



- A candidate seeks a job, A GREAT LAKER SEEKS TO ADD VALUE
- A candidate is opportunistic, A GREAT LAKER SEES AN OPPORTUNITY
- A candidate highlights problems, A GREAT LAKER LOOKS FOR PROBLEMS TO SOLVE
- A candidate is an expense, A GREAT LAKER IS AN INVESTMENT
- A candidate sees, A GREAT LAKER ENVISIONS



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ABOUT GREAT LAKES

Great Lakes Institute of Management, Chennai is the dream child of Prof. Bala V. Balachandran, J. L. Kellogg Distinguished Professor of Accounting and Information Management (Emeritus in Service), Northwestern University, Evanston, USA, to bring Chennai in the Global map of B-Schools.

Vision

To become the leading Management Institution in India providing Quality Education at an affordable cost and Human Capital for Emerging Economies.

Mission

To become a Centre of Excellence in fostering managerial leadership and entrepreneurship in the development of human potential through quality research, teaching, residential learning and professional management services.



THE JOURNEY SO FAR

“Tomorrow’s educated person will have to be prepared for life in a global world. It will be a ‘Westernized’ world, but also increasingly a tribalized world. He or she must become a “citizen of the world” – in vision, horizon, information. But he or she will also have to draw nourishment from their local roots and in turn, enrich and nourish their own local culture.” - Peter Drucker.

This quote of Peter Drucker captures the key essence of Great Lakes philosophy which is ‘Global Mindset-Indian Roots’.

For an institution that has just turned nine, Great Lakes has made great strides in management education. What perhaps sets it apart from the others are its constituent members. Its Business Advisory Council and Academic Advisory Council consist of luminaries; truly the who’s who from the spheres of business and management education. Such exalted individuals provide the guiding light to the young aspiring business leaders of tomorrow.

Great Lakes, unlike many other management institutions, believes in the power of the individual. A carefully drawn up course curriculum is then ignited with the passion to achieve – which is what puts the students on a high flying career graph. Testimony to this is the fact that every student who has graduated out of the institution has found firm ground to grow into a global business leader of tomorrow.



TIE-UPS WITH EXCELLENCE

Great Lakes has all the components that is required to power it to the top of the charts in management education. Apart from a globally acknowledged faculty and a tailored curriculum, it truly has excellence at its soul. Testimony to this is the fact that it is tied up with some of the finest International institutions for exchange of knowledge and skills. A separate Certificate signed by the Dean of the Stuart Business School is also given on Graduation.

Great Lakes has signed Memorandum of Understanding (MoU) with:

- Stuart School of Business, Illinois Institute of Technology, Chicago, USA
- Yale University, USA
- Bauer College of Business, University of Houston, USA
- Georgia University, Georgia, USA
- Bordeaux University, France
- CUOA, Italy
- FUDAN University, China
- Nanyang Technological University of Singapore, Singapore
- University Tun Abdul Razak of Malaysia, Malaysia
- Indian Institute of Technology, Madras, India
- Indira Gandhi Center for Atomic Research (IGCAR), India

Stuart School of Business, Illinois Institute of Technology

The Illinois Institute of Technology (IIT) has more than 38,000 alumni and is known as the alma mater of accomplishments as well as of people. IIT and IITRI scientists and engineers have made some of the century's most important technological advances, such as the invention of magnetic recording and the development of re-entry technology for spacecraft. IIT architects have shaped the skyline of Chicago and cities throughout the world.

Yale University

Yale University is a private university in New Haven, Connecticut. Founded in 1701 as the Collegiate School, Yale is the third-oldest institution of higher education in the United States and is a member of the Ivy League. According to THES-QS World University Rankings 2008 "World's Best Colleges and Universities" index, used by US News & World Report, Yale ranks 2nd among the top 200 universities in the world. Yale is widely regarded as one of the leading and most prestigious universities in the world, and it has produced a number of U.S. presidents and foreign heads of state.

Bauer College of Business, University of Houston, USA

The University of Houston's C. T. Bauer College of Business is Houston's most comprehensive business school. Bauer provides an excellent environment for an outstanding education where students gain a competitive edge and global perspective. Bauer's home at UH in one of the world's most global cities attracts students from nearly 70 countries — making it the single most diverse business school in the United States.

Georgia State University, Georgia

Georgia State University is Southeast USA's leading urban research institution. It is on the list of the top 100 public universities for doctoral degrees awarded. More than 250 degree programs with 100 fields of study are offered at the bachelor's, master's, specialist and doctoral levels. Students may enroll in day or evening classes and in part-time or full-time study.

CUOA, Italy

CUOA, Italy an institute which has a unique institutional model representing the main actors in the academic, company, economic-financial, public and institutional worlds, is the third institution with which Great Lakes has entered into a MoU. CUOA is strongly rooted in the unique entrepreneurial context of North-East Italy. The institute also brings a unique experience of knowledge, competences, professionalism, relationships and alliances.

Fudan University, China

FUDAN University, Shanghai was founded in the year 1905. Fudan consists of 28 schools and departments and confers bachelor's degrees in 70 disciplines, master's degrees in 229 disciplines and doctoral degrees in several disciplines. It has a full time student enrolment of 26,362 with 3,633 foreign students studying at the campus.

Nanyang Technological University, Singapore

Nanyang Technological University (NTU) is a research-intensive university with globally acknowledged strengths in science and engineering. The university has roots that go back to 1955 when Nanyang University was set up. Today, NTU has four colleges with 12 schools, and three autonomous entities. NTU provides high-quality global education to more than 21,700 undergraduates and 9,400 graduate students. Hailing from 55 countries, the university's 2,700-strong teaching and research staff bring dynamic international perspectives and years of solid industry experience.

Universiti Tun Abdul Razak, Malaysia

Universiti Tun Abdul Razak (UNIRAZAK) was established in 1997 as one of the first private universities in Malaysia. The university has been awarded the prestigious Multimedia Super Corridor (MSC) status, which is a testament to its commitment to integrating technology and innovation in its teaching and learning techniques. UNIRAZAK has rapidly established itself as a premier center for education in its efforts to produce competitive and capable graduates.

UNIRAZAK has graduated more than 15,000 alumni and has more than 8,000 students studying in 55+ academic programmes at the diploma, undergraduate and postgraduate levels. The university prides itself in developing relevant programs to meet today's needs. All our academic programs, which were developed through close consultation with business and industry partners, the public sector and professionals, are approved by the Malaysian Higher Education Ministry (MOHE) and are developed to meet the high standards required by the Malaysian Qualification Agency (MQA).

Indian Institute of Technology, Madras, India

Indian Institute of Technology, Madras, is one among the foremost institutes of national importance in higher technological education, basic and applied research. IIT Madras is a residential institute with nearly 460 faculty, 4500 students and 1250 administrative and support staff and is a self-contained campus located in a beautiful wooded land of about 250 hectares. The institute has 15 academic departments and a few advanced research centers in various disciplines of engineering and pure sciences, with nearly 100 laboratories organised in a unique pattern of functioning. A faculty of international repute, a brilliant student community, excellent technical and supporting staff and an effective administration have all contributed to the pre-eminent status of IIT Madras.

Indira Gandhi Center for Atomic Research (IGCAR)

Indira Gandhi Centre for Atomic Research's (IGCAR) mission is to conduct a broad based multidisciplinary program of scientific research and advanced engineering development, directed towards the establishment of the technology of Sodium Cooled Fast Breeder Reactors (FBR) and associated fuel cycle facilities in India. The mission includes the development and applications of new and improved materials, techniques, equipment and systems for FBRs, pursuing of basic research to achieve breakthroughs in Fast Reactor technology.

IGCAR and Great Lakes, as the two significant institutional citizens of their mutual neighborhood, have signed a MoU to promote and develop cooperation and synergy in management education & research, and in the socio-economic development of their neighbourhood, and to promote education, employability, entrepreneurship, social awareness and equity.

Signing of MoU with the Dean of the University of Bordeaux, France.



ONE YEAR FAST TRACK POST GRADUATE PROGRAM IN MANAGEMENT (PGPM)

With 'Money value of Time' as the mantra behind the program, the Great Lakes flagship one year full time Post Graduate Program in Management (PGPM) is uniquely designed to deliver Customer-centricity, Meritocracy and Corporate Ethics in one year.

It facilitates students to understand the interactions between the various functional areas of a business system and thereby appreciate the need for developing cross-functional perspectives in business. Great Lakes Institute of Management works in close partnership with the industry in shaping the curriculum. The curriculum is reviewed periodically to keep it in sync with the needs of an ever-changing and evolving market place.

From a modest beginning in 2004 on a 12000 sq. ft. facility and 123 students, today Great Lakes is a community of 684 students, 1822 Alumni and a green campus of 27 acres and growing.



MESSAGE FROM THE FOUNDER AND DEAN

I am personally a fan of one-liners and limericks. May be years of teaching has drilled it into my head that students remember concepts better through association! My personal favourite is 'Be distinct or be extinct'. The world is full of products and services that have not survived their lifecycles because they lacked distinction. The same applies to people as well. Every corporation in the world is talking today of innovation and wanting to do things differently and this is evidently the key factor that allows an organisation to survive and grow in spite of the fierce and often ruthless competition.



Great Lakes Institute of Management is a rather late entrant into the Management Education landscape. We set up shop when the 'MBA' in all of its avatars was being offered by any university worth its salt. However, the fact that we are ranked among the top B-Schools in the country is proof of the fact that not only are we doing very well, that we are also doing things differently. Students choose us over the many institutes around the world because of what we have to offer, and what we have to offer includes a true Gurukulam (pristine surroundings, stellar mentor-mentee associations and a familial ambience), the best intelligentsia (from all over the world – Academia and Industry), and a participative style of leadership and management (many of the activities and events on campus are managed by the students). And let me add here, that we are very picky about the kind of talent we select – our students are simply the best and we do put them through a battery of tests to be doubly sure! That many of our recruiters return to Great Lakes for every placement season is evidence that they are delighted with the Great Lakes hires.

The Post Graduate Program in Management is unique for many reasons – it is a one-year, fast-track, fully residential, high-energy program that is specially tailored to suit the needs of the fast growing and ambitious professional with anywhere between 2 and 5 years of work experience. These days business is indeed happening at the speed of thought and hence it is not unnatural for a B-School program to be high-pressure and result-oriented – which is exactly what our PGPM is all about. We believe in creating business-ready managers who will hit the ground, running and ready to take off at the word go. We believe in grooming professionals for the steady challenges that work and personal lives have to offer them and bring in a good balance of the intelligence and emotional quotients. While we don't encourage ruthlessness, we encourage ambition, and spending a significant amount of time indulging in care-share and Karma Yoga activities while dabbling in ancient Indian spiritual literature is all in a day's work at Great Lakes.

Thus, when you come to Great Lakes you will find well-groomed and highly-qualified professionals who are enterprising, able and balanced, who have the ability to think out of the box and who represent the next-gen leaders driving your organisation to greater heights, all the while discharging their duties as responsible corporate citizens. If this is the kind of employee you want on your rolls, I don't need to tell you where to find them! After all, the proof of the pudding is in the eating – so the question, really, is 'are you hungry?!'

I welcome you all to Great Lakes and hope that together we will witness yet another outstanding placement season.

Dr. Bala V. Balachandran

*J L Kellogg Distinguished Professor of Accounting and Information Management (Emeritus in Service),
North Western University, Illinois
Founder & Dean, Great Lakes Institute of Management, Chennai*

MESSAGE FROM THE CHAIRMAN, BUSINESS ADVISORY COUNCIL

The current challenging world scenario makes it imperative for any nation to invest heavily in wealth creation. There can be no better way of ensuring wealth creation for the country than by creating entrepreneurs who believe in responsible capitalism.

The Great Lakes Institute of Management functions keeping these very objectives in mind. Its unique pedagogy and teaching methodology are in line with global standards. Its one year program incorporates a unique industry interface through guest lectures from top entrepreneurs while its “Karma Yoga” project instills in students a deep sense of moralistic altruism.

The institute attracts a diverse batch of students every year, whose distinct industry experience and educational background melds to impart a unique skill set for these future leaders of industry in terms of developing their ability to deal with uncertainties and ambiguities.

The Great Lakes Institute has been doing its job really well and I am optimistic that it will continue to do so in the future. I wish the current batch of students and future Great Lakers all the best their endeavours.

Mr. Ratan N. Tata

*Chairman,
Business Advisory Council,
Great Lakes Institute of Management*



MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear Recruiters,

Greetings from Great Lakes Institute of Management!

