approach is taken to effectively address the needs of a wide spectrum of participants - while all of them commonly are high potential leadership material having a varied academic background, from engineering to commerce to economics etc., while some already have formal management education as well.

The learning will get further reinforced with a unique year-long Country/Industry Study that each participant will take on, which will culminate in a report and presentation at the end of the program. They will further learn Chinese-Mandarin, and spend one week overseas during their final contact session in a country appropriate to the program. All of which would round them to be Global Business Ready, which is the raison d'être of this program.
PGXPM 2013-15
Business Ready General Managers™
The Great Lakes PGXPM is a holistic program meant for fast track managers to become Business/SBU Heads in the next 3 years. This is exemplified in the value proposition - Business Ready General Managers™

Compelling Value Propositions
Unique proprietary program architecture
Residencies followed by application(s), apprenticeship and projects back in the work place aligned to career plan
Integrated with business challenges and opportunities
All the above facilitated by a dedicated faculty from Great Lakes acting as anchor/interface/facilitator.
Executive coaching support

Further Value Additions
Same faculty from Great Lakes are available for Business Consulting and Solutions for the participant(s) in their business area, and could add further value through case writing etc. with the participant/company.

Hoshin (Break-through) Project
Each participant takes on one of the major strategic initiatives from the Company's Business Outlook and Long Range Plan and leads that as an individual project during the 2nd year of the program under dual guidance of a faculty from Great Lakes and a business leader from the company/industry.

Business Leaders as Co-Faculty
In line with the credo to produce "Business Ready General Managers™", this program will have business leaders of proven track record/expertise coming in as co-faculty in key courses, working in tandem with his/her academic faculty counterparts.
Titans Speak

I am very happy to see the program of Great Lakes Institute of Management. I am sure the future is bright - Congratulations.

Jamshyd N. Godrej

It was a great experience interacting with the students of Great Lakes Institute of Management. The campus really opened my mind.

Dr. Lakshmi Narayanan

It is so heartening to see the progress and caliber of this institute which has grown to be a landmark in the education sphere.

Ratan N. Tata

A fantastic campus and very active student participation.

V. Kasturi Rangan, Harvard Business School

Work with Integrity. Success with Integrity

Dr. A.P.J. Abdul Kalam
Memorandum of Understanding

Within seven years of commencement, Great Lakes has evolved into a known, reputed and aspired for business school in India. Great Lakes has partnered with a number of reputed institutions in India and abroad for research and academic purposes. Currently, Great Lakes holds MOUs with the following:

Stuart School of Business, Illinois Institute of Technology, Chicago, USA
Bauer College of Business, University of Houston, USA
Yale University
Nanyang Technological University of Singapore
Universiti Tun Abdul Razak of Malaysia
Indian Institute of Technology, Madras, India
Indira Gandhi Centre for Atomic Research - Kalpakkam, India
Caterpillar Foundation
Educomp Solutions Ltd.
SCSVMV University, Kanchipuram, India
Great Lakes - Beyond Imparting Knowledge, To Facilitate Building Strategic, Systemic & Human Capabilities.

- Two years part-time program with contact session of 9 days once in 3 months. Stringent selection process including entrance test and panel interview. Compression ratio 1:5.
- Rigorous 1536 hours learning time over 8 terms. 32 courses excluding Mandarin Chinese language throughout the two years. Capstone - Business Game, Role of General Manager
- Top faculty from US, European and Asian B-Schools
- Rich peer environment for cross-learning and networking, as course participants are fast track senior managers from top companies
- Course content tailored to suit the global business environment
- Unique program design focused on building capability, learn, apply, appraise, reflect, be coached, redo, report. Mentored program integrated with the organizations' talent management process
- Individual country-based/vertical-based intensive year-long project in 2nd year under a faculty guide
- Leadership lecture series aligned to the course plan
- Quasi-consulting - Participants are given real business issues to analyse and solve
- Overseas visit in last term (optional)

Hoshin Project - Duration 10 months

* Optional
Key Differentiator

PGXPM - A Global Business Perspective
The Post Graduate Executive Program in Management is Great Lakes’ answer to unfolding global changes in business perspectives. It helps to lift one’s career beyond expectations with an international life-changing experience. This 8 term, rigorous, fully mentored program takes the work experience of the participants into consideration and focuses on sets of core courses in Finance, Marketing, Operations, Technology and Human Resource Management with a perspective to provide the participants the abilities to graduate to the General Management and Business Leadership levels.

