



INSTITUTE OF MANAGEMENT, CHENNAI

Global Mindset - Indian Roots



EMERGING LEADERS FOR EMERGING ECONOMIES



THE GREAT LAKES EDGE



Globally Benchmarked Curriculum

- » Constantly updated and globally benchmarked curriculum with focus on key emerging areas including Digital Business, Analytics, Artificial Intelligence and Machine Learning
- » Application oriented approach with case studies, live projects, Karma-Yoga leadership experiential action program and extensive real world perspectives from corporate leaders



Extensive Industry Engagement

- » World Class campuses in Chennai and Gurgaon give access to hundreds of corporates, from Startups to Fortune 500 companies
- » Most students pursue live projects with corporates earning credits equivalent to two full courses
- » Over 150 CXOs and industry experts share their perspectives with students every year



Pioneer in Analytics

- » First B-School in India to offer specialization in Analytics for full time MBA programs
- » Ranked No.1 by Analytics India Magazine, 5th year in a row
- » Great Lakes Analytics faculty, Dr. Bappaditya Mukhopadhyay and Dr. PK Viswanathan, consistently featured among the top 10 Analytics academicians in the country



Constant Innovation

- » Pioneer in introducing innovative initiatives such as the one year MBA Program, Karma-Yoga, live-industry projects, Analytics specialization
- » Became the first B-School in India, to introduce AI & ML as full-time specialization to ensure that students are ready to lead the imminent business transformation across industries



Global Alumni Network

- » 10500+ Great Lakes Alumni spread over 33 countries provide a great lifelong network of leaders across industries and geographies

ABOUT GREAT LAKES

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

Founded in 2004 by Padmashree awardee Late Dr. Bala V. Balachandran, Professor Emeritus at Kellogg School of Management, Great Lakes is among India's leading business schools with campuses in Chennai and Gurgaon. Led by exceptional faculty, steered by an outstanding advisory council and buoyed by the international collaborations, Great Lakes has within a short span of 16 years, emerged as a top-ranked business school.

In 2014, Great Lakes Chennai campus was accredited by Association of MBAs (AMBA, UK) and became the youngest B-School in India to receive this prestigious international accreditation. Great Lakes also received the international SAQS accreditation from AMDISA within a year of being accredited by AMBA.



BUSINESS
STANDARD



HIGHLIGHTS

2

Campuses Chennai & Gurgaon

4

International Research Conferences

5

Collaborations with Leading Global Institutions

9

Centers of Excellence

25+

Global Visiting Faculty from Stanford, Kellogg and Yale

42

Global Thought Leaders on Academic Advisory Council

46

Industry Titans on Business Advisory Council

50+

Full Time Faculty

90+

Prizes Won by Students at National Level in 2020-21

100+

Industry Leaders interacted with students in 2020-21

10500+

Alumni Network Spread over 33 Countries

GLOBAL ASSOCIATIONS



German Excellence, Global Relevance.





CHAIRMAN'S MESSAGE

Our mission translates into delivering an outstanding learning experience that truly transforms the student into a sophisticated manager and a responsible corporate citizen.

Dear MBA aspirant,

Greetings! Choices are never easy. Every decision comes with options to evaluate and a significant amount of time and effort spent in understanding what we 'Need' from something that would give us the best 'Value'. Imagine therefore the exponential difficulty in making the decision to spend two years of your time, away from your family, in order to up-skill and learn?

In order to make this decision easier for you, here is an account of what makes Great Lakes unique, and in what ways will your time spent with us certainly benefit you.

You are looking to enroll at a premier top ranked B-School in the country, with a great campus and infrastructure, cutting-edge academic rigor, world-class faculty, courses with prestigious accreditations and affiliations, etc. All of these are par for the course. What sets Great Lakes apart?

Our mission is to deliver an outstanding learning experience to our students. This we achieve through our innovative academic offerings, coupled with a variety of extra-curricular activities that transform our students into sophisticated managers and responsible corporate citizen.

Commitment to learning and skill development as a continuous process for us. Even our alumni have access to numerous blended courses to continue learning and staying relevant. We are keenly aware that the quality of the learning is measured not by the effectiveness of business initiatives, but by how they can lead to sustainability, stability and progress.

You will learn the art of doing business and its impact on the community. You will not only learn subject matter from experts of world renown, but also lead the change and evolution of the earning process with us. Another element of our DNA is our spirit of 'pioneering'; from the unique Karma-Yoga outreach program to AGBI - our prestigious Atal Innovation Mission Incubation Center for entrepreneurship.