Great Lakes Institute of Management in its existence of 8 years has become a premier institute for preparing business-ready managers. The Great Lakes community extends its heartiest wishes to you, our corporate partners, for being an integral part of our institution's success.

The uniqueness of our current batch of next generation leaders are primarily because of four reasons: distinguished pedagogy consisting of leading global and Indian academics, Karma Yoga - the unique leadership and rural empowerment program, empirical study - the one-of-a-kind experiential learning course and finally, the world class centers of excellence including the Kotler-Srinivasan Center for Research in Marketing. Great Lakes graduates do not just offer recruiters the latest business insights. They bring stamina, teamwork, entrepreneurialism, organizational skills and effectiveness in the face of pressure to the companies they join. Our program is creatively designed to develop the capacity to master a large amount of material in a short period.

GLIM has an inimitable style of bringing together students from various walks of life. We have students from varied disciplines such as Engineering, Mass Communications, Law, Textile Design, Commerce, Architecture Design and Dental Surgery to name a few. The spectrum of student clubs and committees help our students to apply their classroom learning to gain invaluable leadership and life skills. Great Lakers continually achieve resounding success in their performances in various national level competitions and cultural festivals and this is testimony to the fact that we are second to none!

Academic associations with world class institutions such as Yale University, IIT Stuart School of Business, Nanyang Technological University and Bauer College of Business have helped Great Lakes develop a world-class curriculum that enables students to gain unique insights into global business while still maintaining their focus on real-world action.

I welcome you all to associate with us in our placement process for the Class of 2013, and provide an opportunity for some of the country's best managers of tomorrow to work and enrich your organization's business prosperity along with social responsibility. Look forward to meeting you!

With warm regards,

Prof. S. Sriram
Executive Director
Great Lakes Institute of Management



ADMISSIONS AT GREAT LAKES

Great Lakes Institute of Management is committed to creating "business-ready managers" who epitomize Global Mindset - Indian Roots. In line with this vision, the institute's selection process is structured to ensure that the intake for Great Lakes is a combination of academic brilliance, hard work, strong ethical values and diversity. To this end, standardized test scores are used to eliminate inconsistencies between colleges and universities at Under Graduate level. Great Lakes considers GMAT, CAT and XAT scores for the overall assessment.



PGPM PROGRAM OVERVIEW

Course Curriculum

Great Lakes strives to produce 'Masters of Business Readiness and Future Leaders' through an integrated and well-balanced curriculum that not only emphasizes shareholder returns but value creation for all the stakeholders, viz., the customers, employees, suppliers, intermediaries and the society at large. Great Lakes Institute of Management's objective is to seek, mould, nurture, train and develop such leaders. Its discipline based core courses (horizontal) and customer-centric electives (vertical) provide a synergistic amalgam of enriching tradition with innovation. Great Lakes Institute of Management recognizes that the India of tomorrow will be shaped by leaders and entrepreneurs who can creatively leverage knowledge, skill sets, business processes, technology and intellectual capital.

Course Content

The flagship program PGPM is designed to equip a student to respond to the complex business requirements that arise in a changing global business environment. The Post Graduate Program offered at Great Lakes Institute of Management is a fast-track program of one year divided into 7 terms. The curriculum is divided into - Induction, Core Courses, and Functional Specializations, focused on industry verticals customized to a student's choice of career and interests.

Core Courses (Terms 1 - 3)

Term 1

- Organizational Behavior
- Financial Accounting
- Statistical Methods for Decision Making
- Micro Economics
- Marketing Management I
- Business Communication
- Empirical Study

Term 2

- Managerial Accounting
- Financial Management I
- Macro Economics
- Marketing Management II
- Operations Management
- HRM
- IT for Managers

Term 3

- Strategic Management
- Quantitative Methods
- Intelligently Interacting with Others
- Market Research
- Management Information Systems
- Negotiations
- Financial Management II

Elective Courses (Term 4 to 7)

The last four terms of the course are called the “Specialization Phase”, where the students choose their field of specialization from Finance and Accounting, Marketing and Sales, Operations & Economics, Information Technology, Strategy & Leadership and Organizational Behaviour etc. Apart from the above, Mandarin will also be offered as full credit elective during Term 7.

Students are free to specialize in one or more of the functional areas and opt for “minor specializations” in allied functional areas to enable them to leverage on their prior corporate experience and attain a well-rounded and finely nuanced, balanced perspective of the business environment, turning them into “complete” managers who are “day one business ready” in making meaningful contributions to their chosen industry verticals.

Marketing

- Sales and Distribution Management
- Brand Management
- Services Management
- Business Analytics
- Integrated Marketing Communication
- Strategic Marketing
- Consumer Focused Product Marketing
- Consumer Behaviour
- International Marketing
- Business 2 Business Marketing
- New Product Development
- Retailing Management
- Pricing Strategies
- Operationalizing Marketing Strategy
- Customer Relationship Management
- Strategic Outsourcing
- Advanced Retail Management
- Marketing Strategy Simulation
- Technology Marketing
- Rural Marketing
- FMCG Marketing
- Social Media Marketing

Finance

- Corporate Finance II
- Options, Futures & Derivatives
- Management of Commercial Banks
- Fixed Income Securities
- Money & Banking
- Strategic Cost and Profitability Management
- Financial Statement Analysis and Valuation-I
- Mergers and Acquisition
- International Finance
- Strategic Financial Management
- Experimental Economics
- Equity Valuation Workshop
- Investment Banking
- Financial Statement Analysis and Valuation-II
- Project & Infrastructure Financing
- Insurance
- Global Financial Strategy
- Venture Capital & Private Equity
- Econometrics
- International Accounting Standards
- Forensic Accounting
- Equity Research
- Wealth Management
- Financial Modelling
- Business of Entertainment - A Contemporary Perspective
- Financial Engineering

Strategy & Leadership

- Compensation Management & Reward Process
- Leadership, Influence and Power
- Strategy Execution
- Employer Branding
- Neuro-linguistic Programming
- International Entrepreneurship
- Learning and Development
- Learning What's Not Taught
- Self-Learning and Management
- Performance Management
- Strategic Innovation
- Sociology for HRD
- Pricing Strategies
- Change Management
- Economics of Strategy
- New Venture Planning
- Course on Military Strategies
- International Trade & Business
- Doing Business in Middle Kingdom
- Upanishads and Transformational Leadership
- Managing the Family Business
- Management Consulting as a Career
- International Business Strategy
- Legal Environment in Business
- Managerial Counselling
- Total Quality Person – TQP
- Motivation Theory and EQ

Operations, IT & Economics

- Logistics and Supply Chain Management
- Project Management
- Strategic Operations Planning
- Services Operations Management
- Enterprise Engineering
- Information Technology Consulting
- Strategic Sourcing & Corporate Quality
- Supply Chain Modelling & Analysis
- Enterprise Resources Planning
- Demand Planning & Forecasting
- Lean Manufacturing & Process Management
- Business Intelligence
- Enterprise Business Applications & Emerging Perspectives
- Technology Management
- Strategic Outsourcing
- E-Commerce
- Technology Marketing

FACULTY LIST

Dr. Bala V. Balachandran

*J L Kellogg Distinguished Professor of Accounting and Information Management (Emeritus in Service),
Northwestern University, Illinois, USA
Founder, Dean and Chairman,
Great Lakes Institute of Management, Chennai, India*

Prof. S. Sriram

*Executive Director
Professor of Strategy*

Dr. Prakash Mathure

*Principal & Director – PGWPM
Professor of International Business*

Dr. Tapan Panda

*Director – PGDM
Director of Kotler-Srinivasan Centre for
Research in Marketing
Professor of Marketing*

Dr. S. Bharadwaj

*Dr. Bala V. Balachandran and Vasantha
Balachandran Chair
Professor of Marketing*

Prof. Easwar Krishna Iyer

*Director – Admissions
Associate Professor of Marketing*

Prof. T. N. Swaminathan

*Director – Branding, PR & Alumni Relations
Professor of Marketing*

Prof. Narayanan Sridhar

Associate Professor of Finance & Marketing

Dr. K. C. John

*Professor of Technology,
Innovation and Entrepreneurship*

Prof. P. K. Viswanathan

Adjunct Professor in the area of Quantitatives

Prof. P. B. Ramanujam

Adjunct Professor in the area of Finance

Prof. Sanjoy Sircar

*Director – PGPM
Professor of Finance*

Prof. R. S. Veeravalli

*Director – Executive Education
Associate Professor*

Dr. Venkat R. Krishnan

*Director – Yale-Great Lakes Center
for Management Research
Professor of Organizational Behavior*

Dr. S. K. Shanthi

*Chair Professor – Union Bank Center for
Banking Excellence
Professor of Economics*

Dr. Alok Jain

*Director – Corporate Engagements
& Communication
Professor of Marketing*

Dr. Mangalam Srinivasan

*Distinguished Professor of Management
Director – China Study Center*

Prof. T. N. Seshan

Distinguished Faculty of Leadership and Strategy

Prof. Elankumaran Srinivasan

*Professor of Organizational Behavior & Business
Ethics*

Dr. Hema Bajaj

Associate Professor of Human Resource Management

Dr. T. N. Badri

Associate Professor of Operations

Prof. B. Venkatesh

Adjunct Professor in the area of Finance

VISITING FACULTY*

Indian Faculty

Prof. Nirmal Gupta

Professor of Marketing

Dr. Irudayaraj

*Professor of Organizational Behaviour,
XLRI, Jamshedpur*

Dr. Rakesh P Singh

*Founder and Chairman,
Institute of Supply Change Management,
Mumbai*

Dr. Sunil Rai

*Professor Operations/IT,
Vice President, NIIT*

Dr. K. N. Vaidyanathan,

*Professor of Strategy and Leadership,
Director, Xavier Institute of Management &
Research (XIMR), Mumbai*

Prof. Arjun Chakraverti

*Professor of Marketing,
Principal, Indus Age Management
Services Pvt. Ltd., Chennai*

Mr. R. Gopalakrishnan

*Professor of Leadership,
Executive Director, Tata Sons*

Prof. Devakunjari

Professor of Mandarin

Prof. Jayavelu

Professor of Operations, IIT Madras

Prof. Jijo Lukose

Professor of Finance, IFMR

Ms. Lalitha Maheswaran

*Freelance Consultant,
Corporate Trainer with Multi-national
Corporations*

Prof. Raghu Iyer

*Professor of Finance,
Chartered Accountant, Mumbai*

Prof. Rajmanickam

*Professor of Strategy and Leadership,
President and Chief Process Officer,
Trimentus Technologies, Chennai*

Prof. S. Kalyanaraman

*Professor of Operations/IT,
Founder-Director, The Academic Mentors,
India*

Prof. V. K. Murti

*Professor of Marketing,
Adjunct Faculty Member, SPJIMR*

Mr. U. Jayraj Rau

*Professor of Marketing,
Former Sr. Vice President & GM, JWT*

Mr. Kiruba Shankar

*Professor of Marketing,
CEO, Business Blogging Pvt. Ltd.*

Mr. Sanjay Badhe

*Professor of Marketing,
Ex Senior Vice President,
Aditya Birla Retail Ltd.*

VISITING FACULTY *

International Faculty

Dr. Krishnamurthy Suryekar

Associate Professor of Accounting,
College of Business Administration,
Florida International University

Dr. Narendar Rao

Professor of Finance,
Coordinator, Graduate Programs in Business,
Northeastern Illinois University, Chicago,
Illinois

Dr. Paul Prabhakar

Professor of Marketing,
Associate Dean, Northern Illinois University

Prof. Venkat Raman

Faculty - Mandarin, Beijing

Prof. Purba H Rao

Faculty - Business Analytics, Philippines

Prof. Siva Balasubramanian

Professor of Marketing,
Harold L. Stuart Professor of Marketing and
Associate Dean

Dr. Gerald J. Lobo

Arthur Andersen Chair and Professor of
Accounting Chairman,
Department of Accountancy & Taxation,
C. T. Bauer College of Business,
University of Houston Houston,

Dr. Krishnan Dandapani

Professor of Accounting, University of Florida

Dr. Shyam Sundar

Professor of Accounting, Economics &
Finance,
President, American Accounting Association

Prof. V. S. Mahesh

Professor of Marketing,
Director - Centre for Service Management,
University of Buckingham, England

Prof. Ram Krishnan

Research Professor of Marketing,
University of Miami

Prof. Seenu Srinivasan

Professor of Marketing,
Adams Distinguished Professor of
Management,
Stanford Graduate School of Business,
Stanford

