



EMERGING LEADERS FOR EMERGING ECONOMIES

The image is a blue-tinted architectural rendering of a modern building complex. In the foreground, there is a paved plaza with a grid pattern. A large, rounded bush is on the left, and a tall, abstract, multi-tiered sculpture is on the right. In the background, a long, multi-story building with large glass windows and a curved facade surrounds a central courtyard. The sky is filled with stylized, hand-drawn clouds. The overall style is a fine-line architectural sketch.

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



Extensive Industry Engagement

- » Over 150 Leaders, Industry Experts and CXOs globally 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
- » Great Lakes Analytics faculty consistently featured among the top analytics academicians in the country



Constant Innovation

- » Pioneer in introducing innovative initiatives such as the one year MBA Program, Karma-Yoga and Analytics specialization
- » Became the first B-School in India, to introduce AI & ML as full-time specialization to ensure that students are future ready



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 premier business school dedicated to shaping Business-Ready leaders for the dynamic corporate landscape. Established in 2004 by Padma Shri awardee Late Dr. Bala V. Balachandran, the institute has swiftly risen to prominence as one of India's top ranked and most innovative business schools. It is among select schools in India to gain AMBA and AACSB "Double Crown" global accreditations attesting to the quality and relevance of our programs. It is also in the NBA Tier 1 Category of leading schools in the country.

Led by exceptional academic faculty, steered by an outstanding advisory council, and buoyed by international collaborations, Great Lakes has embraced innovation as a cornerstone of its identity, consistently staying ahead of the evolving needs of businesses and the community. This commitment is evident in the institute's groundbreaking initiatives, such as being the first in India to introduce full-time specializations in Analytics, AI, and Machine Learning to establishing South Asia's first LEED platinum certified Green Campus. The globally benchmarked programs with their focus on continuous innovation and applied learning ensure that the students are Business-Ready from Day 1.

ACCREDITATIONS



RANKINGS



CONSISTENTLY INNOVATIVE

The School of Firsts

Among the first to introduce 1 year MBA Program in India

Among the few Indian B-Schools with Global Faculty

First B-School to introduce Analytics specialization

First to introduce AI & Machine Learning in MBA

First to introduce Karma Yoga Experiential Leadership Program

First Indian B-School with a LEED Platinum Rated Green Campus

“You will learn the art of doing business and its impact on the community. The spirit of ‘Pioneering’ is a part of our DNA.”

Late Dr. Bala V. Balachandran

Founder, Great Lakes Institute of Management
J. L. Kellogg Distinguished Professor of
Accounting and Information Management



DEAN'S MESSAGE

When you ask yourself, “Where should I go for my MBA?” the answer is quite straightforward – a innovative b-school which will equip you with cutting edge skills to excel in a highly demanding industry.

Great Lakes Institute of Management is completing 2 decades of consistent innovation in management education. We pioneered in introducing technologies in MBA curriculum which are now dominating the business landscape, such as Analytics, AI and Machine Learning, even before they were widely adopted. And we did it at South Asia's first LEED Platinum Rated Sustainable Green campus.