This is why Great Lakers are a rare breed. And, this, is most certainly why I hope you will make an informed decision and choose to join the Great Lakes Family.

Swagatham!

Late Dr. Bala V. Balachandran (05 July 1937 - 27 September 2021)

Founder & Chairman, Great Lakes Institute of Management



DEAN'S MESSAGE

The biggest changes in technology and entrepreneurship have come as a result of people who dared to push the envelope and try a different path rather than the one trodden by countless others.

Dear Friends,

When you ask yourself, “Which b-school should I choose?” well, the answer is simple! In the wake of one of the biggest worldwide pandemics, every institution of higher learning around the world was forced to re-examine how they deliver value this year. While most of them only tweaked their existing models, Great Lakes decided to convert a challenge into an opportunity.

The need of the hour was Agility – to be fast, flexible, experimental and change-oriented.

We were the only institute to devise an extensive initiative called the Term Zero, to engage PGDM admits during the mandated lockdown. We brought Leading Academicians and Seasoned CXOs from the likes of Harvard, Stanford, Kellogg, PepsiCo, Biocon, Apollo Healthcare, Nestlé, etc. to interact with our students. Masterclasses by our renowned faculty in various disciplines, along with certifications and a number of workshops gave a holistic 360° head start.

Very few schools are agile and open to change. The number of schools deeply committed to delivering value by executing something on this scale can be counted on your fingertips.

Also, consider this – Great Lakes Chennai has ranked among the best in the country, and there is a reason for it despite being only 16 years old. We are innovative and experimental, with an analytics program ranked 1st in India and 3rd globally by Analytics Insight. Our full-time and visiting faculty come from top global institutions, such as Harvard, Kellogg, Stanford, Indiana, and UT Dallas, among others. No other school in India gives you such an experience and this Great Lakes Edge makes us the best to equip you for the challenges of tomorrow.

Our internationally accredited PGDM exposes you to classmates who are the smartest and diverse in thought process, professional experience, value systems, and perspectives. Our students get internship offers from top firms including McKinsey & Co., JP Morgan Chase, Amazon and Nestlé. We are also rich in experiential learning where theory meets practice. We have simulations, real-time trading, conferences and seminars, industry interface, and much more. And our magnificent 32 acre LEED Platinum rated campus enables liberal faculty-student interactions.

Barack Obama once said, “Change will not come if we wait for some other person, or if we wait for some other time. We are the ones we've been waiting for. We are the change that we seek.”

Yes, we are!

Dr. Suresh Ramanathan

Dean, Great Lakes Institute of Management, Chennai



THE PGDM ADVANTAGE

The two year full time PGDM helps participants transform into BUSINESS-READY MANAGERS capable of responding to complex business requirements that arise in a changing global business environment.



UNPARALLELED LEARNING EXPERIENCE

- » Academic and professional achievers in the class means as much learning beyond the class as inside; one of the top reasons why Alumni strongly value their time at Great Lakes
- » Guest lectures and insights from eminent thought leaders and industry stalwarts



BUSINESS-READY MANAGERS

- » In a fast changing business world, where billion dollar companies are created in a few years, the PGDM allows participants to maximize their learning and create value for their future organization
- » Helps transform high potential students into competent business managers and decision makers ready to deliver from day-1



GLOBAL PERSPECTIVES

- » 25+ international faculty from the likes of Kellogg, Stanford and Yale, along with renowned full time faculty, give you global perspectives and unparalleled learning
- » Globally benchmarked curriculum which is updated yearly with cutting edge courses to make participants Business-Ready
- » Japanese and Chinese (Mandarin) languages offered



EXPERIENTIAL LEARNING

- » An opportunity to work on Live Projects, collect/analyse primary survey and secondary data
- » Karma-Yoga, a unique transformational program to help participants develop leadership skills while having a lasting impact in 27 villages and improving the lives of thousands of people
- » Fully mentored Empirical Study

LEARNING FROM DISTINGUISHED THOUGHT LEADERS

Academic Elegance blends with Business Relevance

Great Lakes provides an opportunity for students to be groomed by transformational leaders spanning private organizations and public administration.

These distinguished thought leaders give unparalleled perspectives and insights, and help nurture into future business leaders.