Prof. Sridhar Ramaswami

Heggen Fellow and Professor of Marketing,
Director - Ph.D. Program,
College of Business, Iowa State University

Dr. Ramesh Subramanian

Visiting Fellow, Yale Information Society
Project,
Yale Law School, New Haven
Gabriel Ferrucci Professor of Computer
Information Systems,
Quinnipiac University, Hamden

Dr. Vaidy Jeyaraman

Associate Professor of Operations and Supply
Chain Management,
School of Business Administration,
University of Miami, Coral Gables, Florida

Prof. B. Natarajan

Professor of Operations,
National University of Singapore

Prof. Balasubramaniam Ramesh

Professor of Computer Information Systems,
J. Mack Robinson College of Business,
Georgia State University

Dr. Ashok Vasudevan

Professor of Strategy & Leadership,
Co-founder and Chief Executive,
Preferred Brands International, a Stamford CT
based Food Company

Prof. Shiva Sivaramakrishnan

Professor of Finance,
University of Houston, Texas

Dr. Subba Iyer

Professor Information Technology,
SPJAIN, Singapore

Dr. V. Ananthanageswaran

Professor of Finance,
Independent Financial Analyst, Singapore

Prof. Sridhar Nerur

Professor Information Technology,
University of Texas, Arlington

* Note: This is an indicative list

PERMANENT & VISITING FACULTY - GURGAON

Dr. B. S. K. Naidu
Chairman

Mr. Mohan Lakhmraju
Vice Chairman

Prof. S. K. Palhan
Director

Dr. V. P. Singh
Professor

Prof. Bappaditya Mukhopadhyay
Professor

Prof. Poornima Gupta
Assistant Professor (HR)

Mr. Naveen Agarwal
Researcher

Mr. Rakesh Pandey
*Senior Manager,
National Thermal Power Corporation*

Mr. Vamsi
Chief Manager, Power Grid Corporation

Mr. Sudhir Jain
Consultant, Emerson Process Management

Mr. Rakesh Khurana
CEO, Knowledge Network India

Mr. Mohan Menon
Director, Enercon India Ltd.,

Ms. Pritima Kaushal
Management Consultant & Trainer

Mr. Sandeep Puri
Professor, IMT Ghaziabad

Mr. Sidharth Balakrishna
Project Manager, Cairn Energy

Mr. Sanjeev Srivastava
Assistant Vice President, ABB

Mr. Vijay Duggal
DGM - Gas, BPCL

Mr. Arvind Raghav
Consultant, Evonik Energy Services, India

Ms Seema Sanghi
Founder, Styra Consultants

Ms. Deepali Bhardwaj
*Director,
Techno Tree Management Consultants*

Ms. Rekha Krishnan
*Independent Researcher & Consultant on
Energy*

Mr. Sankalp Arora
Head, SPP Division, Green Eco Energy

Mr. Sanjay Vashishtha
*Director, First Green Consulting Pvt. Ltd.,
India*

Mr. Dhruva Purkayastha
President & CEO, Feedback Infra

Mr. Anupam Sircar
Management Consultant

Mr. Bhaskar Natrajan
Consultant, IT Power

Mr. Gaurav Mehta
DGM, Reliance Infrastructure

Mr. Ramesh Tiwary
*Founding Director,
Solar Unlimited (India) Pvt. Ltd.*

OTHER OFFERINGS AT GREAT LAKES INSTITUTE OF MANAGEMENT, CHENNAI

Great Lakes over the last eight years has added value by expanding its bouquet of offerings in graduate higher education, executive education, consultancy & training. Great Lakes has expanded its base by offering following programs:

PGDM

The Post Graduate Diploma in Management [PGDM] is the full time foray of Great Lakes Institute of Management into the two-year Management education space. The program has a clear focus on emerging economies and their growth. An AICTE approved program, PGDM offers a unique and non parallel coverage of the 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 marketplace. The course helps the students to develop into business-ready managers, capable of responding to complex business requirements that arise in a changing global business environment.

PGWPM

Post Graduate Working Professionals Program in Management [PGWPM] is aimed at ambitious, goal-oriented, career-focused working professionals with typically 2 to 10 years of work experience, on the lookout for the wherewithal. The program has cross-industry peer environment inside the classroom for synergistic learning with top faculty taken from the Great Lakes faculty pool and visiting faculty from industry and academia. The program is spread across two years with rigorous 720 hours of classroom learning over the weekend. The course also comprises a unique fully mentored 12 credit dissertation work that runs through the entire second year for which each student has to identify a core problem in his or her functional area.

GEMBA

Global Energy Executive MBA [GEMBA], a program of national importance in partnership with the Bauer College of Business at the University of Houston, is able to tap the best talent in academia and the energy industry in Houston to offer a program for Senior Energy Managers of the Indian and South East Asian geographies. The GEMBA program will produce graduates who are well prepared and poised to bring advanced knowledge to the world's largest industry. Great Lakes has also signed an MoU with the Indira Gandhi Center for Atomic Research (IGCAR), Kalpakkam, India, the premier institution in the energy technology and management, to provide the inputs in Nuclear Energy in this program, and with various world-class institutions in solar, wind, biomass and other alternate energy sources.

PGXPM

The Post Graduate Executive Program in Management [PGXPM] is Great Lakes' answer to the unfolding global changes in business perspectives. It helps to lift one's career beyond expectations with an international life-changing experience. The eight 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.

Corporate Initiatives

Corporate Initiatives is the Industry interface of Great Lakes Institute of Management. Corporate Initiatives was established in early 2006 with the objective of providing top quality continued Management Learning to the Corporate Leaders / Managers / Executives that is relevant, current and world-class. The department aims to do so by providing business and management consulting to Corporate organisations that is cutting-edge and delivered by Great Lakes' world class faculty resource. The services offered by this department are spread into different categories such as

- Learning Customized Programs, Certificate Programs, Open Programs, Seminars / workshops
- Consulting – Assignment, Retainership
- Focussed (Applied) Research Centers of Excellence, Chair Professorships, Fellowships
- Gestures – Awards, Grants, Scholarships, Endowments, Funds for events



GREAT LAKES INSTITUTE OF MANAGEMENT, GURGAON

Great Lakes now offers its flagship PGPM course at its Gurgaon campus. The strategic location in Delhi NCR offers access to extensive industry interaction with the finest thought leaders in the sector including CXOs, Policy-makers and Entrepreneurs.

The Institute's activities include full-time post graduate management programs, corporate training programs, consulting services and independent research to enhance the intellectual capital and knowledge base in the sector. The Post Graduate Programs seek to develop motivated management professionals equipped with comprehensive domain knowledge and capable of creating a significant impact on their organizations.

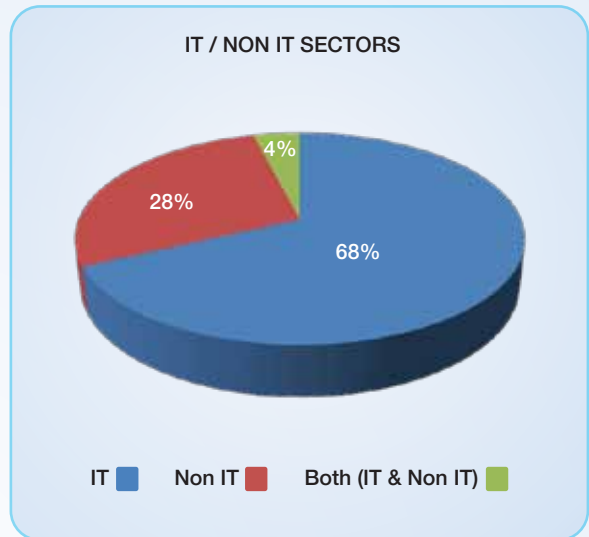
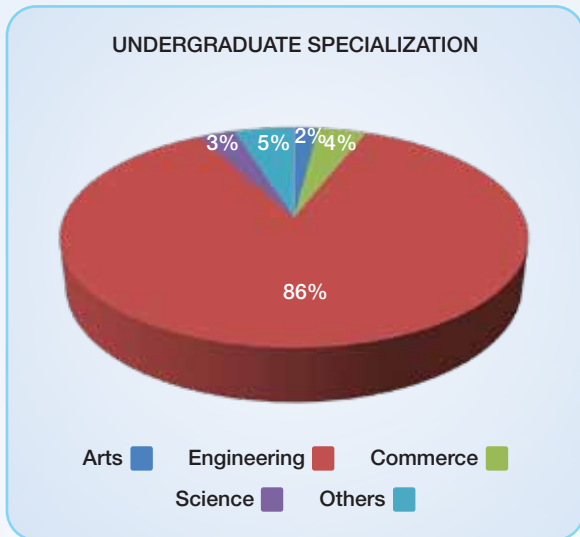
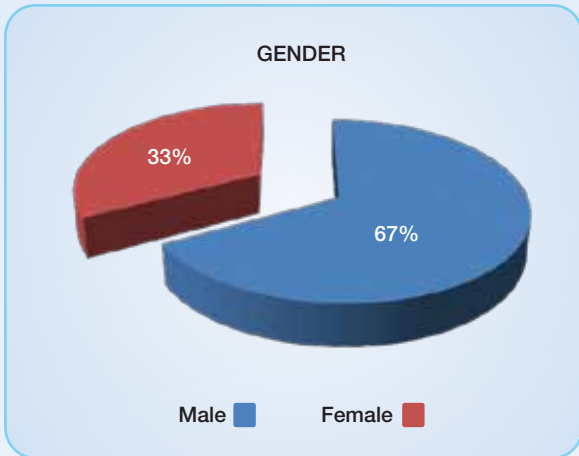
PGPM

The one year Post Graduate Program in Management (PGPM) offered at Great Lakes, Gurgaon is uniquely designed to deliver a complete general management education incorporating customer-centricity, meritocracy and corporate ethics in an accelerated one year format.

The program facilitates students' understanding of the interaction between the various functional areas of a business system, thereby appreciating the need for developing cross-functional perspectives in business. Great Lakes works in close partnership with industry in shaping the curriculum. The curriculum is reviewed periodically to keep it in sync with the needs of an ever-changing and evolving marketplace. In addition to the functional specializations offered at Great Lakes, Chennai, the PGPM in Gurgaon allows interested participants the option of choosing a major or minor specialization in the dynamic energy sector and gaining highly relevant practical exposure in increasingly important areas such as Renewable Energy, Sustainable Development and Energy Security.