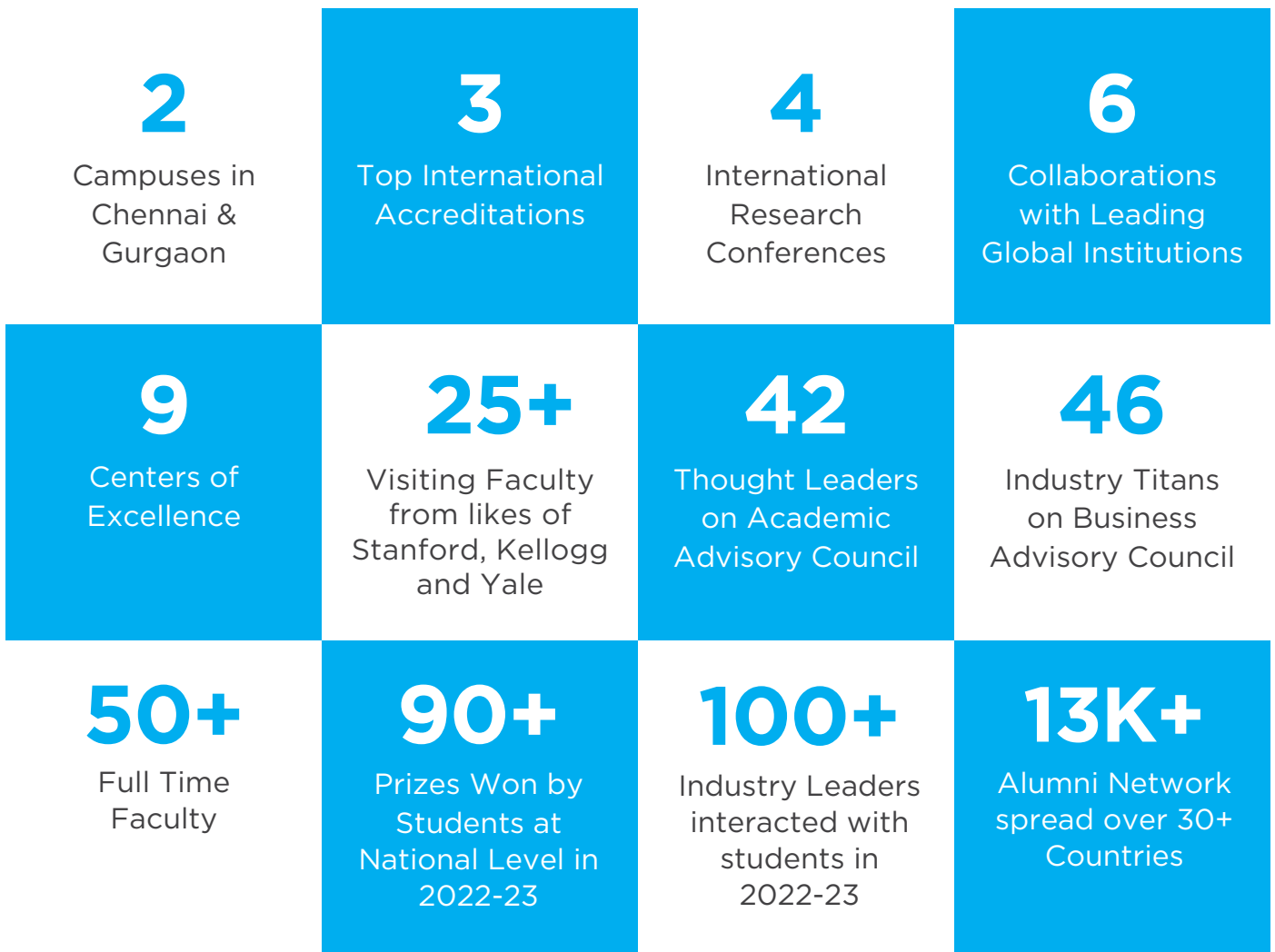
What sets us apart is our commitment to provide an unmatched learning experience by bringing together international faculty, a consistently revised curriculum to match industry needs, and prestigious global accreditations – AACSB and AMBA accreditations – which testify the value of the Great Lakes MBA programs on a global scale.

If you truly seek to transform your career, Great Lakes is where your journey begins!

DR. SURESH RAMANATHAN
Dean, Great Lakes Institute of
Management, Chennai



HIGHLIGHTS



GLOBAL ASSOCIATIONS



Cornell University



Executive Education





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

PGDM CURRICULUM

24

Mandatory
Core Courses

120 hours

Group Activity
Empirical Study

60-90 days

Summer Internship
Program

CORE COURSES

TERM 1

- » Business Communication
- » Business Statistics
- » Financial Accounting for Decision Making
- » Marketing Management
- » Micro Economics
- » Organizational Behaviour
- » Problem Solving and Abstract Thinking
- » Productions and Operations Management