70+

ACADEMIC & INDUSTRY
VISITING FACULTY

50+

FULL TIME
FACULTY

25+

INTERNATIONAL
VISITING FACULTY



Ms. Indra Nooyi

Former Chairman and
CEO, PepsiCo



**Dr. Kiran Mazumdar
Shaw**

Executive Chairperson,
Biocon Limited



Prof. Robert Wilson

American economist and the
Adams Distinguished Professor
of Management, Emeritus at
Stanford University



Dr. K V Subramanian

Chief Economic Advisor,
Government of India



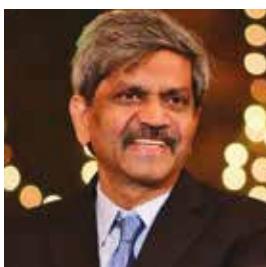
**Mr. Lakshmi
Narayanan**

Co-Founder, Emeritus Vice
Chairman, Cognizant



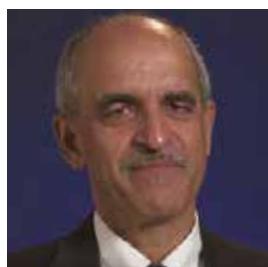
Mr. Rahul Dravid

Former Indian Cricketer &
Captain of the
Indian National Team



Mr. Shiv Shivakumar

Group Executive President,
Aditya Birla Group and
Former Chairman & CEO,
PepsiCo



Dr. Srikant Datar

Arthur Lowes Dickinson
Professor of Business
Administration and Dean,
Harvard Business School



Dr. Madhav V Rajan

Dean and George Pratt Shultz
Professor of Accounting,
University of Chicago -
Booth School of Business

EXPERIENTIAL LEARNING

Great Lakes emphasizes on experiential learning, whether it involves developing leadership and managerial skills, honing strong analytical skills, understanding and analyzing business cases, or dealing with capital markets. The end result is a business-ready manager who is sensitized to the needs of the organization as well as the society.

THE KARMA-YOGA IMPACT

27

villages under
the project

30+

village level
events conducted
annually

400+

school going children
attended tuition classes,
science clubs, etc.

1100+

people given
individual medical
attention so far





Leadership Experiential Action Program: Karma-Yoga

- » Karma-Yoga LEAP, is a unique medium for students to connect with ground realities and experientially learn transformational leadership.
- » 27 villages around the campus have been adopted by Great Lakes for the LEAP. The project creates a mutual win-win situation for both the students and the villages - while the villages get budding managers to enable the villagers to elevate themselves into their better selves, the students acquire a first-hand understanding of what it means to create followers and transform them. LEAP is a real life practical lab to learn and experience the power of transformational leadership with the key focus on education, health, agriculture and small business.



Business is for Real - The Empirical Study

- » Empirical study provides a platform for students to become business-ready managers by enabling them to do a real life study under the guidance of the best people from the industry and academia.
- » The most practical benefit is that one learns how to actually persuade and convince – by culling out relevant data, analysing it to derive information, and presenting the inferences supporting one's stand. In the past, some of the empirical studies have been presented in national and international conferences.



Student Committees

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



PROGRAM DIRECTOR'S MESSAGE

At Great Lakes, you will develop the habit of dynamic and creative learning. While the traditional text books teach you theories based upon experiences of the past, the new type of learning will involve asking endless stream of questions about the ever evolving future.

Dear Aspirant,

You are in the process of making one of the most important decisions as far as your education and career choices are concerned. We totally understand the range of issues that are running through your mind. Let me set out the salient qualities of our PGDM program at Great Lakes and why it would be a right choice for you.

If you have intense passion and commitment in the pursuit of excellence, our PGDM program is for you. If you believe in yourself and have a determination to accomplish your goals, then you are well-suited for our program. If you understand that today, the work environment is changing rapidly and that job seekers need new types of skills, you will thrive in our program. If you aspire to be a transformational leader and a game changer, we are looking for you.

At Great Lakes, you will develop the habit of dynamic and creative learning, and our global faculty from top institutions including Kellogg, Stanford and Chicago Booth will facilitate that. While the traditional text books teach you theories based upon experiences of the past, our cutting edge curriculum will compel you to ask endless stream of questions about the ever evolving future. Our extensive industry engagement will provide numerous opportunities to understand the business world in greater depth.

You will be involved in hands-on experiential learning with our Karma-Yoga program in which students work and help improve the quality of life for local communities in 27 villages near the campus in areas of health, education, environment and many more. You will have an opportunity to put your theories of finance and economics in practice with our Live Trading course in stocks and commodities.