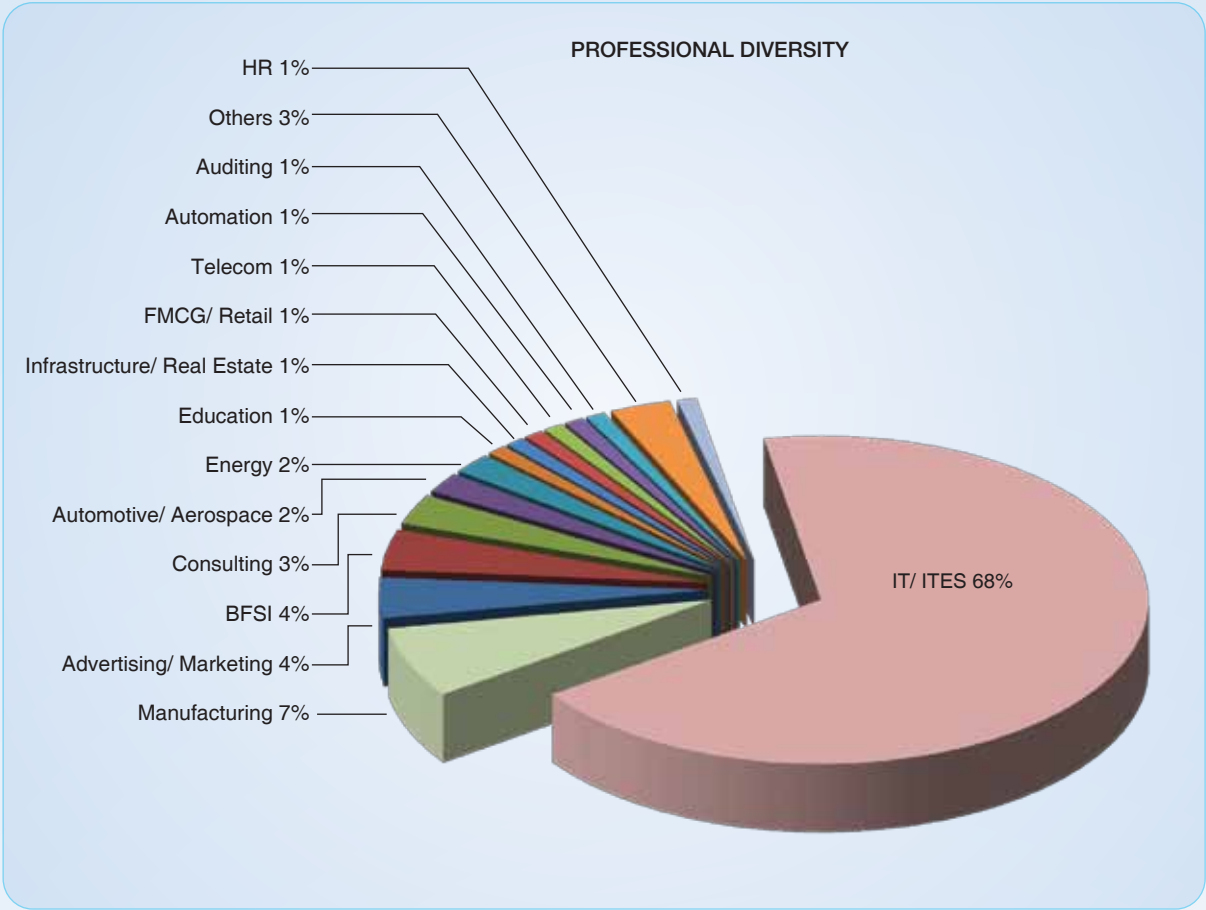


CLASS PROFILE OF PGPM 2013 CHENNAI CAMPUS

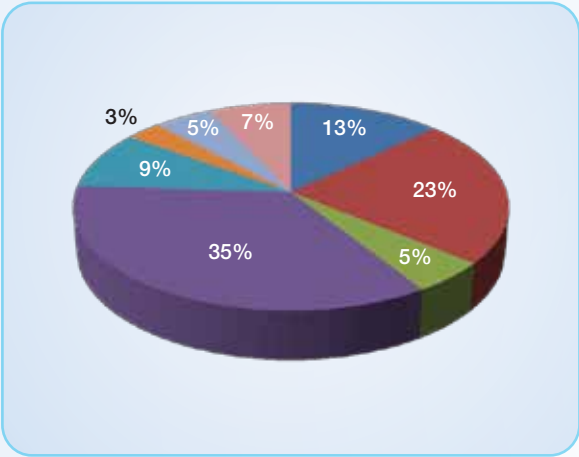


MASTER / PROFESSIONAL DEGREE AND SPECIALIZED CERTIFICATIONS

The batch represents a diverse pool of talent, including holders of master and professional degrees, such as Chartered Accountants, Chartered Financial Analysts (CFA), Information Systems, Mass Communication, Hospital Management, Organic Chemistry, Business Management, Biotechnology, Banking, IT and Computer Science. We also have talents who have specialized certifications such as CRISIL Certified Analyst, NSE certification, Six Sigma, Project Management Professional (PMP), NCFM certification, ISO Internal Quality Auditor, Intellectual Property Right, APICS Basics of Supply Chain Management (BSCM) and various insurance related certificate courses.



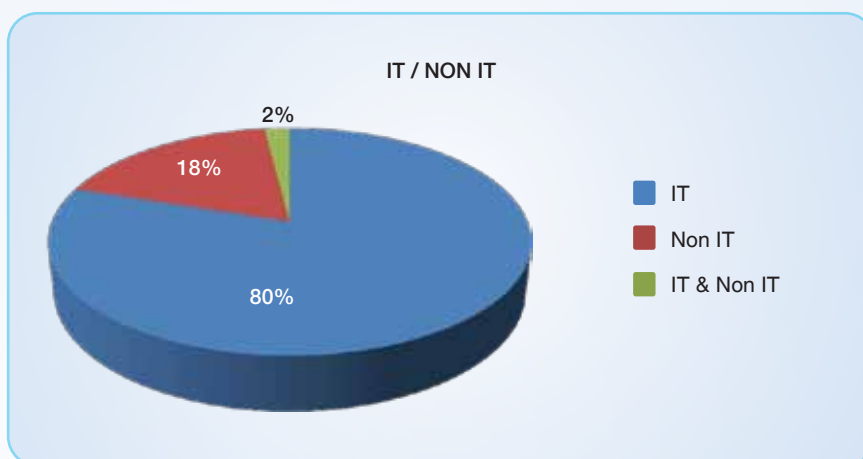
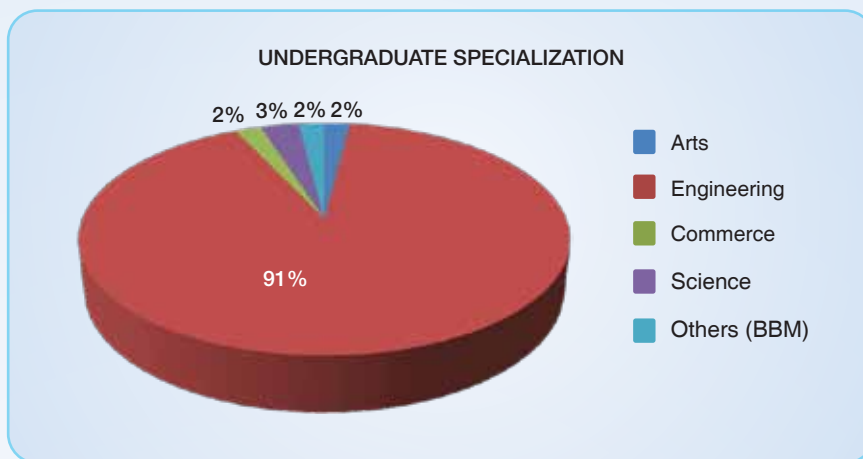
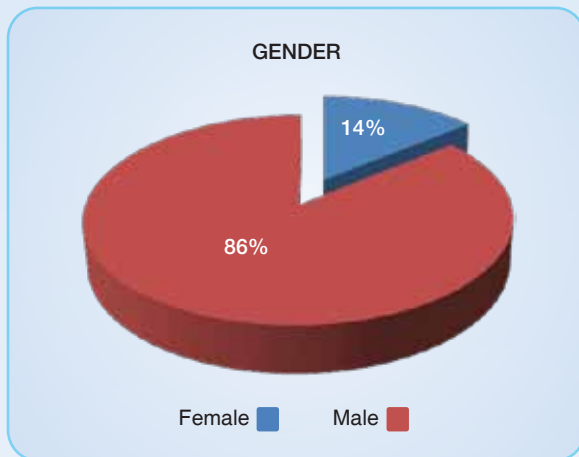
DOMAIN EXPERIENCE



- Manufacturing and Construction
- Banking and Financial Services
- Consulting
- IT and ITES
- Others
- Insurance
- Sales and Marketing
- Operations

Our students have diverse professional experience having worked in companies like Google, Goldman Sachs, Bain & Co., Capgemini, JP Morgan Chase, PriceWaterHouseCoopers (PWC), Deloitte, Bhaba Atomic Research Center (BARC), Barclays, Britannia, Ernst & Young, Manhattan Associates, Dell, Ogilvy and Mather, SAP Labs, Robert Bosch, HSBC, IOCL, HPCL, Oracle, Sail, Essar, CRISIL, Ashok Leyland, ITC, etc.

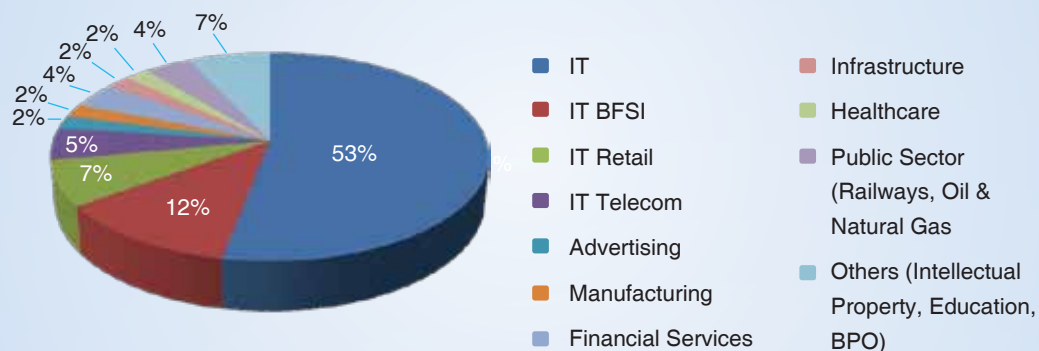
CLASS PROFILE OF PGPM 2013 - GURGAON CAMPUS



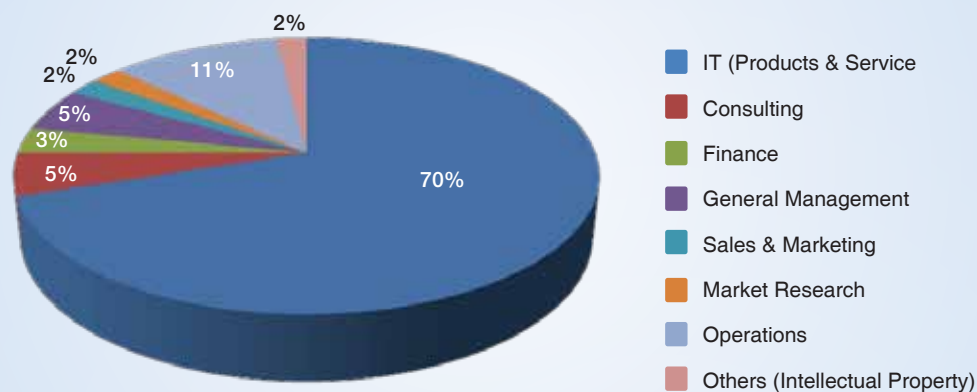
CERTIFICATIONS:

We also have amongst us talented professionals who have undertaken certifications in a variety of technologies and work specializations. Some of the certifications include - Project Management Professional (PMP) certification, LEAN certification, SAP ABAP certification, Microsoft Technology Specialist certification, Microsoft C#, ASP.NET and MOSS certifications, CRISIL Analyst certification, Oracle-certified Associate certifications, Oracle-IZO -007 certification, OCA 9i certification, OCJP SE 6 certification, Informatica Level 1 certification, SCJP certification, ITIL Foundation certification, NCFM certifications, Pro-E certification, AMFI certification, NSE's certification In Financial Markets, Unix certification, DB2 and CCNA certifications.

INDUSTRY SECTORS



DOMAIN EXPERIENCE



Students at the campus have work experience in prominent organizations such as Infosys Technologies Ltd., Cognizant Technology Solutions, Tata Consultancy Services, Hewlett Packard, Wipro Technologies, Genpact Ltd., HCL Technologies, Nvidia Graphics Pvt. Ltd., GMR Group, ONGC, National Securities Depository Ltd., Accenture, GE Global Servicing, McCann World Group TAG, Indian Railways, Piramal Healthcare Ltd., HSBC Global Technologies, ICICI Bank, CSC India Pvt. Ltd, Capgemini India Pvt. Ltd., Tech Mahindra Ltd., Amdocs DVCI Ltd.

PLACEMENT REPORT

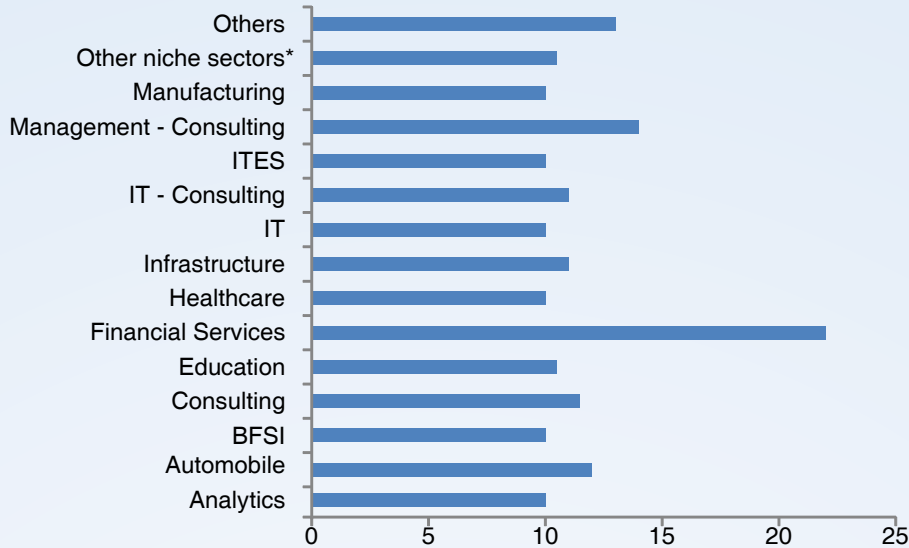
GREAT LAKES INSTITUTE OF MANAGEMENT, CHENNAI,

CLASS OF 2012 – SPARTANS BATCH

“156 leading companies participated in the placement season, an increase of 25% over previous year.”

