



EMERGING LEADERS FOR EMERGING ECONOMIES

The background is a blue-tinted architectural sketch. It depicts a modern building with large glass windows and a flat roof. In the foreground, there is a large, abstract sculpture made of vertical, jagged, metallic-looking plates. The sky is filled with stylized, hand-drawn clouds. The overall style is artistic and conceptual.

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

- » 13,000+ Great Lakes Alumni spread over 30+ 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 18 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.



HIGHLIGHTS

2

Campuses Chennai
& Gurgaon

4

International Research
Conferences

5

Collaborations with
Leading Global
Institutions

9

Centers of
Excellence

25+

Global Visiting Faculty
from of 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 2022-23

100+

Industry Leaders
interacted with
students in 2022-23

13000+

Alumni Network
Spread over 30+
Countries

GLOBAL ASSOCIATIONS





FOUNDER'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 and Former 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 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 18 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



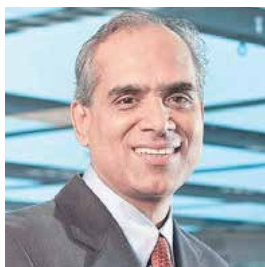
Prof. Robert Wilson

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

MANDATORY CORE COURSES

Term 1

- » Micro Economics
- » Financial Accounting for Decision Making
- » Marketing Management
- » Organisational Behaviour
- » Business Statistics
- » Productions and Ops Management
- » Problem Solving & Abstract Thinking*
- » Business Communication*

Term 2

- » Macro Economics
- » Financial Management-1
- » Human Resource Management
- » Optimization Models
- » Business Environment, Law & Taxation
- » Business Analytics
- » Karma Yoga

TERM 4 - 6

ELECTIVES

Term 3

- » Cost and Management Accounting
- » Financial Management-2
- » Business Research Methods
- » IT for Managers
- » Strategic Management
- » Karma Yoga (Field Visits)

Term 4

- » Business Ethics & Leadership
- » Entrepreneurial Mindset
- » Summer Internship

Term 5

- » Mandarin / Japanese
- » Boardroom simulation

Term 6

- » Empirical study

ELECTIVES



Marketing

- » Consumer Behaviour
- » Digital Marketing
- » Services Marketing
- » Strategic Marketing
- » Marketing Analytics
- » Sales and Distribution Management
- » Customer Relationship Management
- » Brand Management
- » Integrated Marketing Communications
- » Retailing Strategies
- » B2B Marketing
- » Web and Social Media Analytics
- » Marketing Metrics
- » Markstrat Simulation
- » Applied Behavioral Economics



Finance

- » Financial Statement Analysis
- » Time Series Analysis
- » Applied Behavioral Economics
- » Financial Modelling
- » Options, Futures and Derivatives
- » Fixed Income Securities
- » Security Analysis and Portfolio Management
- » Investment Banking
- » RIDE (Real Life Investment Decisions)
- » Financial Risk Analytics
- » Management of Commercial Banks
- » Experiential Trading
- » Mergers and Acquisitions
- » Corporate Valuation



ANALYTICS

- » Deep Learning
- » Predictive Analytics
- » Time Series Forecasting
- » Marketing Analytics
- » Supply Chain Optimization
- » Natural Language Processing
- » Web and Social Media Analytics
- » Financial Risk Analytics
- » Business Applications of AI



OB STRATEGY

- » Negotiation and Bargaining
- » Strategic Organizational Behaviour
- » Agile Organizational Designs
- » Indian Management Thought for Personal Effectiveness
- » Design Thinking & Innovation
- » New Venture Planning
- » Leadership and Management in a Digital Age
- » International Business Strategy



Operations

- » Supply Chain Management
- » Theory of Constraints
- » Production Planning and Control
- » Risk and Resilience in Supply Chain
- » Service Operations Management
- » Time Series Forecasting**
- » Enterprise Resource Planning
- » Project Management
- » Supply Chain Optimization**
- » Logistics and Distribution Management
- » Lean, Six Sigma and Operations Excellence
- » IT Strategy and Consulting
- » Sustainable Operations