Target Participants
PGXPM is meant for
- Fast-track Functional Managers to transit to General Managers
- Family Managed Business - Next Generation
- Senior Services Officers’ Planning for transition
- The identified future Business Leaders in the organization that the management wants to invest upon and groom

The Design
The program has been designed in a way to enable high-performing fast track senior executives to pursue higher learning in formal management education without interrupting their careers.

The Program Will Provide:
1) Cross-Functional Inputs
Advanced knowledge in specialization areas namely Finance, Marketing, and other business domains.

2) Reinforce Concepts
Some of the best International faculty come and teach at this program, bringing with them the latest, cutting edge in management theories and practices, through a blend of their distinguished academic work and hands on consulting experience.

3) Great Peer Learning
The sheer caliber and variety of the backgrounds of class participants make for fertile ground for tremendous peer learning - a big learning component that is consciously leveraged and facilitated.

4) General Management Skills
The program will be interactive in nature with a lot of emphasis on case study method as well as real life examples. It has been designed to provide continuous opportunities to apply classroom learning to the business context of the participant with a view to reinforce the concept learnt and enhance the company/industry knowledge on the part of the participants. The program is based on certain key adult learning principles and provides opportunity/demands for self study and self-learning.

5) Blended Action Learning
The best delivery methodologies available for learning and development, including e-learning which has components of online & offline course delivery, self study materials, field trips, simulations & games, classroom-based instruction, electronic performance support, paper-based, and formalized or informal on-the-job solutions with a mentor or coach among numerous others.

6) Quasi Consulting
Participants can bring in their real life practical problems/cases from the place of work and discuss possible solutions during the contact sessions.

7) International (country-based) study/Business plan project work
The participants will do individually or in very small groups country-based/vertical-based/ projects towards the end of the program, which would be integrative of all the learning that happens through the program.
The Architecture

The entire program spans over two years and is divided into 8 terms of 3 months each. Each term starts with a 9 day residency during which 4 courses of 15 hours each plus 5 hours of Mandarin language would be covered. The program will be compulsorily residential with all students required to live on campus in single / twin sharing accommodation on payment basis. Each of these 9 days residencies will be followed by assignments / submissions in the form of application exercises - based on what was learnt in the 9 days. The table below provides detailed learning plan hours.

<table>
<thead>
<tr>
<th>In-Residency Learning</th>
<th>Off-Campus Learning</th>
<th>Total Program Learning Hours</th>
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<tbody>
<tr>
<td>4 Courses of 15 hours duration each would be covered in the 9 days duration. In addition Mandarin for 40 hours would be taught across 8 terms.</td>
<td>Application of learning – 8 terms x 60 hours = <strong>480 hours</strong></td>
<td>520+504+480+296 = <strong>1800 hours</strong></td>
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<tr>
<td>15 hours x 4 courses x 8 terms + 40 hours (Mandarin) = <strong>520 hours</strong></td>
<td>Project (from the 5th term till mid-8th term) 4 terms x 74 hours = <strong>296 hours</strong></td>
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<tr>
<td>7 hours (out of class) x 9 days x 8 terms = <strong>504 hours</strong></td>
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Leaders' Talk Series - Inspiring Guest Lectures