“The average campus CTC offered to the Spartans batch was 240% of their pre-MBA salary.”

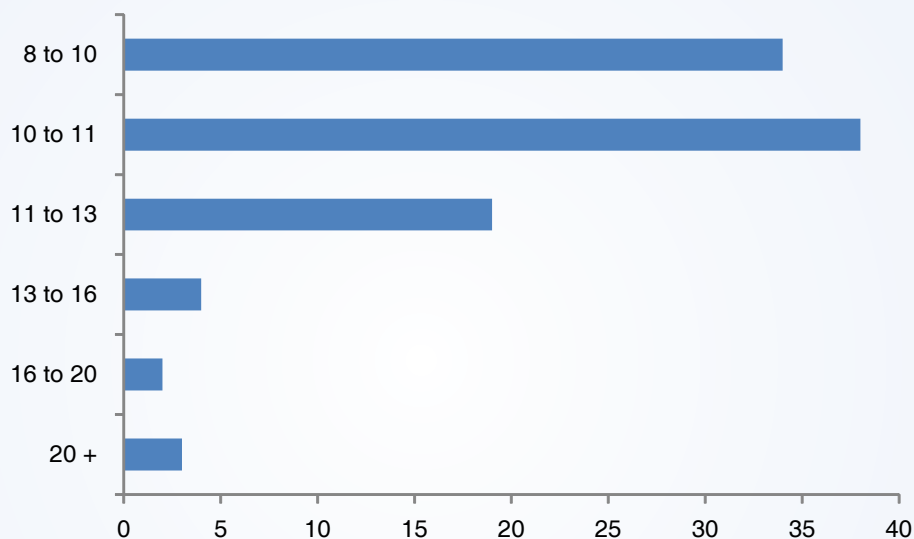
Industry-wise Average CTC (in lacs)



*Other niche sectors include game producers, logistics, market research, retail & retail fashion, sports, travel, media and advertising.

The placement season for the flagship PGPM kicked-off in December 2011 and it saw the participation of 268 of the 297 students. The class of 2012 (Spartans) comprised students from diverse profiles with work experience ranging from 2 to 11 years.

Percentage of students vs Avg. CTC (in lacs)



The diverse roles offered during the placement season of 2012 included those of ERP Consultant, Equity Research Analyst, Business Planning Manager, Grid Infrastructure Consultant and Social Media Marketing Manager. Various specialized and new age positions, including those of Psychometricians and Game Architects, were up for grabs this year.

LIST OF RECRUITERS 2012*:

247 Innovation Labs	Leitner Shriram Manufacturing Limited
Accenture	Mahindra Satyam
Apollo Hospitals	Mahindra Ugine Steel Company Limited
Axis Bank	Manipal Education
Beacon Higher Education Services P. Ltd.	MARG
Blue Lotus	MeritTrac
Cognizant Business Consulting	Mu Sigma
Cognizant Research Consulting	Optima Advertising
Daimler	Orchid Pharma
Defiance Technologies	Perfint Healthcare
Deloitte Consulting	Photon Infotech
Dunia Finance	PriceWaterhouseCoopers
Educomp	Ramco
Eicher Motors	Saudi Development & Innovation Group
Euromonitor International	Scope International <small>(subsidiary of Standard Chartered Bank, UK)</small>
Fractal Analytics	SPIC - A M International Holdings
G4S India	Suprabha Protective Products Pvt Ltd
Galaxy Surfactants	Svapras Innovations
Gameshastra	Tata Consultancy Services
HCL Technologies	Tecnova Global
HeyMath!	Tecpro
HIRCO	Tenvic Sports
HSBC Technologies Ltd.	TVS Logistics
IBM	TVS Motors
iNautix Technologies <small>(BNY Mellon Company)</small>	TVS Motors <small>(Sundaram Clayton)</small>
Infosys	Universal Consulting
Kotak Mahindra Bank	UST Global
KPIT Cummins	Virtusa
KPMG	Vistasoft
L & T Infotech Ltd.	Wipro
Larsen & Toubro Ltd. - E & C Division	Xcode LifeSciences
Latentview Analytics	ZS Associates

*This is not an exhaustive list

EMPIRICAL STUDY

BUSINESS IS FOR REAL - THE EMPIRICAL STUDY

Empirical study is one of the excellent means to demonstrate Great Lakes' firm belief that the best way for students to advance their knowledge is to question conventions and established frameworks.

The empirical study requirement achieves the institute's mission of creating business-ready managers by enabling every student to do a real life study under the guidance of the best people from the industry and academics. Doing joint work with the faculty is an important form of learning for the students. The most practical benefit of writing an empirical article is that one learns how to actually persuade and convince others – by culling out relevant information, gathering and analyzing data, and presenting the output to support one's stand.

The empirical study is counted as six credits of student input. The expected outcome of the empirical study is a paper co-authored by the student with the faculty / industry guide.

Some of the past empirical studies have been presented in conferences in India and abroad.



KARMA-YOGA

Leadership Experiential Project (LEP)

"That people can be lifted into their better selves is the secret of transforming leadership..."

- James MacGregor Burns, 1978: 462

Trying to learn leadership in a classroom is like trying to learn swimming in a classroom. Just as a swimming pool is required to learn swimming, a live setting with actual potential followers is needed to learn leadership. Karma-Yoga, a Leadership Experiential Project (LEP) is an integral part of the Post-Graduate Program in Management (PGPM) and Post-Graduate Diploma in Management (PGDM) at Great Lakes.

The project, guided by Dr. Venkat R. Krishnan (Director, Yale-Great Lakes Center for Management Research), is a unique medium for students to connect with ground realities and experientially learn transformational leadership. The LEP creates a mutual win-win situation for both the students and the villages. While the villages get budding managers to enable the villagers to lift themselves into their better selves, the students acquire a first-hand understanding of what it means to create followers and transform them.

There are 20 villages surrounding the institute's campus that have been adopted by Great Lakes for the LEP. Students visit these Karma-Yoga villages every week. The mission is to enhance the self-esteem and self-efficacy of the villagers (i.e., to empower them), so that they are able to lead a better quality life.

In this attempt by Great Lakers to transform people belonging to nearby villages, the key focus has been in the fields of education, health, agriculture, and small business. Over the past years, Great Lakers have been involved in organizing health camps, financial inclusion programs, agricultural training programs, activity-based learning programs, etc., in association with leading hospitals and several NGOs. Karma-Yoga project runs throughout the year and has been quietly transforming the lives of the people around the institute's campus.



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.

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

The Kotler-Srinivasan Center for Excellence in marketing receives direct support from both legendary professors Dr. Philip Kotler and Dr. Seenu V. Srinivasan, the Adams Distinguished Professor (Emeritus in Service) of Marketing Research of Stanford University. In addition to that, Dr. Paul Prabhaker, Associate Dean, College of Business, Northern Illinois University, Illinois, USA, has been involved in the operations of the center.

Kotler-Srinivasan Center for Excellence in Marketing conducts conferences, seminars, workshops, publishes case studies, monographs and research reports in the area of Marketing. The center conducts the annual marketing conference with NASMEI (North American Society for Marketing Education in India) every year in December where Marketing academicians across the globe present their latest research in the area of Marketing. The center also conducts an international Conference on Business Analytics as an annual event, where both academicians and industry practitioners come together to present their research papers in the area of analytics and business intelligence. Dr. Tapan K. Panda is the Director of the Kotler-Srinivasan Center for Excellence in Marketing.

YALE GREAT LAKES CENTER FOR MANAGEMENT RESEARCH

The Yale-Great Lakes Center for Management Research aims to promote, facilitate and advance India-centric management related research, which contributes to the development of basic and applied knowledge in the field of management. It has been publishing a half-yearly refereed journal "Great Lakes Herald" since 2007.

It has also been organizing an 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. Dr. Venkat R. Krishnan is the Director of the Yale-Great Lakes Center for Management Research

UNION BANK GREAT LAKES CENTER FOR BANKING EXCELLENCE

Union Bank Great Lakes Center for Banking Excellence (UBCFE) has been established at Great Lakes Institute of Management with generous contribution and unstinting support from Union Bank, to conduct research and training programs and undertake initiatives in the field of Banking and Financial Services.

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).

Dr. S. K. Shanthi is the Chair Professor, Union Bank Center for Banking Excellence.

ORCHID PHARMA CENTER FOR EXCELLENCE IN MANAGEMENT OF TECHNOLOGY, INNOVATION AND TECHNOPRENEURSHIP [OPCET]

OPCET was established at the Great Lakes Institute of Management, Chennai with support from Orchid Chemicals & Pharmaceuticals Limited in 2010. Its focus is on knowledge-intensive entrepreneurial ventures across high technology, low technology and services sectors. It aims to create a future that is more conducive to eliciting excitement and fresh thinking pivoted around entrepreneurship, technology and innovation that spurs accelerated growth in key clusters of industries in Tamil Nadu, working in tandem with CIE. This Center has a director and a Governing Council that guides and steers its plans and actions. Dr. K.C. John is the Chair Professor for this Center of Excellence.



EVENTS

Successful Women in Management (SWIM)

Women are the go-getters, the rule makers, and the winners of this progressive world. Despite the numerous 'SHE'roes produced in all walks of life and universal promises made by the society at large, her credibility remains an unfinished agenda. Man being the default position and woman being judged against it, does she have to change her personality, mould herself into the groove to successfully convince the establishment that she was credible enough to be the leader? Yet we know, she is the Iron Woman; she is rock solid with her convictions and is indomitable with every responsibility entrusted upon her. As Gen-Y, It is time to let her break barriers, shatter limits and beat stereotypes .Why does she have to prove, disprove and reprove her worth to the world to be accepted gracefully?

We, at Great Lakes believe that the presence of a larger proportion of women in such roles will enable organizations to be effective, ethical and socially conscious entities. Successful Women in Management (SWIM) is an initiative by the students of Great Lakes to empower women with the required traits, to assume leadership roles in the corporate and social spheres.

SWIM event gives the audience an opportunity to interact with and gain insight from eminent women in their respective fields. Over the years, several inspirational and distinguished women personalities like Anu Aga, Kiran Mazumdar Shaw, Mallika Sarabhai, Sudha Raghunathan, Mridula Mahesh, Rajshree Pathy, Mallika Srinivasan and Hemu Ramaiah have been a part of SWIM. The initiative strives to develop, encourage and nurture women leaders in engagement in accordance with the changing times and thus enhance their contributions to society at large.

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SWIM 2012

GREAT LAKES FINANCIAL INCLUSION CONFERENCE 2011

Great Lakes continues with its legacy of organising the effective Finance conference every year. The aim of this event is not just to get the best of the minds gather together to discuss on the topics of concern, but also to arrive at a conclusion which would be discussed even among the policy-makers. Great Lakes always invites eminent personalities and policy-makers to be a part of the Finance conference, which helps the business ready managers to get the global perspective of business and economics while discussing the various macro issues surrounding the Indian and Global economy.

True to the Great Lakes philosophy of nurturing thought leadership, August 12th, 2011 saw the coming together of some of best intellects in the field of Finance and Economics for an enriching discussion on Microfinance. The theme for discussion was "Microfinance: A Panacea for Financial Inclusion? If so, how to get there?" The keynote speakers for the event were eminent personalities from the industry - Dr. Y.V. Reddy (former Governor, RBI) and Mr. S.C. Kalia (Executive Director, Union Bank of India). We also had a distinguished panel comprising Dr. D. S. K Rao (Microcredit Summit), Dr. Mudit Kapoor (ISB, Hyderabad), Mr. Vivek Kulkarni (Brickwork India Pvt. Ltd.) and Dr. Bappaditya Mukhopadhyay (IDF). The event concluded successfully with various insights being provided on the economy and possible alternatives to the issues currently faced by the Microfinance sector.