BATCH PROFILE PGDM 2022-24

1.2 Years
Average Experience

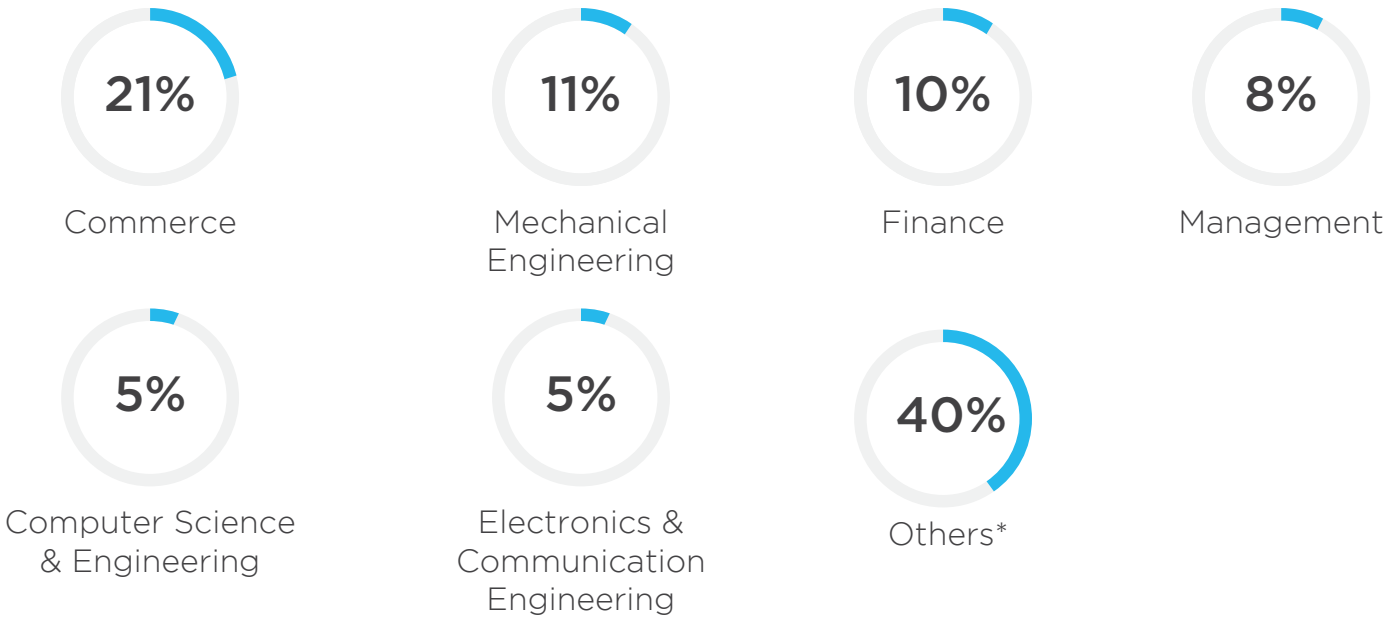
23 Years
Average Age

31%
Female

WORK EXPERIENCE (IN MONTHS)