Guest Lectures are an integral part of our offering. Participants get a chance to interact closely with visionaries, achievers and outstanding personalities on a wide variety of contemporary topics. Guest Lectures are generally planned as complementary to a course that is being offered during that term. Normally a Guest Lecture is of about 90 minutes duration with the first 45 minutes taken up by the speaker during which he/she introduces to the audience the latest concepts/practices in vogue on the subject and thereafter the guest speaker prompts the class and a lively discussion ensues that serves to reflect as well as to draw inferences. Recent speakers include Mr. Ratan Tata, Prof. Philip Kotler, Prof. C.K. Prahlad, Prof. Ashwath Damodaran, Dr. Y. V. Reddy, Prof. Jagdish Sheth, Mr. Vivek Paul, Dr. Gold Ratt, Mr. Narayana Murthy and Dr. Marti Subrahmaniam, Dr. Subramaniam Swamy, Dr. Anji Reddy of Reddy’s Labs and Prof. Mangalam Srinivasan (advisor to former Indian PM Mrs. Indira Gandhi). The topics discussed have been as varied as “Sustaining competitive advantage”, “Managing scales of growth”, “Handling crisis in markets”, “Technology and Economies”.

Blackboard

A lot of emphasis is placed on group working/group learning and to facilitate this even during off campus period, the institute has invested in the state-of-the-art Learning Management System - Blackboard.

Salient features of Blackboard:
- Creating and Uploading Course content
- Communication
- Assessments & Grade Book
- Student management
- Workshops
- Discussion Board
- Forum - Forum & Thread grading
- Forum moderation & User management
- Group discussions
- Statistics
- Cross browser option

International Immersion (Emerging Economies)

An optional overseas visit in the last term will be to immerse in an emerging economy country of choice in Asia or Africa.
- Visit to Eminent Business Schools. Interface with a select set of world-class faculty, apart from interacting with the student bodies
- Visit to Global Corporates for first hand inputs/exposure on Best practices
- Meeting industry bodies to understand how they interface with the Government to shape policy and advance industry interests
- Meeting Regional/National leaders to understand the geo-socio-politico-economics of the country/region
- Have a non-structural personal experiential immersion into local society with a local cohort
  - (partner school student)
After extensive deliberations, the Academic Advisory Council (AAC) of Great Lakes has been happy to come up with an enhanced PGXPM program design and plan which will now consist of 8 terms of 3 months each. Each term starts with a residency for 9 days to cover the class work for 4 courses of 15 hours duration each. Thus the revamped program will now have 34 courses (32 + 2 course equivalent of Project work) enhanced from the previous design.

### PROGRAM SCHEDULE

#### Term-1
- **BONDING**
  1. Business Economics
  2. Quantitative Methods & Statistical Analysis
  3. Basic Financial Accounting
  4. Management Accounting
  Mandarin Chinese language

#### Term-2
- 5. Organization Behavior
- 6. Operations Management
- 7. Marketing Management
- 8. Financial Statement Analysis
  Mandarin Chinese language

#### Term-3
- 10. Product and Brand Management
- 11. Services Marketing + Service Level Agreement, Creation

and

#### Term-4
- 13. Strategic Profitability Management
- 14. Negotiation and Bargaining
- 15. Sales and Distribution Management
- 16. Strategic Management
  Mandarin Chinese language

#### Term-5
- 17. Market Research
- 18. CRM + Business Analytics
- 19. International Business Management
- 20. Supply Chain Management
  Mandarin Chinese language

#### Term-6
- 21. Strategic Management
- 22. Strategic Marketing
- 23. Project Management
- 24. Equity and Commodity Markets
  Mandarin Chinese language

#### Term-7
- 25. Strategy Execution
- 26. Total Quality Management
- 27. Innovation and New Product Development
- 28. Entrepreneurship
  Mandarin Chinese language

#### Term-8
- 29. Valuations, Mergers & Acquisitions
- 30. Corporate Governance
- 32. Transformational Leadership & Change Management
  Mandarin Chinese language

### Electives:

As part of the 'electives' segment, all participants in the second year do an Individual Country / Industry-wide Project for over 10 Months - equivalent to two courses. The Project is executed by PGXPM participants with a faculty guide and culminates in a high quality written output.