TERM 2

- » Business Environment, Law and Taxation
- » Business Research Methods
- » Financial Management I
- » Human Resource Management
- » Karma Yoga
- » Macro Economics
- » Optimization Models

TERM 3

- » Business Analytics
- » Business Ethics and Leadership
- » Cost and Management Accounting
- » Financial Management II
- » IT for Managers
- » Strategic Management
- » Karma Yoga (Field Visits)

TERM 4

- » Summer Internship

TERM 5

- » Entrepreneurial Mindset
- » International Business

TERM 6

- » Boardroom simulation

PGDM ELECTIVES*



Finance

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



Operations

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



Analytics

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



Marketing

- » Applied Behavioral Economics#
- » Business to Business Marketing
- » Brand Management
- » Consumer Behaviour
- » Customer Relationship Management
- » Digital Marketing
- » Integrated Marketing Communications
- » Marketing Analytics#
- » Marketing Metrics
- » Retailing Strategies
- » Sales and Distribution Management
- » Services Marketing
- » Strategic Marketing
- » Web and Social Media analytics#



OB/Strategy

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

*Cross-listed

*Course design, curriculum and pedagogy are subject to revisions as and whenever deemed appropriate by the institute, and are thus subject to changes.

EXPERIENTIAL LEARNING

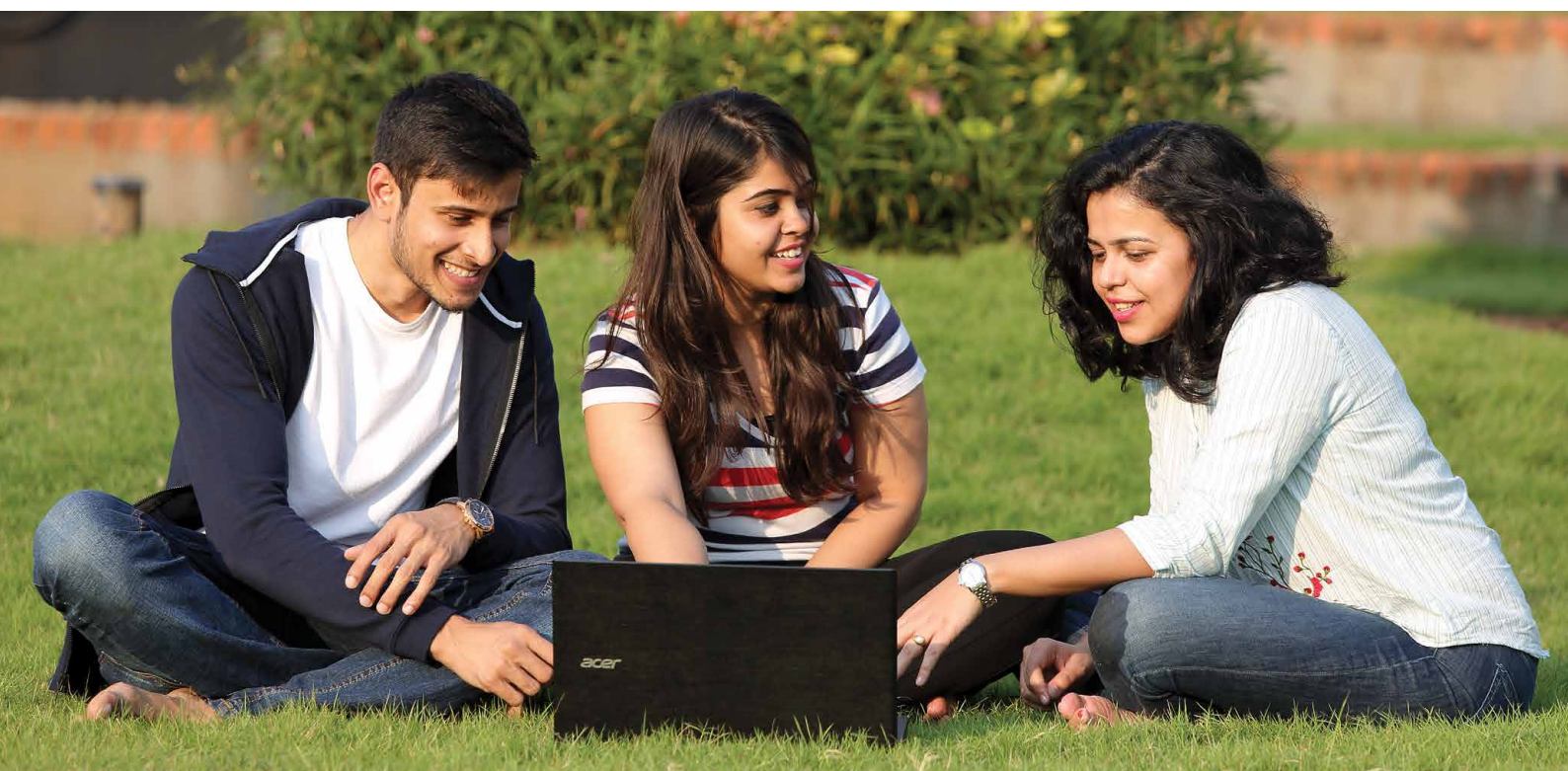
Great Lakes emphasizes on experiential learning, whether it involves developing leadership and managerial skills, honing strong analytical skills, understanding and analyzing business cases, or dealing with capital markets. The end result is a business-ready manager who is sensitized to the needs of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