All of these are offered as a part of a program internationally benchmarked and accredited by AMBA (UK) and SAQS, and approved by the AICTE.

Ultimately, we are all stakeholders of India. If you believe that our country needs future-ready business leaders, choose Great Lakes. If you believe in transforming your career and your personality holistically, then again choose Great Lakes. Come to our LEED Platinum-Rated Green Campus which is an oasis of diversity along the scenic East Coast Road, accept the challenge, work hard, stand tall and believe in your ability to make a difference.

Cheers!

Dr. Suresh Srinivasan

Director - PGDM , Great Lakes Institute of Management, Chennai

PGDM COURSE LISTING

TERM 1 - 3

MANDATORY CORE COURSES

TERM 4 - 6

ELECTIVES

MANDATORY CORE COURSES

Term 1

- » Macro including Emerging Markets
- » Financial Accounting for Decision Making
- » Marketing Management
- » Organizational Behavior
- » Business Stat+Math
- » Problem Solving & Abstract Thinking
- » Business Communication
- » Computer Application for Business

Term 2

- » Micro Economics
- » Financial Management I
- » Human Resource Management
- » Productions & Operations Management
- » Marketing Research
- » Empirical Study
- » Karma-Yoga
- » Problem Solving & Abstract Thinking
- » Business Communication
- » Computer Application for Business

Term 3

- » Cost and Management Accounting
- » Financial Management II
- » Business Environment, Law & Taxation
- » Optimization Business Model
- » Strategic Management
- » Business Analytics
- » Problem Solving & Abstract Thinking
- » Business Communication
- » Computer Application for Business

Term 4

- » Business Ethics & Leadership
- » Business Communication
- » Entrepreneurship

Term 5

- » Boardroom Simulation
- » Chinese (Mandarin)/Japanese

Term 6

- » DTLS/Experiential Trading
- » Empirical Study

ELECTIVES

Marketing

- » Digital Marketing
- » Consumer Behavior
- » Services Marketing
- » Sales & Distribution Management
- » Retailing Strategies
- » Customer Relationship Management
- » Integrated Marketing Communications
- » Marketing Analytics*
- » B2B Marketing
- » Strategic Marketing
- » Web & Social Media Analytics*
- » Marketing Metrics
- » Markstrat Simulation
- » Pricing
- » Advanced Marketing Strategy
- » Brand Management

Finance

- » Financial Statement Analysis
- » Advanced Corporate Finance
- » Options, Futures & Derivatives
- » Fixed Income Securities
- » Financial Modelling
- » Security Analysis & Portfolio Management
- » Investment Banking
- » Commodities Markets
- » Financial Risk Analytics*
- » Mergers & Acquisitions
- » Management of Commercial Banks
- » Trading Strategies
- » Experimental Economics
- » Corporate Valuation
- » Project & Infrastructure Finance

AIMLAB

- » Data Visualization & BI: Tableau, Power BI
- » Deep Learning
- » Marketing Analytics*
- » Web and Social Media analytics*
- » Financial Risk Analytics*
- » Supply Chain Operations & Analytics
- » Block Chain
- » Natural Language Processing
- » Business Applications of AI

Human Resource

- » Competitive Strategy & Execution
- » Design, Thinking & Innovation
- » New Venture Planning
- » Negotiation & Bargaining
- » International Business Strategy

Operations

- » Logistics & Supply Chain Management
- » IT Consulting
- » Management Services Operations
- » Emerging Technologies & Technology Management
- » Production Planning & Control
- » Project Management
- » Supply Chain Operations & Analytics
- » Enterprise Resource Planning
- » Strategic Sourcing & Corporate Quality
- » Cloud Security
- » Strategic Sourcing & Supply Chain Management
- » International SCM
- » Digital Enterprises & Virtualization Strategies
- » Total Quality Management