### International Immersion:

Optional

### Capstone:

1. Business Game
2. Role of General Manager

Note: the above program content and the schedule may be modified suitably, where warranted, at the sole discretion of the school academic management.
Venkatesh Narasimhan
Director [Corporate].
Kripya Engineering Pvt. Ltd.

"The executive management program at Great Lakes has been a fruitful journey of acquiring superior knowledge coupled with practical insights from great faculty. An expert faculty with a fabulous mix of academic and industry experience, blended with a case-based learning methodology provides a unique learning experience. I enroled into the PGXPM program soon after I moved from delivery management roles in MNCs to an entrepreneurial role in a startup. The executive program at Great Lakes has tremendously helped me in the transition from a functional senior manager to that of a business owner. I would like to thank Great Lakes for the great learning opportunity and also strongly recommend the program for aspiring managers who want to move to leadership roles in their organisations. The institute provides a great environment and state of the art campus for effective learning, an opportunity to interact with an experienced peer group, with a wide variety of functional skills, an academic and industry faculty with superior knowledge and experience – all ingredients needed for a tremendous learning experience."

Renga Sundararajan
Director,
Caterpillar India Pvt. Ltd.

"I must say that executive management education in Great Lakes is true value for the resources invested. Under the leadership of Uncle Balaji, the Dean, Professor Veeravalli, the Director and Professor Sriman, the Executive Director over the past 16 months, I have realized that Great Lakes truly focuses on quality of the education and positions all of the students in preparing for senior leadership roles in the respective organizations and also exhibit entrepreneur skills. The faculty members at Great Lakes has (including from other leading business schools) has imparted a curriculum that has been outstanding. All the professors were flexible, willing to work with us without compromising the quality of the return expected from students in the form of quizzes, assignments etc. and also assessments were highly objective oriented. The institute was also very flexible during the course for changing the topics/sujects to be taught to reflect the changing world's economic/business environment. I feel very privileged to have spent time at Great Lakes and am sure that my fellow students also feel likewise. It has been truly enriching and a time which adds value to our personality."

Lalitha Seshadri
Vice President - Sales,
Godrej Consumer Products Ltd.

"I can apply the learning directly and immediately in my work situation. The course is programmed and structured to have an optimum balance between concepts and practical experience sharing. The case studies are based on real life situations. This, in my opinion is the forte's, makes it highly interesting and effective. Another aspect that impressed me the most is the culture wherein, all the professors encourage and motivate students to be inquisitive and innovative, with mutual experience sharing and collaborative learning. The ambience is highly conducive; the facilities including stay and food are par excellence, making learning truly fun."

Pradipta Nath
Operations Director (Delivery & Services),
Huawei Telecommunications (India) Co. Pvt. Ltd.

“Platinum” awarded Great Lakes is creating history. GL reflects the essence of simplicity, humbleness and clarity of thought. The versatility of the eight-term, rigorous, fully mentored program “PGXPM” is Great Lakes’ answer to unfolding global changes in business perspective. The exposure & creativity of the participant shows the quality of selection process and focus of the institution. Faculties, staff and amenities are at par with any top international B-school. My tenure in GL is contributing significant changes which would be cherished for the rest of my life. It will be a pleasure to associate with this great institution in future.”

Anay Mahimkar
Senior Manager - Business Planning,
TVS Electronics Limited

“The PGXPM program has curriculum and projects aligned with the current Indian business scenario and global business environment. It has a good mix of both in-house and reputed visiting faculty which helped me to understand issues from ground level as well as strategic view. Our resource centre is a one-stop knowledge hub. Both Academics and Resource center members have been extremely supportive. My heterogeneous peer group helps to maintain connection with industry. This course has helped me widen my perspective and understanding of my company business functions and processes through rigorous learning and interaction with faculty members, guides and fellows.”