Great Lakes is hosting the Finance conference for the current year on 27th August. Dr. K. Chakraborty, Deputy Governor of RBI is the chief guest for the event. The conference is expected to have extensive discussion on the theme "Is India hedged against Systemic Risk", encouraging the brightest of the minds to come up with innovative ideas. Today India is reeling under the pressure of high Current account deficit, slowing GDP growth, high fiscal deficit and high inflation. The Indian rupee has depreciated 25% from the highest point of 2011, and global rating agency S&P has downgraded Indian foreign debt rating to BBB-, one notch above the junk status. Under these conditions, one has to answer a few tough questions: has India's economic and fiscal prospects weakened? How hedged is India towards systemic risk? Can we expect regulators and supervisors to take appropriate macro-prudential measures, pre-emptively, decisively and proactively, rather than reactively to ensure the start of the consolidation process and kick start the CAPEX cycle? With the presence of eminent and influential personalities from RBI, the discussions and solutions arrived at the conference would not remain unheard to the policy-makers as well.

GREAT LAKES HR CONCLAVE

The rapidly transforming business landscape means that there are currently many human resource management challenges which will continue to evolve for years to come. HR priorities and challenges have changed during the global economic downturn. The focus is not only on cost cutting through right-sizing, but also on talent engagement, talent development, and the retention of talent key to the organisation's success. It is the need of the hour to change stakeholders to accept and embrace changes in the business environment. The role of an HR manager is vital and the HR Conclave can directly influence the outcome of organizational change objectives. Change management initiatives are aimed at enhancing organizational effectiveness and the well-being of organizational stakeholders such as customers, employers and stockholders. After all it is said –

“Be Distinct or be extinct.”

In HR Conclave 2012 which is going to be held in September 2012, we will explore ideas and strategies to tackle the foremost HR management challenges in the areas of change management. HR continues to attempt to help businesses move forward. An intensified focus on training may be needed to develop added various competencies to deal with change management.

Great Lakes Institute of Management has taken a strong initiative to tap the learning from the experiences of highly eminent HR leaders belonging to companies from various sectors.

Started in 2008, Great Lakes Human Resource Conclave, is envisioned as a unique platform to bring together the best of HR leaders in the industry and the potentially great managers of the future. The event includes panel discussions and talks from distinguished speakers pertaining to the central theme of the event. The HR leaders are invited from various industries and offer industry-specific insight about the theme.

HR CONCLAVE 2011





YALE-GREAT LAKES CONFERENCE

The Yale-Great Lakes Center for Management Research was started in partnership with Yale University, USA in 2005. The Center of Excellence aims to promote, facilitate, and advance India-centric management related research that contributes to the development of basic and applied knowledge in the field of management.

As part of this initiative an annual international research conference has been organized in Chennai since 2006, in which illustrious scholars from leading institutions in India and abroad participate.

During the 6th International Research Conference in 2011, various research papers were presented on the areas of business and management including finance, human resources, marketing, operations management, organizational behaviour and strategy.

The conference has been graced by distinguished speakers of the likes of Dr. Bala V. Balachandran from Northwestern University, H. Fenwick Huss from Georgia State University and Vasanthi Srinivasan from Indian Institute of Management, Bangalore.

18 papers were presented by authors from reputed academic and corporate institutions. Research proposal contest was also organized under the aegis of the conference. 11 proposals were selected for poster presentation. The paper and proposal presenters were from Faculty of Management Studies, University of Delhi; IFMR, Chennai; IIM Calcutta; IIM Indore; IIM Kozhikode; IIT Madras; IIT Roorkee; IMT Ghaziabad; IMT Nagpur; Indian Institute of Foreign Trade, Delhi; Great Lakes Institute of Management, Chennai; IBS Hyderabad; ICFAI University, Dehradun; Infosys Limited, Mysore; Institute of Management Studies, Delhi; Loyola Institute of Business Administration, Chennai; Nirma University, Ahmedabad; NITIE, Mumbai; RAICO and Utkal University, Orissa.

DECISION SCIENCES - 5TH ANNUAL CONFERENCE ON “IMPROVING COMPETITIVENESS THROUGH DECISION SCIENCES”

The Indian Subcontinent Region Decision Sciences Institute (ISDSI) and Great Lakes Institute of Management, Chennai jointly organized the 5th annual conference of ISDSI at our Campus from January 4 to 6, 2012. Persons in business, government, and academia were invited to submit competitive papers, and organize symposia, tutorials, and workshops on current topics in all areas of decision sciences.

The theme of the conference was “Improving Competitiveness through Decision Sciences”. Decision Sciences encompasses a number of approaches and methodologies to achieving one’s goals while considering the many scenarios at various stages of decision making. Multiple stages, criteria and the presence of uncertainty are factors that complicate the decision making. Value models may be difficult to formulate due to multiple objectives.

Competitively impaired companies need to leverage decision sciences to emerge as leaders in the market. Economies of nations viewed as a collection of public and private sector organisations too can benefit from decision sciences. The purpose of the conference is to provide a forum for practitioners from industry, government and scholars from academia to address issues of organizational competitiveness. The conference also provided opportunities for networking and collaboration amongst the student delegates. In addition to papers on the conference theme, scholars also submitted papers on managerial topics relating to decision sciences.

Mr. Subhash Datta, Director, Northern Institute for Integrated Learning in Management (NIILM), Greater Noida was the Chief Guest and addressed the conference on “Resource Management and Sustainability”. A fine array of speakers from India and abroad spoke about this emerging field. More than 40 delegates from across the globe participated in the conference.

The conference was chaired and co-ordinated by Dr. T. N. Badri, Associate Professor of Operational Research, Great Lakes Institute of Management

GREAT LAKES-NASMEI MARKETING CONFERENCE

The International Great Lakes-NASMEI conference is held every year by the Kotler-Srinivasan Centre for Research in Marketing and the NASMEI (North American Society for Marketing Education in India) in co-sponsorship with the Marketing Science Institute (MSI) to foster the spirit of research in marketing.

The Great Lakes-NASMEI Conference is amongst the finest international conferences in the marketing arena in India. During the past four years, we have had presentations by professors and doctoral students from leading schools in the U.S.A., India, Australia, New Zealand, Singapore, and Hong Kong.

The 5th Great Lakes-NASMEI Conference that was held on the 29th and 30th of December, 2011 was a huge success. It comprised an eclectic mix of papers on varied subjects of Marketing including advertising, consumer behavior, pricing, customer relationship management (CRM), retailing, B2B marketing, research methods, services marketing and others. The conference included speeches by distinguished and acclaimed professors such as Professor Sridhar Moorthy, Manny Rotman, Professor of Marketing, Rotman School of Business, University of Toronto on the latest techniques in empirical research in Marketing. His address served as an eye opener for almost all, especially the PhD students in attendance. Dean Fenwick Huss of the Robinson School of Business, Georgia State University in his address, stressed the importance of research and teaching. He extolled the values that Great Lakes stands for and mentioned this as a key reason for the tie up of Robinson school with Great Lakes.

The 6th Great Lakes-NASMEI Conference will be held on the 29th and 30th of Decemeber, 2012 and will be co-chaired by Prof. S. Bharadhwaj, Dr. Bala V. Balachandran and Vasantha Balachandran Chair Professor of Marketing, Great Lakes Institute of Management.

L'ATTITUDE 13° 05'

L'Attitude 13° 05' is the annual inter B-School festival of Great Lakes. The festival features a potpourri of events and competitions that encompasses various spheres of management education in the fields of marketing, finance, operations, strategy and human resources. Great Lakes hosts this event every year at their beautiful campus and ropes in a panel of esteemed guests to judge the various events based on the current theme for each year. L'Attitude 13° 05' from its humble beginnings in 2007 has made a mark in the annual B-School festival arena.

Over the years L'Attitude 13° 05' has had various diverse themes such as: Ancient Games, Discover Knowledge, Mergers & Acquisitions, Envisioning Emerging Economies-Thinking Beyond Tomorrow. Luminaries from various industries were the chief guests, enlightening the students during this event.

The event hosts a variety of activities such as the CEO conclave, International B-Plan contest, Operational Strategy Contest, Relaunch Strategy of Failed products, Online Cryptic Game, Business Quiz etc.

The hugely successful event attracts registrations from over 1500 contestants each year, from premier B-Schools across the country, and over 100 finalists are invited to the campus in Chennai to compete in the finals.



ANNUAL INTERNATIONAL ENTREPRENEURSHIP CONFERENCE

Entrepreneurship is central to the very spirit of Great Lakes. Every year we strive to push the boundaries of innovation and creativity even further with the annual Great Lakes International Entrepreneurship Conference. This Conference encourages ideas about inspiring, nurturing, supporting and ultimately incubating the Entrepreneurship in India and abroad.



The Center for Innovation and Entrepreneurship (CIE) in collaboration with Social Committee organized the 4th International Entrepreneurship Conference on 3rd February 2012 on the theme 'Making Social Enterprises Work'. The inauguration of the Great Lakes Social Entrepreneurship Mission (GLSEM) was one of the highlights of this conference. GLSEM emulates the Social Enterprise Initiative of the Harvard Business School as a benchmark, and would aspire to be their regional partner for South Asia. The one day conference was inaugurated by Dr V. Kasturi Rangan, Co-Chair of the Harvard Social Enterprise Initiative, from Boston with a video address.

Mr. P. N. Vasudevan, the Founder and Managing Director of Equitas, the highly successful and socially committed micro-finance business organization, spoke brilliantly, sharing in simple direct-from-heart, honest words, his experiences in creating and growing Equitas to what it is today. The key dimensions of the conference were Evangelizing, Educating, & Enabling. The eminent speakers of the day, which included Madhusudan Menon, Chairman, Micro Housing Finance Corpn. Ltd., Vishal Bharat, Director Investments, Caspian Advisors Private Limited, Padmanaban, Aparajita Foundations, Thalir Thiran Thittam, and Dr. Kalpana Sankar, Co-founder & MD, Hand in Hand, shared insights and details on the best practices across each of these three dimensions that they and their enterprises evolved and perfected.

The highlight towards the end of the event was the "UN Conference" – which is a participant driven meeting that will not have a structured and conventional flow since it is based on the premise that in any gathering, the people in the audience have interesting thoughts, insights and expertise to share. Pravin Shekar of Krea facilitated this UN Conference brilliantly.

STUDENT COMMITTEES

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

Admissions Committee - ADCOM

One of the most visible and prominent student committees is the Admissions Committee. Comprising interested students, the committee assists the Admissions Director in collateral material development, web pruning, enquiry management, media planning, GDPI operationalization, selection process etc.

Alumni Committee - ALCOM & GLAA

The alumni of any Institution are the brand ambassadors and play a significant role in building the Brand. The Alumni Committee – ALCOM of Great Lakes facilitates the Alumni engagement with the objective of emotional bonding and be the bridge between the past and present. It consists of group of committed students of the batch who act as the interface between the alumni and the institute. ALCOM besides organizing alumni meets in the 4 major metros brings out Great Connect, a monthly newsletter, and maintains an Alumni portal which helps Great Lakers to connect and engage.

Besides ALCOM, which consists of the current batch of students, there is also an elected body Great Lakes Alumni Association (GLAA). GLAA is elected from the alumni and helps Great Lakes and the students to better align to changing trends in the industry through curriculum, placement, admission etc.

The highlight of alumni activity is the Annual Mega Alumni Meet. This day-long event brings the alumni and current students on the same platform. Students get a chance to network and understand industry, while alumni enhance knowledge through a back to school program and also network.

Branding & Public Relations Committee - BPR

"A brand is like a living entity and it is enriched or undermined cumulatively over time, the product of a thousand small gestures" – Michael Eisner, Former CEO of Walt Disney.

BPR – The Branding and Public Relations Committee of Great Lakes – is part of institute's consistent brand building that has ensured its position as a premier B-School in a short span. It undertakes adjunct activities and reinforces activities of the official Advertising and PR Agencies of the institute. It endeavors to continuously and consistently build Brand Great Lakes and disseminate awareness about the institution across various media - print, visual and most importantly online social media such as PaGaLGuy, Facebook, YouTube etc., through an Integrated Marketing Communications approach.

The challenge of the work in BPR lies in its variety. Not every medium or event is the same and neither is every stakeholder. "Variety is the spice of life" – this axiom epitomizes the functioning of the committee, and its members consistently rise up to the multitude of challenges that every day brings in, and relish in converting them to opportunities.

Web Committee

The URL or the webpage of any organization is its biggest branding tool today and is its first point of contact with the external world. Great Lakes is no exception. The webcom ensures content management and updating the website on an on-going basis by coordinating with and collecting information from students, faculty, administration and other committees. It also interphases with the IT department for back end processes.