UNDERGRADUATE DEGREE





PLACEMENT REPORT PGDM 2023

46 LPA

Highest Domestic CTC

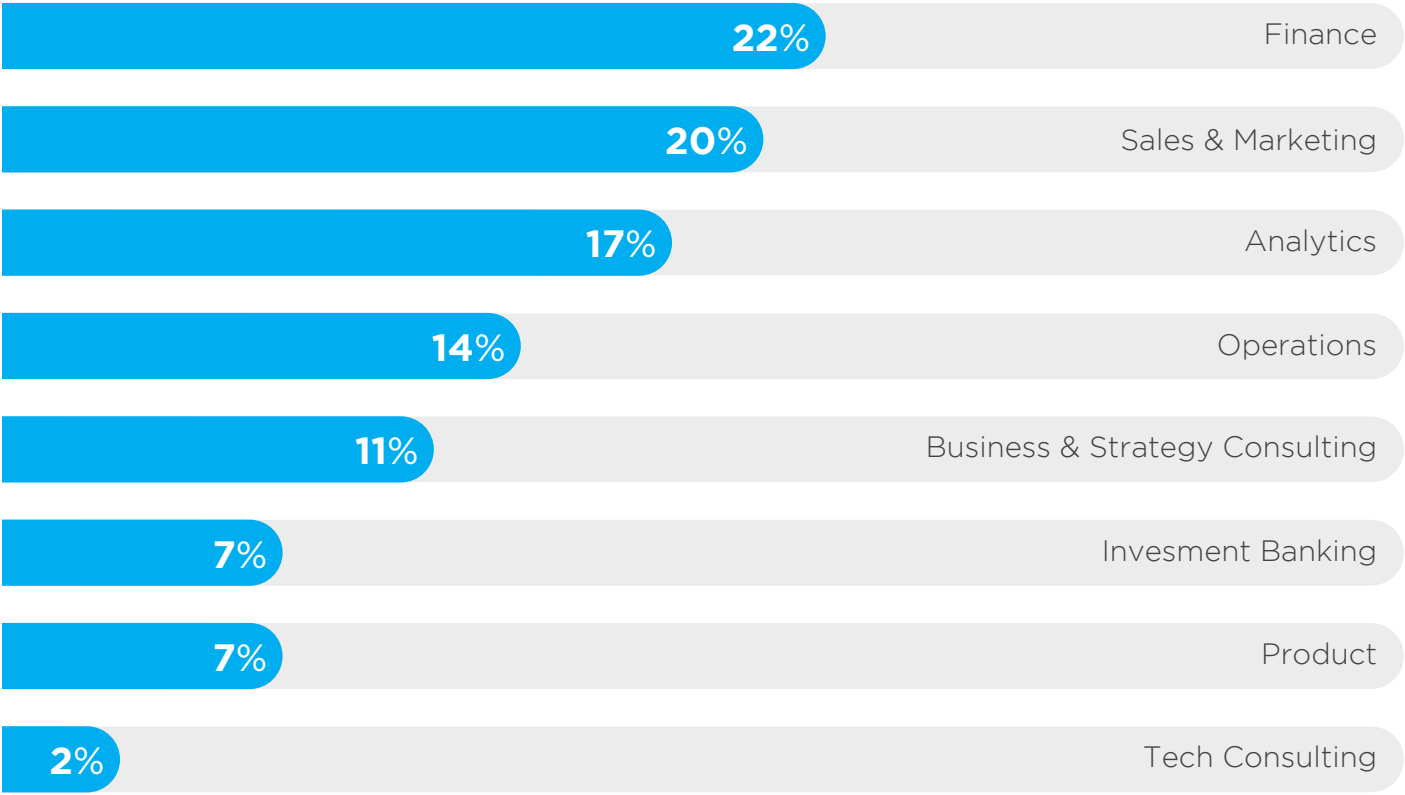
19.88 LPA

Average CTC for Top 25%

14.5 LPA

Average CTC

INDUSTRY CLASSIFICATION



LIST OF RECRUITERS*

ACT Fibernet	GAVS	Quadrant Knowledge Solutions
Aditya Birla Capital	HP	Reliance Retail
Adobe Inc	HSBC	Société Générale
Agilisium Consulting	IBM	Standard Chartered Global Business Services
Aon	ICRA	Sundaram Clayton
Ashirvad Pipes	ITC Ltd	TVS Emerald
Axtria	Idfy	Tally Solutions
BNY Mellon	Indegene	Tata Advanced Systems Limited
Bain Capability Network	Intellect Design Arena	Tata Motors
Barclays	JP Morgan Chase & Co.	Teamlease
Beghou Consulting	Jean Martin	ThemePro Technologies
Berger Paints India	KVB	VE Commercial Vehicles
CRISIL	Lowes India	Wells Fargo
Cognizant	Mahindra & Mahindra	WizFreight
Dell Technologies	Mckinsey & Company	Zimmer Biomet
Deloitte USI	Microsoft	Zydex Industries
EXL Services	Nestlé	
EY-GDS	PricewaterhouseCoopers	
Episource	Pando	
Ford	Propel Inc	

**Partial-List*



ELIGIBILITY CRITERIA

Following are the details and eligibility criteria for PGDM 2024-26:

Scores Accepted (CYCLE 1)

- All GMAT Takers [GMAT 2021, GMAT 2022 and GMAT 2023 (taken after 1st January, 2021)]
- All CAT* 2022 and 2023 takers
- All XAT* 2023 and 2024 takers
- All CMAT 2023 and 2024 takers

Education

X, XII and Bachelor's degree (or equivalent in any discipline), with a minimum academic track record of 60% throughout

Work Experience

Freshers and candidates with strictly less than 36 months of work experience as on 30th June, 2024, ONLY are eligible to apply.

Candidates with 24-36 months of work-experience can also apply for 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.



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
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