



TRANSFORM AND LEAD

The image is a blue-tinted architectural rendering of a modern building complex. The scene features a large, multi-story building with a prominent glass facade and a curved section. In the foreground, there is a paved plaza with a large, rounded bush and a tall, abstract sculpture made of stacked, angular blocks. The sky is filled with stylized, hand-drawn clouds. The overall aesthetic is clean and modern, with a focus on geometric forms and light. The text 'THE GREAT LAKES EDGE' is overlaid in white, bold, sans-serif font on the left side of the image.

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 were one of the forerunners in introducing a one year MBA program with exceptional career growth opportunities. 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

2 Campuses in Chennai & Gurgaon	3 Top International Accreditations	4 International Research Conferences	6 Collaborations with Leading Global Institutions
9 Centers of Excellence	25+ Visiting Faculty from likes of Stanford, Kellogg and Yale	42 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	13K+ Alumni Network spread over 30+ Countries

GLOBAL ASSOCIATIONS



Cornell University



Executive Education





THE PGPM ADVANTAGE

The Flagship one year full time Post Graduate Program in Management is for Achievers, High Performers and Go Getters who want to change the world for the better.

Accelerated Growth

- » The PGPM helps transform high potential professionals into competent business managers and decision makers ready to deliver from day 1
- » In a fast-changing business world, where billion-dollar companies are created in a few years, the PGPM allows participants to join industry and start creating value by the end of 1 year

International Immersion Opportunities

- » Opportunity for students to pursue a 6 week additional term at IAE Bordeaux, University School of Management in France and qualify for an additional triple accredited degree
- » Immersion opportunities at IÉSEG School of Management, Skema Business School and Frankfurt School of Finance of Management offering global perspectives

Globally Recognised

- » Double Crown Accreditation by AACSB (US) and AMBA (UK), in addition to SAQS (South Asia) accreditation
- » AICTE approved post graduate certificate in management

Experiential Learning

- » Guest lectures and insights from eminent thought leaders and industry stalwarts
- » Karma-Yoga, a unique transformational program to help participants develop leadership skills while having a lasting impact on thousands of people in 27+ villages
- » Fully mentored empirical study for hands-on experience

Global Perspectives

- » 25+ international visiting faculty from the likes of Kellogg, Stanford & Yale, along with renowned full time faculty, offer you global perspectives and unparalleled learning
- » Japanese and Chinese (Mandarin), two languages with relevance for international trade, offered optionally

Unparalleled Peer Learning

- » 800+ years of collective work experience in class across diverse industries & functions enriching the peer learning experience

PROGRAM DESIGN*

20

Core Courses

14

Electives*

120

Hours Empirical Study

MANDATORY CORE COURSES

TERM 1-3

- » Statistical Methods for Decision Making
- » Optimization Models
- » Business Analytics
- » Research Methodology
- » Financial Accounting
- » Managerial Accounting
- » Corporate Finance
- » Principles of Economics
- » Strategic Marketing & Customer Focus
- » Competitive Strategy in Digital Age
- » Operations Management
- » Business & Government
- » Business Communication
- » Organization Behavior and Human Resources
- » Integrated Case Study

TERM 4

- » Entrepreneurial Mindset
- » Karma Yoga

TERM 5

- » Karma Yoga

TERM 6

- » Negotiations and Bargaining
- » Empirical Study

TERM 7

- » Ethics and Leadership
- » Empirical Study

ELECTIVES*



AIMLAB

- » Deep Learning
- » Predictive Analytics for Management
- » Machine Learning in Finance[#]
- » Data Visualization
- » Stochastic Modeling in Business[#]
- » Business Applications in Artificial Intelligence
- » Marketing Analytics
- » Web & Social Media Analytics
- » Consumer Focused Product Planning[#]
- » Time Series Forecasting
- » Natural Language Processing
- » Financial Risk Analytics[#]



Finance

- » Financial Statement Analysis
- » Time Series Forecasting in Finance
- » Fixed Income Securities
- » Machine Learning in Finance[#]
- » Game Theory[#]
- » Applied Behavioral Economics[#]
- » Experiential Trading
- » Stochastic Modelling in Business[#]
- » Options, Futures and Derivatives
- » Financial Modeling
- » Mergers, Acquisitions & Corporate Restructuring
- » Investment Banking
- » Financial Risk Analytics[#]



Strategy

- » Economics of Sustainable Strategy
- » Decoding Innovation[#]
- » Design Thinking and Innovation
- » Fintech and Digital Transformation in BFSI
- » Strategy Consulting
- » International Business Strategy



Marketing

- » Services Marketing
- » Consumer Behaviour
- » Brand Management
- » Marketing Metrics
- » Applied Behavioral Economics[#]
- » Customer Relationship Management
- » Game Theory[#]
- » Web and Social Media Analytics[#]
- » Sales and Distribution Management
- » Consumer Focused Product Planning[#]
- » Integrated Marketing Communications
- » Digital Marketing
- » New Product Development
- » B2B Marketing