The 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. 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.



Karma-Yoga

- » Karma-Yoga, Leadership Experiential Action Program, is a real life practical lab to learn and experience the power of transformational leadership with the key focus on empowering through on education, health, agriculture and small business.
- » It creates a mutual win-win situation for both - the villages get budding managers to enable them elevate themselves into their better selves, while the students acquire a first-hand understanding of what it means to transform them.

The Karma-Yoga Impact

27+

Panchayat villages under the project

60+

Village level events conducted annually

5000+

School-going children attended tuition classes, science clubs, etc.

10000+

People given individual medical attention so far



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.

25+

International
Visiting Faculty

50+

Full Time
Faculty

50+

Globally acclaimed
Thought Leaders
Talks in 2022-23

70+

Academic &
Industry Visiting
Faculty



THE PROMINENT SPEAKERS

Over the years, Great Lakes students have interacted with world-leading business and academic leaders.



DR. RATAN TATA
Chairman Emeritus
Tata Sons Ltd.



DR. SRIKANT DATAR
Dean
Harvard Business School



SURESH NARAYANAN
Managing Director
Nestle India



INDRA NOOYI
Former Chairman and CEO
PepsiCo



KIRAN MAZUMDAR SHAW
Executive Chairperson
Biocon & Biocon Biologics



LAKSHMI NARAYAN
Co-founder, Emeritus
Vice Chairman, Cognizant



SUMANT PADMANABHAN
Group Head Professional
Services - Americas, Adobe



DR. PHILIP KOTLER
Professor Emeritus - Marketing
Kellogg School of Management



PROF. SUNIL CHOPRA
IBM Distinguished Professor of
Operations Management,
Kellogg School of Management

INTERNATIONAL IMMERSION PROGRAM

At Great Lakes, we offer you a chance to develop global perspectives and learn international best practices through our international immersion opportunities.

The international immersion can be in the form of a dual-degree program if you're opting for IAE Bordeaux University School of Management, or a semester abroad program if you're opting for IÉSEG School of Management. These international immersion programs are designed to expose you to global markets, business practices and cultures, adding further value to your learning experience.