*Cross-listed

BATCH PROFILE PGDM 2021-23

1.3 Years

Average Experience

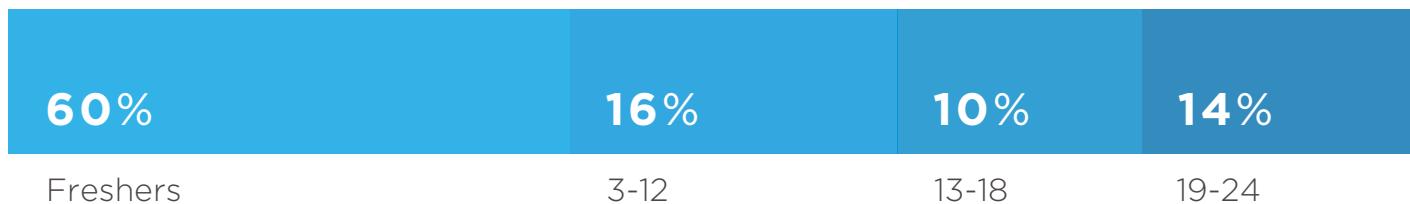
23 Years

Average Age

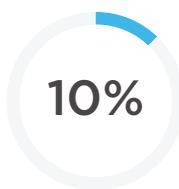
43%

Female

WORK EXPERIENCE (IN MONTHS)



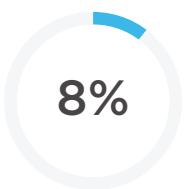
UNDERGRADUATE DEGREE



Mechanical



Computer Science



Accountancy
and Finance



Electronics &
Communication



Commerce



Others*

*Agriculture, BDS, Biotech, Business Administration, Electrical Engineering, Economics, Food Technology, Marketing, Psychology



PLACEMENT REPORT PGDM 2021

21.5 LPA

Highest
Domestic CTC

13.01 LPA

Average CTC
for Top 50%

11 LPA

Average CTC

INDUSTRY CLASSIFICATION

42%

BFSI

39%

IT/ITES

5%

FMCG

3%

Consulting

3%

Pharma

3%

Auto

5%

*Other

*(Brewing, EdTech, Education, Logistics, Manufacturing)

LIST OF RECRUITERS*

Ab InBev

Ford

LTI

Archimedis Healthcare

GainInsights

McKinsey & Company

Barclays

Great Lakes Institute of
Management

Nestlé

Birlasoft

HCL Technologies

Photon

BNY Mellon

HDFC Bank

PKC

Bridgestone

HDFC Standard Life

Samunnati

Builder AI

HSBC

SCS India

BYJU's

ICICI Bank

Société Générale

Chola MS

IDFC First Bank

Tally Solution

Cognizant

Indegene

Vedanta

CRISIL

Infosys

Vivriti Capital

Dell

ITC Corporate

VMware

Deloitte

JP Morgan & Chase

Wallet HR

FedEx

*Partial-List



ADMISSIONS DIRECTOR'S MESSAGE

Schools at the teaching-learning level ought to blend technology-driven learning into the curriculum such that the students seamlessly integrate various facets of modern technology into their everyday learning. Great Lakes Institute of Management is a pioneering B-School in this regard and its achievements speak for itself.

Dear Students,

Teachers need to stop saying, 'Hand it in' and start saying 'Publish It'.

Alan November, Educator & Author of "Empowering Students with Technology"

Business is moving from man-to-man interactions to man-to-machine interactions. Our machines are taught to replicate and if possible improve human interpretative skills. Associations and causations are getting identified by machines in the emerging world of unsupervised learning.

When Industry 4.0 is redefining the business landscape, can business schools be far behind? It is in this context that the Alan November quote mentioned above starts making sense. Schools at the teaching-learning level ought to blend technology-driven learning into the curriculum such that the students seamlessly integrate various facets of modern technology into their everyday learning. Great Lakes Institute of Management is a pioneering B-School in this regard and its achievements speak for itself.

- » First B-School to offer Business Analytics as a full-fledged major since 2013
- » First B-School to offer AIMLA [combination of Artificial Intelligence and Machine Learning] as a major since 2018
- » Among pioneers in introducing One-Year MBA in India
- » First B-School in South Asia to have a LEED Platinum Rated Green Campus
- » First B-School to offer Japanese and Chinese (Mandarin) as a part of management curriculum

As the school's Admissions Director, it is my duty to keep the new generation of aspirants updated on what all is new in the school's academic menu. At the same time, you may rest assured that the traditional menu is still intact! Multi-level interactive learning, cross-pollination of ideations, wide networking possibilities await you on campus.

I welcome you to the Great Lakes PGDM 2022-24 admissions.