Shailendra Salvi
Managing Director, M/S. Vacon Drives & Controls Pvt Ltd
Member of Board, M/S. Kemppi India Pvt Ltd

“A leading manufacturer of electric welding machines and related products, the day I thought of pursuing mid career education in 2009, It was a tough decision to select a B-School with great reputation which will add value to my professional career. Great Lakes’ reputation, well planned course content added to its well designed PGXPM programme schedule made it possible for me to take up the challenge of mid career learning without affecting my professional commitments at Vacon. A unique campus and well crafted campus with well reputed professors from India and abroad enlightened my business skills and entrepreneurship. A well select of peers coming from various segments, industries professional positions and culture was a great asset to my learning. Great Lakes is an institute in my life which will be always adored and admired. It’s a great opportunity for me to learn at Great Lakes under guidance of Uncle Bala and all the distinguished professors. I feel proud to be Alumni of a global institute with world class facilities, infrastructure and quality of teaching and learning. A well crafted institute by a well crafted man with blessing of Ganapati.”
The PGXPM program participants are by intent and design sponsored by their companies because they are to be the future leaders of those companies. Sponsorship is viewed in two ways: time away from work to attend classes and funding support. The program also admits self-employed entrepreneurs, family managed businesses members from next gen, senior service officers and professionals of comparable caliber to those sponsored by Corporates. Sponsors reap substantial benefits that begin early in the program and continue long after the participants have graduated. Great Lakes’ action-oriented learning approach helps participants apply their newly acquired knowledge for immediate business results. The program equips them to assume increased levels of responsibility and prepares them for global leadership. Beyond these, it provides the power of networking with the best in the peer group who would be assuming leadership positions soon, and with the best of the international faculty - both could be life-long associations of immense enrichment.
The Value *

PLAN I
Program Fee* Rs.7,00,000 + 50,000 #

PLAN II
Installment I Rs.4,00,000  
[To be paid at the time of admission]

Installment II Rs.3,25,000 +50,000 #  
[To be paid not later than the last working day of the fourth term]

Notes:
- PGXPM is a compulsorily residential program. Boarding and Lodging is additional, and is offered at concessional/subsidized rates at the Campus.
- International Visit (Emerging Economies) is optional and shall be additional at costs.

Important Additional Notes:
- If a participant leaves the program for any reason after he/she has been accepted and enrolled, no fee refund will be made.
- If a participant leaves the employment of the sponsoring company during the program he/she can continue to do the program only if the sponsoring company gives a No Objection Certificate for the same.

Financing Option
There are several ways to finance the PGXPM program. Some participants receive full or partial sponsorship from their employers, while others utilize the educational loan provided by banks. The institute can facilitate financial assistance through educational loans for self-funded candidates. Candidates who receive formal offer Letter are auto-approved for loan eligibility by some agencies like HDFC CREDiLA.

* Great Lakes reserves the right to alter the amounts indicated in the schedule mentioned above any time before the first day of class of the first term at their sole discretion.
**Admission Criteria**

A Bachelor’s degree in any discipline is the primary qualifying criteria. Participants should be a high performing Middle / Senior manager with strong leadership potential and communication skills.

The selection process may include Written Test, Group Discussions and Interviews, besides screening for academic performance and quality of work experience.

Clarity of purpose in pursuing executive management education as evidenced by performance in interview and overall assessment of academic achievements will be the basis for final selection.

An in-principle agreement with the employer is mandatory for self-sponsored candidates also. (Please refer to Serial No. 6 of application form)

**Admission Process**

Visit the website www.greatlakes.edu.in and fill in the online application form after making a payment of INR 2000. The application process is online for all candidates. Candidates have to provide official e-mail ID of the recommenders. The recommendation letter will be collected online from the recommenders on a later date. All your queries regarding the admission process can be sent to us at admissions.pgxpm@greatlakes.edu.in

- The batch commences its first residency in the month of July 2013
- Please note that all seats will be filled on a first come basis (Progressive Admission)
- Admission will close on filling up of seats – max 60 per batch (50 seats for corporate and 10 for members from Family Managed Business)

For all Admission related queries write to admissions.pgxpm@greatlakes.edu.in