Dual MBA from IAE Bordeaux, University School of Management, Bordeaux, France



Semester Abroad at IÉSEG School of Management, Paris & Lille, France

ADVANTAGES

- Exchange/additional term at the partner school
- Course work including instructor led teaching, industry visits and extra-curricular activities
- Additional MBA degree or certification on successful program completion
- Opportunity to interact and network with students from the exchange school
- Exposure to an international cohort, culture and business environment





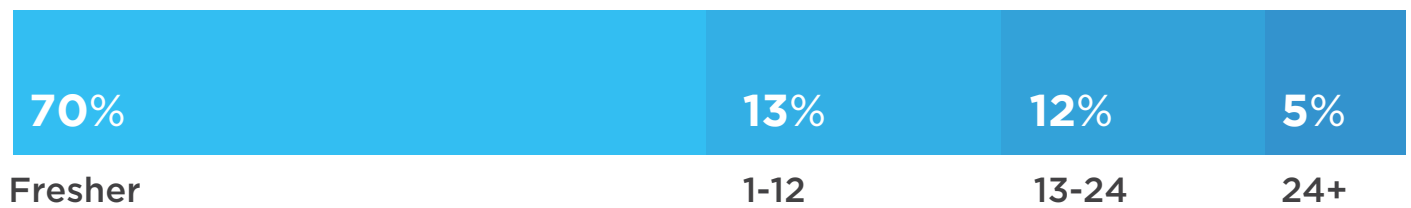
BATCH PROFILE PGDM 2023-25

1.3 Years
Average Experience

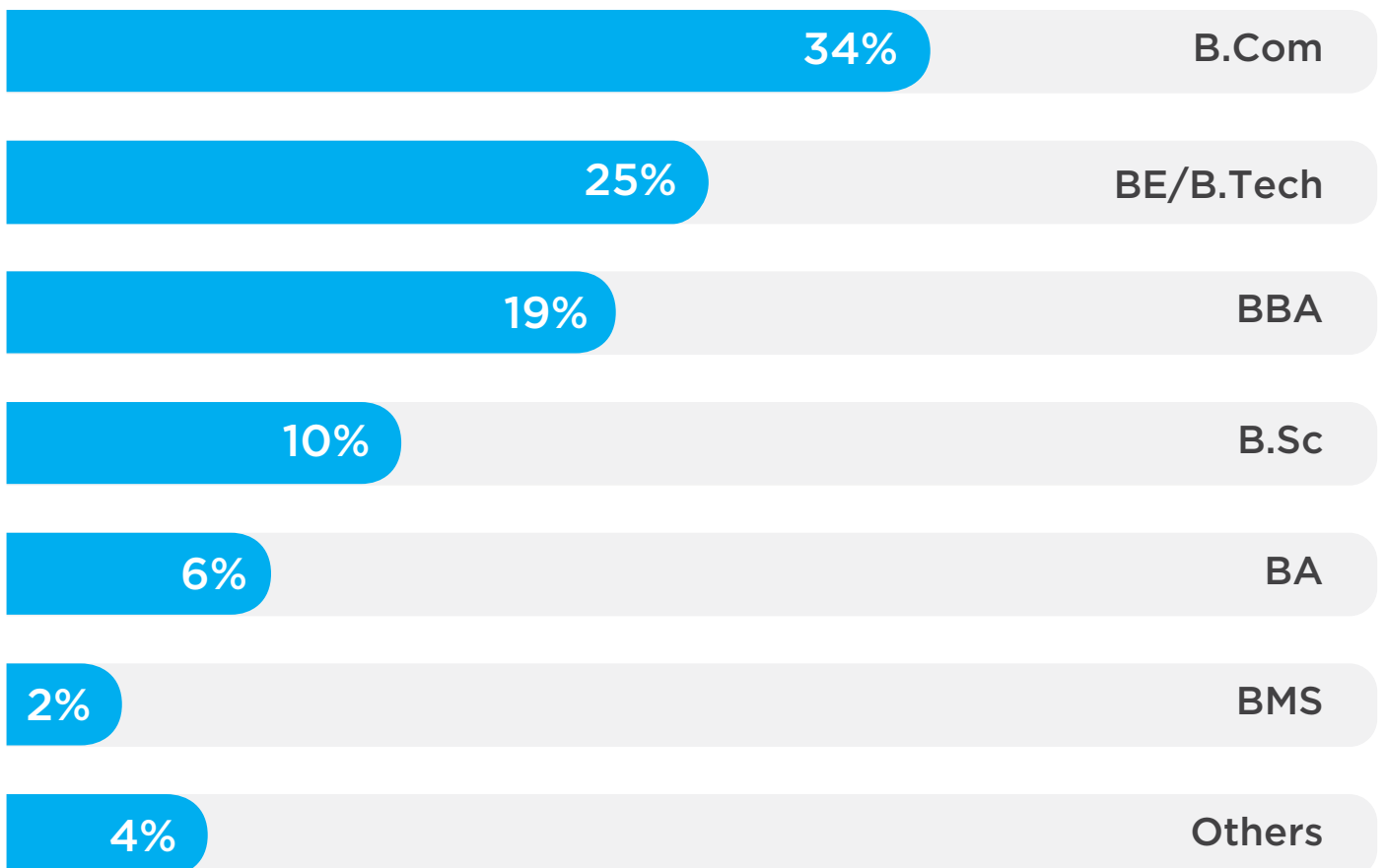
22.5 Years
Average Age

28%
Female Students

WORK EXPERIENCE (in months)