**Placement Committee
- Chennai**



Placement Committee - Gurgaon

CiECom

The Centre for Innovation and Entrepreneurship Committee (CiECom) is an initiative at the Great Lakes Institute of Management that aims to contribute to India's grassroots-level economic development by creating, nurturing, and sustaining successful business enterprises. Fostering a culture of entrepreneurship among students, the CiE aims to enable the mushrooming of socially-responsible entrepreneurial ventures built on a foundation of creativity and innovation.

With the aim of nurturing successful entrepreneurial development, the CiE provides an Innovation Lab dedicated to the identification of innovative business solutions. Through a series of partnerships, the CiE provides access to external expertise such as technology access provided by the IIT-Madras and business process access provided by IBM, as well as internal expertise such as customer and market research provided by the Kotler-Srinivasan Centre at Great Lakes. The CiE also facilitates mentorship of aspiring entrepreneurs by connecting them with organizations such as TiE, CII and FICCI. The CiE also leverages its connections with investing angels, assisting and guiding entrepreneurs in acquiring financial support for their new business ventures.

The importance of entrepreneurship to the economic development of the country being well understood, entrepreneurship has become one of the most important focal points of business education all over. With the right combination of partnerships, expertise and support, the CiECom at Great Lakes is perfectly positioned to provide the entrepreneurial solutions solely needed by Indian society.

Consult-Com

The Great Lakes Institute of Management Consulting Committee is run by students 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 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. Additionally, the committee is responsible for procuring real industry projects that not only give students a real time experience of working on consulting assignments but also provide innovative and out-of-the-box solutions to the client. The committee also provides students with social and professional opportunities to build up their network in Industry.

The committee aims to provide its members with opportunities to participate in consulting assignments that would provide them an insight of the consulting domain.

International Relationships

In line with our vision of building human capital for emerging economies, it has become imperative to understand the culture and style of business in these countries. The tools required to succeed in an international arena relies on three principles: leadership skills, cultural awareness, and an understanding of how the global marketplace functions. An international relationship exchange gives a chance to students of developing countries like India to visit the developed parts of the world and understand the best practices and processes that are being adopted which acts as a differentiating factors for developed economies. It acts as an interface to develop a holistic view about the world as a whole. The International Relationship committee works to fulfil its objectives that includes mainly, building new relations with top international business schools, manage existing MoUs; planning and coordinating different student exchange programs through study tours, term exchange and foreign internships, as a way to improve and manage the international perception of Great Lakes.

Green Committee

Environment is what we live in and breathe in. It is as much of our own creation as it is of nature. When it comes to a trait like being nature friendly, it can only be developed through right examples and demonstration.

Great Lakes Institute of Management is credited as the first educational institution in India to have achieved LEED Platinum certification under LEED India NC version 1.0. Here, going green is practised through the green infrastructure, energy saving campus, green landscaping and environmental friendly waste management techniques.

The Green Committee, the newest of all, has the onus to create awareness, spread environmentally friendly ideas and provide a platform to bring new eco-friendly ideas. The committee consists of four student members and operates under the guidance of Executive Director of the college. The green board consists of one member each from every department of the college. It works together in facilitating adoption of any new green technologies, keeping with the green norms, to be installed in campus.

The committee promotes empirical research idea of students in the area of green and sustainable technology. It aims to provide a “green sense” amongst all the Great Lakes family. The committee takes care of the plantation and landscaping activities of the campus. Green Bulletin, Green’O’Graphy, Green Club, Green Week, Green Ideas exchange forum are some events which are planned for the future.

The student members have been a part of green movement earlier and have continued the effort by creating more supporters. Going green is the way to sustainable future. Together we work towards a more sustainable and eco-friendly world.

FinCom

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 13° 05’ event which is held in January of the academic 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.

Events Committee

Great Lakes is well known for the range and quality of the events it stages - L’Attitude 13° 05’, Successful Women in Management (SWIM), HR Conclave, Great Lakes NASMEI Marketing Conference, Entrepreneurship Seminar and the likes. The Events Committee is responsible for conceptualizing, coordinating and staging these events successfully. Students take an active role in all these events. Handling these events inculcates in students the skills of planning, administration, team work, creativity, networking and crisis management.

Yale-Great Lakes Committee

It has been organizing an annual international conference, the Yale-Great Lakes 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.

Placement Committee

In line with Great Lakes' objective of preparing business ready managers with the right attitude, team skills, result-orientation and ethical consciousness, the institute at the end facilitates placement, by bringing together two of the principal stakeholders – the corporate and the participants of the programs. It is therefore necessary that a suitable platform is provided for this process which is beneficial to both, the company and the student. Besides, in this challenging environment, it is of paramount importance for the participating companies to find a suitable incumbent who fits their criteria.

The Placement Committee in Great Lakes Institute of Management is a student driven body with twin objectives of “finding every participant an appropriate profile and providing the employer with the best”. The Placement Committee facilitates the entire placement process, ensuring a smooth transition for a participant from campus life to a corporate one. Our values drive us to ensure that companies are able to select committed and competent resources with character. We also understand that management graduates want to select companies and careers of their choice. The Placement Committee is the bridge between these two entities ensuring a smooth transition.

Social Service Committee

The overall goal of the Social Service Committee (SSC) is to bring about a change in order to maximize social welfare and reduce the various imbalances in the society. The primary focus is on shared growth achieved by collaborating with various audiences such as government, non-government, academia, business and media.

Social Service Committee (SSC) at Great Lakes works at a national level by addressing various issues such as poverty, health, education, sanitation, women & child abuse and environment. The SSC is a tool that is used to develop a beneficial relationship between society and students.

Student Council

In line with the Great Lakes' philosophy of being a student centric B-School, this student body plays a key role in translation of this belief into action, playing multiplicity of roles by being the friend, philosopher and guide to the students and orchestrating the show from behind the stage, facilitating interactions and engagement between the school and the student fraternity.

The Student Council assumes a responsible role in administering managerial skills learnt in the classrooms through experiential learning. Each member embodies the Great Laker spirit of being a 'Go-getter', staying on their toes to take care of concerns of the community. The council, apart from addressing students' day to day affairs - infrastructure, food, health, Resource Centre, sports complex, entertainment - ensures catering to the scholastic prowess of the students. The Council does it all from coordinating various events in the campus with aplomb, to screening weekly movies and throwing stellar parties for the student community.

Mature and level-headed, members of the Council ensure unencumbered flow of information between the various student committees, the rest of the students and the school. The council is committed to transparency and accountability and to this end holds periodic 'Open House' sessions where both students and Directors participate. Each Open House serves as a simulation for participative leadership.

STUDENT CLUBS

Moving in several directions at different speeds, often simultaneously, Great Lakers evince the ability to excel at multi-faceted interests. The various student run clubs and committees demonstrate the holistic development of the students and enhance the overall diversity at GLIM.

Marketing Club

Marketing club has forums which conduct weekly discussions and brainstorming sessions on latest marketing trends, branding strategies of companies, lessons and various significant campaigns in the marketing environment. This club also works on live marketing projects and promotional strategies for the industry.

Operations & Decision Science Club

ODS Club facilitates sharing of knowledge on Operations Management and decision sciences thereby enriching the student community with deeper appreciation and wider application of Operations Management and its related fields.

Editorial Team – Gravity

The student club members of Gravity (Marketing journal published by Great Lakes) provide quality editorial services to ensure objectivity and that high quality articles are published.

Fund Raising, Sponsorship, Scholarship and Endowment Club

The club helps to build a long-lasting relationship with corporate houses in the form of support for various athletic, academic and intellectual events that are facilitated by the college. Student members of this club interact with executives of various organizations, which in turn helps them to put into practice their marketing and negotiation skills.

Working Assistantship at Kotler-Srinivasan Center for Excellence in Marketing

Working assistants undertake original academic research and investigative enquiry. They perform a systematic problem analysis, model building and fact finding for the purpose of making important decisions in marketing of goods and services.

Film Appreciation Club

The Film Appreciation club, with approximately 200 members, is the largest club at Great Lakes. The club promises to entertain through movie shows and develop among students the attitude to appreciate films as a serious art form and an increasingly important media of communication in our society. The members also intend to learn the fine art of film making by directing short films.



GREAT LAKERS ACHIEVEMENTS

Great Lakers participate in many of the Competitions across the Globe and bring lot of laurels to the school, which is one of the Key to Success in a short span of eight years of its Inception.

Some of the achievements of, the class of 2012 (Spartans), Great Lakes Institute of Management, Chennai are listed below:

- Richa Chauhan won 2nd position in the ET Prodigy 2011, an annual competition based on case study organized by Economic Times in partnership with KPMG.
- Vivek Gupta won for innovative ideation at Proto.in organized by Great Lakes Institute of Management
- Amit Gupta, Basu Agarwal, Vivek Gupta - first runner at Finnix at the All India Level Finance Competition by IIT Madras.
- Ashish Malhotra, Jananee Kumaresan – won the Leaders Challenge an event by VGSOM IIT Kharagpur, that involved developing marketing strategies to boost sales of Toyota Etios Q Class and Toyota Etios Liva Q Class hatch model cars.
- Eklovyta Jain, Pranita Dhamdhare, Amit Mehendi won 3rd position in the Entrepid an Online Business Strategy Simulation Game by IIM Indore.
- Abhilash Mohapatra won for the video "a day in college" contest conducted by Brain Gain Magazine.
- Anshul Sharma, Debashree Chatterjee and Shashank Shekhar won the Drishtikon – The Sustainability Challenge, a National-level B-School Competition for ideas/business model by XLRI Jamshedpur.
- Priyakshi Gupta won the Bloomberg UTV Assignment - Confluence 2011 by IIM Ahmedabad.
- Kush Sharma, RakeshTripathi and SahilRaka - won 3rd position in the Game On – Confluence 2011 by IIM Ahmedabad.
- Tripta Kishore, Navin Chand and Shoib Rahman won the Back to the Roots event at the Confluence 2011 by IIM Ahmedabad.
- Prachi Garg & Suresh Ponnuru won 2nd position at the Mercurise – B-Plan competition by SIMS-Pune.

Great Lakes Institute of Management, Gurgaon students have participated and won several national competitions against the best business schools in the country including IIM A, IIM B, FMS, IIFT, etc. Some of the key achievements have been mentioned below:

- IIT Chennai, IIT Delhi, IIT Roorkee: In the business plan competitions conducted at IIT Delhi, IIT Chennai and IIT Roorkee, our students bagged the first prize for their business plan on Solar-Fuel Cell Hybrid ahead of leading business schools such as IIM A, IIM B, IIM L, ISB, IITs, etc.
- AI Gore Sustainable Technology Venture competition: In this nationwide competition for business plans on sustainable ventures hosted at IIFT Delhi, students from Great Lakes, Gurgaon bagged the first prize ahead of reputed business schools like IIM A, IIM B, FMS, etc.
- IIT Bhubaneswar: In a case study on Crude Oil Prices organized by Indian Institute of Technology Bhubaneswar, the team from Great Lakes, Gurgaon - was the declared winners ahead of teams from IITs, Delhi School of Economics, UPES, etc.
- Emerson Talent Quest: In this exclusive pan Indian competition among Energy Management schools and judged by Directors / CEOs from Emerson, Punj Lloyd, Indian Oil and Engineers India, students from Great Lakes achieved the unique distinction of bagging all three prizes ahead of other energy management schools like UPES Dehradun, RGPTI, IT-BHU, PanditDeendayal University, NPTI, etc
- Social Entrepreneurship Competition: The team from Great Lakes, Gurgaon won the recently concluded Social Entrepreneurship competition at TERI University which saw participation from FMS, SRCC, Delhi School of Economics, TERI, etc.
- Amity Business Plan competition: Great Lakes, Gurgaon candidates won the first prize in this national level business plan competition which had participation from leading business schools like IIFT, FMS, DSE, etc.

CAMPUS INFRASTRUCTURE GREAT LAKES INSTITUTE OF MANAGEMENT, CHENNAI

Award Winning Dr. Bala V. Balachandar LEED Platinum-rated Green Campus

The new campus of Great Lakes Institute of management is a fully residential, state of the art campus, located on the scenic East Coast Road, about 60 km from Chennai and a stone's throw from the historic city of Mamallapuram. Spread over 27.5 acres, the Wi-Fi enabled campus comprises academic, recreational and residential facilities for both students and staff.

The main building stretches out into a giant circle of amphitheatre style classrooms on the perimeter, interspersed with faculty blocks and the resource center. Facilities also include trading terminal, EMBA facilities.

The entire campus is a 100% day-lit, recycles all its water and waste, uses high efficiency VRV system for AC and has used a lot of reused and recycled products as some of the measures towards making it sustainable and green campus.