Dr. Easwar Krishna Iyer

Admissions Director, Great Lakes Institute of Management, Chennai

ADMISSIONS PROCESS 2022-24

1

10th Aug. 2021

APPLICATIONS BEGIN

2

12th Jan. 2022

LAST DATE OF APPLICATION
SUBMISSION FOR SECOND CYCLE

3

10th Feb. 2022

LAST DATE OF APPLICATION
SUBMISSION FOR THIRD CYCLE

All your queries regarding the admissions process can be sent to
us at **admissions.pgdm@greatlakes.edu.in**



ELIGIBILITY CRITERIA

Following are the details and eligibility criteria for PGDM 2022-24:

Scores Accepted (CYCLE 3)

- All GMAT Takers [GMAT 2020, GMAT 2021 and GMAT 2022 (taken on or before 10th February, 2022)]
- All CAT* 2020 & 2021 takers
- All XAT* 2021 or 2022 takers
- All CMAT 2021 & 2022 takers

Degree

Bachelor's degree in any discipline from a recognized institution

Work Experience

Freshers and candidates with work experience of less than 24 months by 2022

Candidates with greater than 24 months of work experience by 2022, can apply to the Great Lakes PGPM Program.

- * Great Lakes uses CAT scores only for screening applications for admissions and IIMs have no role in the conduct of Great Lakes academic programs.
- * Great Lakes is not an associate institute of XLRI and uses XAT scores only for screening applicants for admission. XLRI has no role to play in the conduct of any of Great Lakes programs.



APPLICATION PROCESS

- » First, you can register at www.greatlakes.edu.in
- » Second, make a payment of INR 2,000 at www.greatlakes.edu.in
- » Third, fill the online application

Candidates have the option of either applying to Great Lakes, Chennai or Great Lakes, Gurgaon campuses separately or to both the campuses through the common application form by selecting the appropriate option in the registration form.

FEE STRUCTURE PGDM 2022-24

Program & Academic Fees	Indian Student (in INR)	International Student (in US\$)
Tuition & Academic Fee	₹ 8,40,000	\$ 20,000
Program Fee	₹ 4,70,000	\$ 6,500
	₹ 13,10,000	\$ 26,500
Other Charges	Indian Student (in INR)	International Student (in US\$)
Housing and Food Charges	₹ 5,50,000	\$ 9,500
Caution Deposit (Refundable)	₹ 10,000	\$ 300
Alumni Subscription	₹ 5,000	\$ 200
Total Fees	₹ 18,75,000	\$ 31,500

Note

1. Fees are subject to revision before admissions open
2. Tuition fee is inclusive of reading material, including case studies, text books and online resources
3. The course is approved by AICTE
4. Students are compulsorily required to have their own laptop as per institute specifications
5. Certain non-academic aspects like housing services, & catering services, etc., may be outsourced at the discretion of the Institution and the related charges are paid to the respective service providers on behalf of students with the institute facilitating and coordinating these services.
6. Non-Vegetarian food is optional and will be charged extra.
7. Refund Policy: As per AICTE norms.
8. Disputes whatsoever arising, if any, with the Institution / Service provider as the case may be will be subject to jurisdiction of courts in Chennai only.
9. Tentative program dates
 1. Registration and beginning of orientation: First week of July 2022
 2. Term 1 begins after orientation: Second week of July 2022



ALUMNI SPEAK

Great Lakes provides you with a world class faculty base which guides you on a well-structured curriculum in a breath-taking campus and helps you transform into business-ready managers. What else can one ask for?

VIDHI GUPTA

Digital Strategy Consultant, India Business - Accenture Strategy & Consulting, PGDM Class of 2014

The courses are extremely contemporary, involving highly stimulating discussions of academic concepts and world happenings, and are punctuated with guest talks by the many industry experts who visit the campus regularly.

SUHASINI JAIN

Marketing, The Walt Disney, PGDM Class of 2015

If I were to attribute one reason to the astounding success the students of this college have achieved over the last decade – it is the faculty. A typical day of a Great Lakes professor consists of simulating the students' minds with both their intellect and humour, ensuring that the class is not a place for a monologue, but a fertile ground for the formation of progressive views. The Guru Shishya relationship is truly upheld at Great Lakes.

NIDHI AGARWAL

Associate Business Consultant, Mindtree, PGDM Class of 2015

Great Lakes curriculum has rigor and relevance. And to be taught by some of the best academicians in the country as well as outside is an unparalleled life time experience. I must say Great Lakes helped me prepare for a seamless transition to the industry.

ADITYA RAJAGOPALAN

Senior Advisory Consultant, Deloitte India (Offices of the US), PGDM Class of 2016



CONTACT US

For all admissions related queries,

please write to

admissions.pgdm@greatlakes.edu.in

Admissions Support

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Mob: +91 73585 99107

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