UNDERGRADUATE SPECIALIZATION



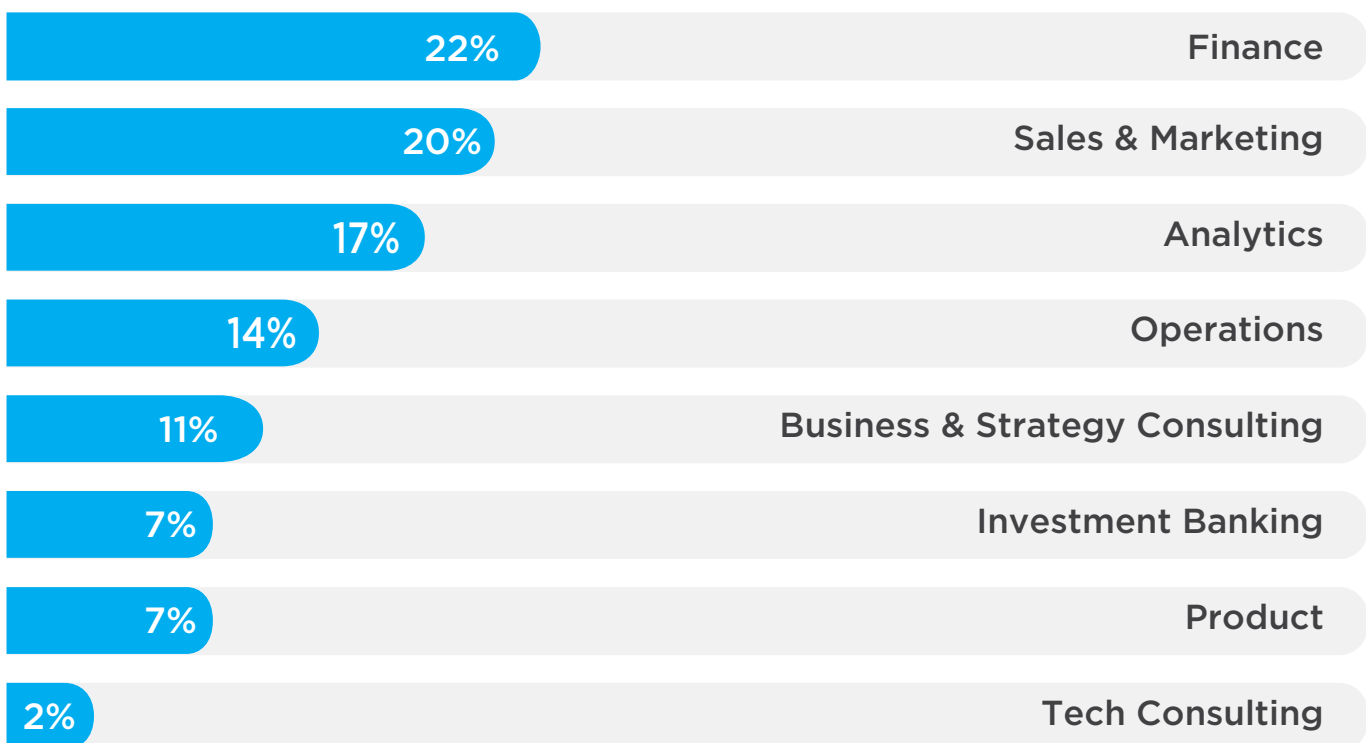
PLACEMENT REPORT PGDM 2023

46 LPA
Highest Domestic CTC

23.18 LPA
Average CTC for Top 10%

14.5 LPA
Average CTC

FUNCTION-WISE ROLES OFFERED



DIVERSE PROFILES OFFERED*

- » Product Manager
- » Project Manager
- » Business Analyst
- » Knowledge Analyst
- » Financial Analyst
- » Process Control Analyst
- » Consultant
- » Marketing MT
- » Customer Success Manager
- » Supply Chain Consultant