Residential Accommodation

The residencies are a home away from home. The hostels have air conditioned single and double accommodations arranged around shaded courtyards. The rooms have ample natural light and ventilation. Besides this, there are double bedrooms for married students, a guest house and staff facilities and housing.

Canteen

Students have the luxury of separate vegetarian & non-vegetarian food courts managed by one of the leading facilities management company. Campus also has a round the clock cafeteria.

Gymnasium & Sports Facilities

College provides ample avenues for sports and recreation with a fully equipped Gymnasium and sports facilities like Table tennis, Basketball, Volleyball, Football, Cricket, Kick-boxing.

Amphitheatre

An open air amphitheatre, built around the 'Tower of Reflection' is the hub of all cultural activities and the programs hosted in the college.

RESOURCE CENTRE

Great Lakes has left no stone unturned in its quest to create Masters of Business Readiness. Its Resource Centre, for instance, houses an eclectic collection of 18000 + management books, top management journals, case studies articles and an AV Center. It also provides access to some of the best research databases like EBSCO, Emerald, ISI Emerging Markets, ProQuest, CMIE, Indiastat.com etc. to facilitate students' learning. The AV Centre has one of the finest collections of Power Talks and Guest Lectures that include talks by Kyn Finland, Philip Kotler, Montek Alhuwalia, Ratan Tata to mention a few.



GREAT LAKES INSTITUTE OF MANAGEMENT, GURGAON

The Gurgaon campus of Great Lakes Institute of Management is situated in the heart of the city's commercial hub and within a radius of 1 km from NH-8. Due to its proximity to the commercial hub it is a perfect location for academic pursuit, providing an opportunity for the students to interact with the industry leaders frequently.

It has a complete Wi-Fi enabled state-of-the-art campus with all its lecture halls, presentation rooms, and auditorium being centrally air-conditioned and fitted with audio/visual equipment such as roof-top projector digital screen, etc.

The institute understands the importance of Business Readiness. Therefore, its library houses an eclectic collection of management books, top management journals, case studies articles and an AV Centre. It also provides access to some of the best research databases like EBSCO, ISI Emerging markets, ProQuest, CMIE, Indiastat.com etc. to facilitate students' learning. The AV Centre has one of the finest collections of Power Talks and Guest Lectures that include talks by Kyn Fynland, Philip Kotler, Montek Alhuwalia, Ratan Tata to mention a few.



TITANS SPEAK



Dr. A. P. J. Abdul Kalam, *Former President of India.*

“Work with Integrity, Success with Integrity.”



Mr. Jamshyd N. Godrej, *Chairman & MD, Godrej & Boyce Manufacturing Co. Ltd.*

“I am very happy to see the program of Great Lakes Institute of Management. I am sure the future is bright – Congratulations!”



Mr. S. Ramadorai, *Vice-Chairman, Tata Consultancy Services.*

“Several visits to The Great Lakes Institute of Management has convinced me that this institute nurtures some of the finest managerial talent in the country. It provides a stimulating environment for their professional development beyond theory and into real world experiences. It has enabled a top class education right here in India.”



Mr. N. R. Narayana Murthy, *Chairman (Emeritus), Infosys Technologies Ltd.*

“That Great Lakes is recognized as one of the country’s premier B-Schools is itself testimony to the nature and quality of the education that is imparted. During my interaction with the students at Great Lakes, I have found them to be curious, motivated, energetic and enterprising. Great Lakes has earned the undisputed respect of the academic and corporate community in a very short span of time and my best wishes to Bala and the Institute to scale greater heights in the days to come”.



Mr. Ravi Kant, *Vice Chairman, Board of Directors, Tata Motors.*

“Interacting with the students of Great Lakes was a refreshing experience. The students displayed a sense of keen inquiry in asking variety of questions which reflected their intelligence, knowledge and maturity. I am sure that they will be highly prized and well regarded wherever they go.”



Mr. Adi Godrej, *Chairman, Godrej Group.*

“Great Lakes Institute of Management is an outstanding institution, built by Professor Bala Balachandran and his team, with great vision, extraordinary passion and deep insight. It has been built on a wonderful campus that meets all the needs of a modern business education. The quality of the students it attracts is superb. The Godrej Group has recruited many graduates from Great Lakes Institute of Management and we are extremely pleased with their contribution and progress. I wish the Institute all success and hope it will continue to contribute strongly to our nation’s progress.”



Dr. Ratan N. Tata, *Chairman, Tata Sons Ltd.*

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



Mr. Lakshmi Narayanan, *Vice Chairman, Cognizant Technology Solutions.*

“With a global mindset, a ‘can-do’ attitude, and strong work and professional ethics, these students have played a critical role in ensuring Cognizant’s enviable position as the fastest growing top-tier Consulting and IT Services company. One example of this live association is the creation of a focused ‘Great Lakes Alumni Network’ within Cognizant that involves itself in fostering and growing the bilateral bonds. We, at Cognizant have enjoyed being an active participant in many of Great Lakes’ academic and business initiatives. We look forward to sustaining and growing this mutually beneficial relationship, consistently in the future too.”



V. Kasturi Rangan, *Malcolm P. McNair Professor of Marketing, Harvard Business School*

“A fantastic campus and very active student participation.”

RECRUITERS SPEAK

"We have been recruiting from Great Lakes Institute for about three years now. I have no hesitation in saying that the students of this institute match with the very best in India. This is clearly seen in the nos. we interview and those who are finally selected. Their caliber is also amply demonstrated by high quality of delivery by those who have been with us for some time now.

My compliments to the team running the institute and the best wishes for its continued success."

Dr. Pramod Solanki, *Head – People & Organization Development, HR – Hydrocarbon IC, Larsen & Toubro Ltd.*

"Great Lakes Institute of Management is an excellent Business School with a state-of-the-art green campus with modern facilities and founded by an eminent academician of International repute with active collaboration of front end Business Schools in the world. The Institute has excellent faculty and adequate academic rigor. We experienced the students to be bright and have prior work experience of around 3 years, which is a great asset when compared to freshers. We also found the students to be well poised, smart, and ready fit for business challenges in the corporate world. We are confident that they will do well in their careers."

Mr. S. Mohan, *Vice President – HR, Paper Business, Ballarpur Industries Limited*

"We hire consultants each year from the top Indian business schools, and have recruited at GLIM for the past 3 years. The GLIM students we have hired demonstrate excellent business, consulting and leadership skills, and we look forward to continuing our relationship with the school and its students."

Mr. Ramkumar Moorthy, *Director & Office Managing Principal, ZS Associates India Pvt. Ltd.*

"Candidates from Great Lakes have relevant work experience. It's not easy to find such candidates at other management institutes. The one-year duration of the program is a major advantage that draws aspirants who have greater than 2-3 years of experience and want to get back to a better career in a short duration."

Mr. Uday Sreeram, *Deloitte Consulting India Pvt. Ltd.*

The students we recruited from Great Lakes are very stable in the organization and a majority of them are a part of the high performance bracket. The fact that all the students come with prior industry experience helps them adapt to highly competitive work environments such as that at Infosys."

Mr. Mohandas Pai, *Former Director – HR, Infosys Technologies Ltd.*

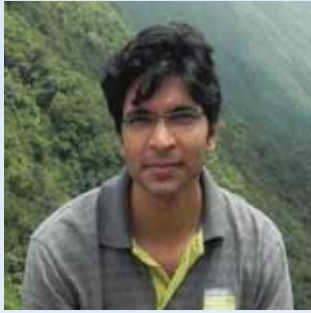
"To date, Euromonitor International has hired 3 highly talented and motivated individuals from Great Lakes during the past placement exercises. They are now assets to our organization. We are looking forward to participating in the next round of placements to seek out more bright new talents."

Mr. Sunil Devmurari, *Country Manager – India, Euromonitor International*

"Down to earth and approachable along with an attitude to learn and grow are the key traits of Great Lakers"

Mr. V. Murali, *Senior Vice President – Zonal Business Manager (South & East), Privy League Kotak Mahindra Bank Ltd.*

ALUMNI SPEAK



Rahul Prakash (Batch 2008-09)

*Head-Marketing & Alliances
IKen Solutions Pvt. Ltd.
(An IIT Bombay Research spin-off)
Mumbai*

“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.”



Abhinav Mittal (Batch 2005-06)

Senior Manager, HCL Technologies

“‘MBA at speed of light’ is how I would describe my education at Great Lakes. It’s a spaceship where within 1 year you move across galaxy of professors from world’s best business schools. With peers from best of organizations across all parts of country, you travel in quest for knowledge, wisdom and intellect which makes you shine like stars throughout your life. At Great Lakes everything is fast paced be it academics, cultural exchanges or even community service. As you get used to the rigor you learn to grow faster in life.”



Hari Vedadri

*Head - Business Integration, UK
Defiance Technologies*

“Having joined Great Lakes when I was working in the mid management of a large organization, the course gave me instant view of how the whole chain of levers that works to make an organization functions. I began to appreciate the various functions within the organization, and the value they provide, and the key decisions that are made to be successful. In more than one way, it ignited the entrepreneur bug in me, and so a few years later, when the opportunity came by, I took it. With a committed faculty, great organization, international exposure and a network of classmates, the 2 years I spent on the Executive MBA program from Great Lakes was a very memorable and path defining.”



Kartik Kannan (Batch 2007-08)

Manager - Product Marketing, APAC Region, Travelocity

“Great Lakes has been a milestone worth staring at in my trek towards reaching the top. The high quality interaction with peers and faculty managers, the case study approach, the way you go about facing competitions, and the perspective it brings to table completely sets it apart. Over the 1 year at Great Lakes, working in a intensely competitive environment helped to us see the corporate world and the possible problems that may arise, and more importantly the attitude required to take firm decisions.”



Anand Jayachandran (Batch 2005-2006)

Assistant Vice President, Government Relationship and PSU Banking, Yes Bank

“I am a Chartered Accountant by qualification and banker by profession. My exposure all along had hence been only restricted to an in depth understanding of the finance vertical. The PGPM program at Great Lakes was an excellent platform for me to gain much needed exposure to other verticals as well such as Marketing, Operations and HR within an ideal time frame of 1 Year. The highlights of the course were the well-defined course content, the excellent quality of the teaching faculty and quality peer interaction, all which have helped in enhancing my knowledge and in shaping my career.”

Prashant Shastri (Batch 2007-08)

Sr. Manager - Business Banking Group, Kotak Mahindra Bank

“1 year PGPM Program at Great Lakes, Chennai provided me the opportunity to learn and develop analytical and business skills in specialization of my interest, which ultimately led me towards a related career. Interaction with industry experts, the opportunity to learn from the world class faculty, a diverse peer group with industry experience and the opportunity to excel in different student groups all add up to one’s personality when they succeed out of Great Lakes.”

Sanjeev K. Panicker (Batch 2004-05)

Asst. Vice President, Scandent Group Incorporated, NY, USA

“For a middle level executive with more than 12 years of industry experience, it was an interesting transition to become a student again but the value-add from this program turned out to be beyond expectations. In today’s economy the long luxury curve is a luxury long gone. Today, trends peak in week, not years. Windows of opportunity open and close overnight. Success in today’s rapidly progressing world requires hands-on skills to anticipate change and seize opportunity. The Great Lakes experience under Uncle Bala’s able leadership enabled me to gain these skills at an accelerated speed and within a reduced time span without losing the focus on most important aspect of life – family ethos and values. The one year PGPM rounded out my experience and education reshaping my thinking and enhancing the degree of precision and focus that I can bring to create value.”

Harshil Shah

AVP - Product and Business Development, Religare Finvest Ltd.

“Application is the purpose of teaching theory and developing wisdom is the purpose of sharing experience... Five years after I have passed out the lectures and guest lectures guide me in my work but more importantly they have helped me develop a character that helps me sail through ups and downs, conflicts etc. in life with a calm demeanor and positive outlook.”

BUSINESS ADVISORY COUNCIL

Dr. Ratan N. Tata

*Chairman, Tata Sons Ltd.,
Chairman, Business Advisory Council,
Great Lakes Institute of Management*

Dr. Bala V. Balachandran

*J L Kellogg Distinguished Professor of Accounting and
Information Management (Emeritus in Service),
Northwestern University, Illinois, USA
Founder, Dean and Chairman,
Great Lakes Institute of Management, Chennai, India*

Mr. Madhur Bajaj

Vice - Chairman, Bajaj Auto Ltd., India

Mr. Kumarmangalam Birla

Chairman, Aditya Birla Group, India

Mr. K. B. Chandrasekhar

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