**Partial-List*

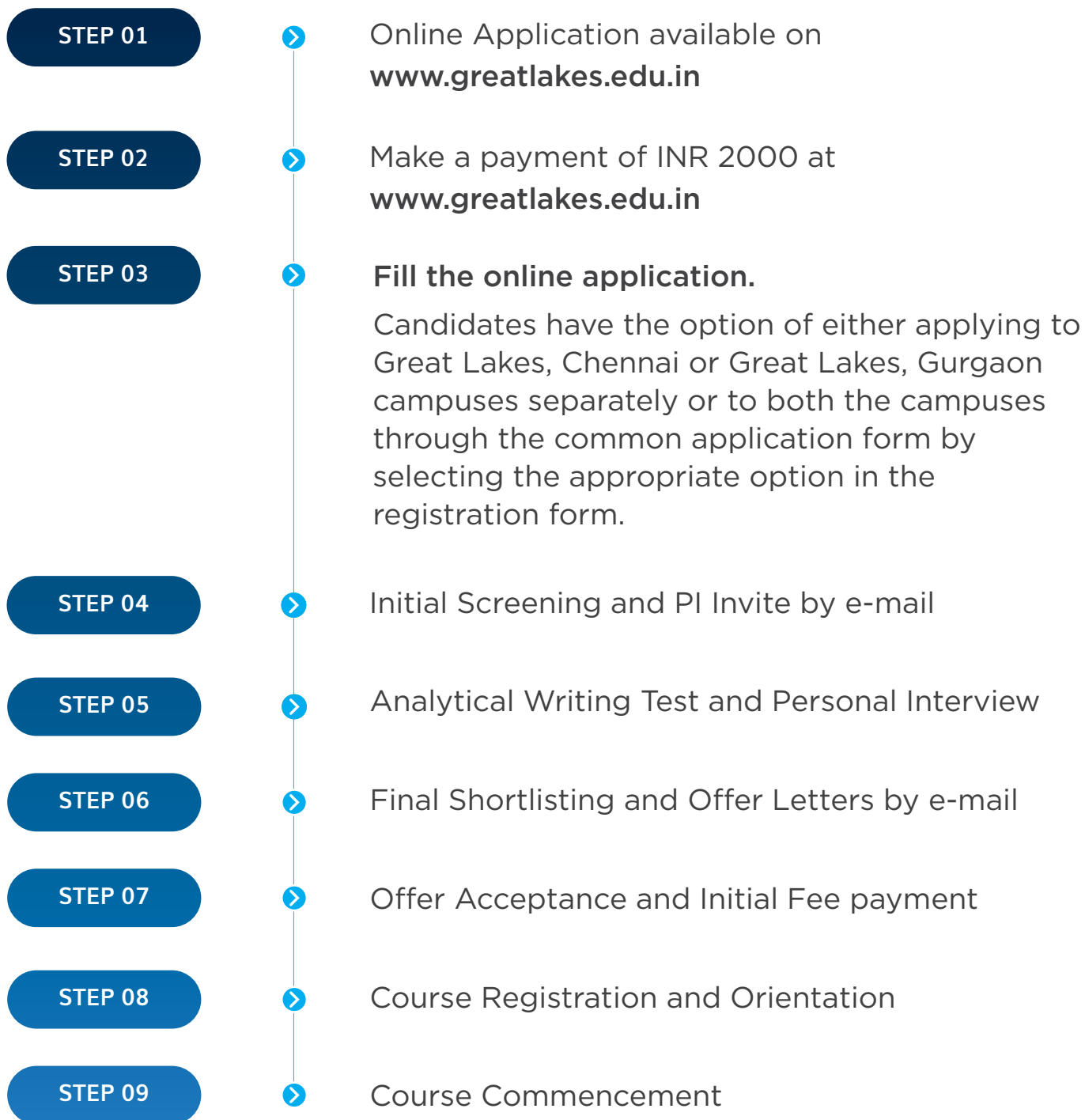
LIST OF RECRUITERS*

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

**Partial-List*



ADMISSIONS PROCESS



For all admissions related queries, please write to admissions@greatlakes.edu.in

PGDM 2024-26 ELIGIBILITY

EDUCATION



Bachelor's degree or equivalent in any discipline from a recognized institution with an academic track record of 60% throughout.

WORK EXPERIENCE



0-3 Years

Freshers and candidates with strictly less than 36 months of work experience as on 30th June 2024

SCORES ACCEPTED



GMAT 2021 or later

CAT# 2022/23

XAT# 2023/24

CMAT* 2023/24

OTHER APPLICATION REQUIREMENTS



Two Recommendations (provide email-ids of the recommenders, the recommenders would be contacted at a later date).

*Scores will only be accepted if CMAT results are declared before the final admission deadline.

#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 but uses XAT scores only for screening applicants for admission & XLRI has no role to play in the conduct of any of Great Lakes Management programs.

FEE STRUCTURE 2024-26

Program & Academic Fees	Indian Students (INR)	International Students (Dollar)
Tuition & Academic Fee	9,45,000	20,500
Program Fee	5,32,000	12,000
Total	₹ 14,77,000	\$ 32,500

Other Charges		
Accommodation Charges (Twin Sharing AC*)	5,88,000	7,500
Caution Deposit (Refundable)	10,000	300
Alumni Subscription	5,000	100

NOTE:

1. Tuition fee is inclusive of reading material, including case studies, text books and online resources
2. The program is duly approved by AICTE
3. Students are compulsorily required to have their own laptop as per institute specifications
4. Given that the program is residential in nature, hostel facility is mandatory
5. *Students will be provided with Twin sharing Air conditioned accommodation; however, based on availability, Triple Sharing accommodation may be provided and in such cases the charges would be lower and the difference refunded post the start of the program
6. 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
7. All meals (vegetarian) are included in the above fees; non-vegetarian food is optional and will be charged extra
8. Refund Policy: As per AICTE norms
9. 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

THE ALUMNI NETWORK

Great Lakes, over a period of 20 years, has prepared its students to succeed and inspire while shaping their careers in the long run. Great Lakes alumni now hold several leadership roles in well reputed corporates around the world.

13000+

Alumni

300+

Alumni in CxO and Leadership roles

30+

Countries

NOTABLE ALUMNI



RAMYA BALAKRISHNAN

Class of 2007

Global Director - Strategy & Ops, Meta (FB), USA



HEMANT GROVER

Class of 2013

Director - Technology, Xceedance



AMISHA ARORA,

Class of 2015

Head - Customer Activation & Marketing - South Asia, H&M



HARLEEN KAUR

Class of 2016

Associate Director - Marketing, Tata Digital



RIDHIMA ARORA

Class of 2015

Founder, Namhya Foods



DIVYANSH NASA

Class of 2010

Partner - Transaction Strategy and Execution, EY-Parthenon

GREAT LAKES

INSTITUTE OF MANAGEMENT, CHENNAI

Global Mindset - Indian Roots

Contact Us

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Chennai Campus:

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Chengalpattu District, Tamil Nadu - 603102