Operations and Tech. Management

- » Business Enterprise for Performance Excellence
- » Services Operations Management
- » Enterprise Resource Planning
- » Time Series Forecasting
- » Production Planning & Control
- » Supply Chain Management
- » Logistics & Distribution Management
- » Theory of Constraints
- » Supply Chain Optimization
- » Game Theory[#]
- » Operations Risk & Resilience
- » Sustainable Operations
- » Stochastic Modelling in Business[#]
- » Project Management

[#]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

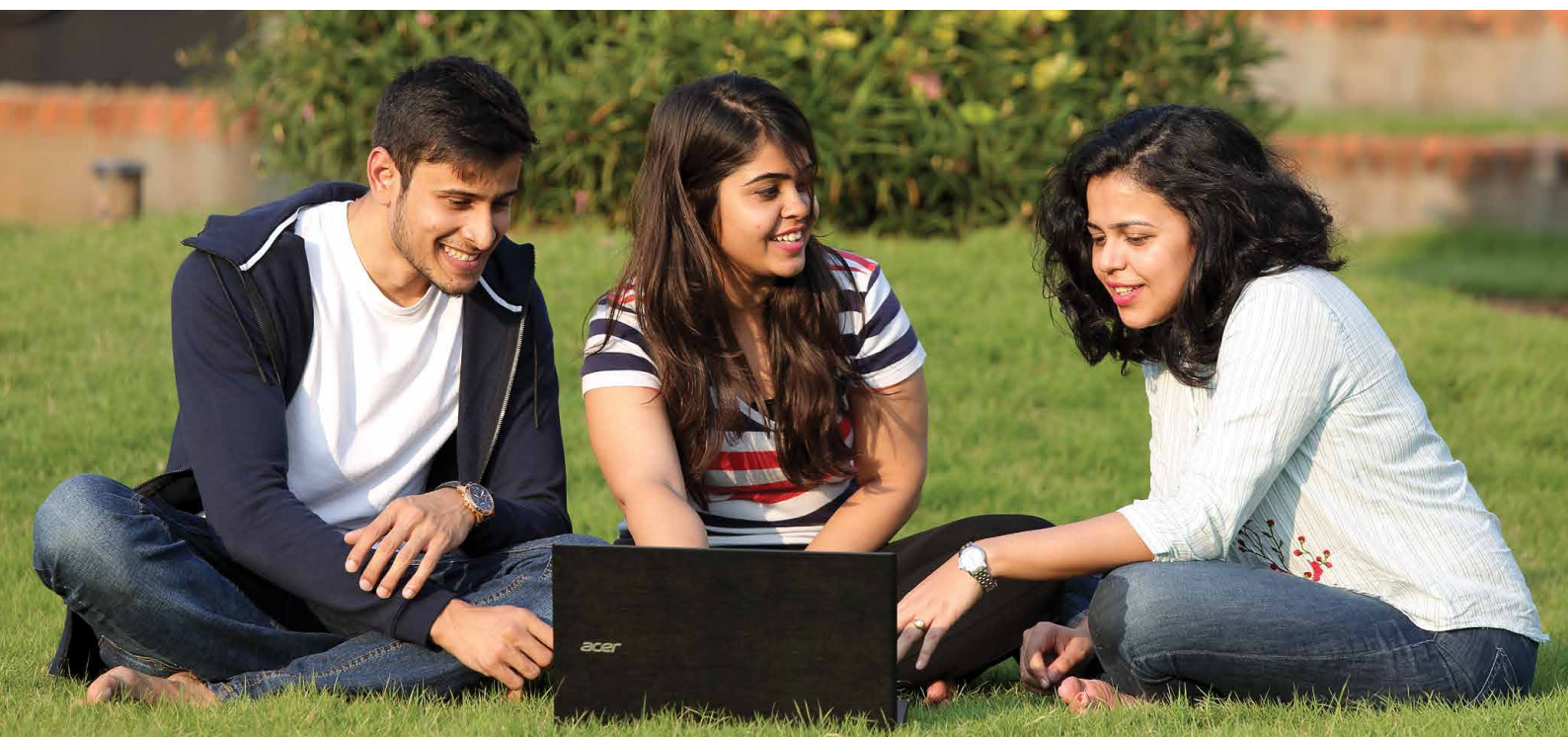
Great Lakes emphasizes on experiential learning, whether it involves developing leadership and managerial skills, honing strong analytical skills, understanding and analyzing business cases, or dealing with capital markets. The end result is a business-ready manager who is sensitized to the needs of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

The Empirical Study

» Empirical study provides a platform for students to 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 Clubs & Committees

» Being a student centric institute, all key functions of the institute are ably supported by committed student bodies - be it admissions, placements, or branding and content creation, apart from various clubs that help students hone their skills.





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 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

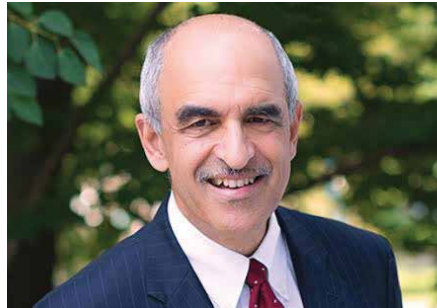


THE PROMINENT SPEAKERS

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





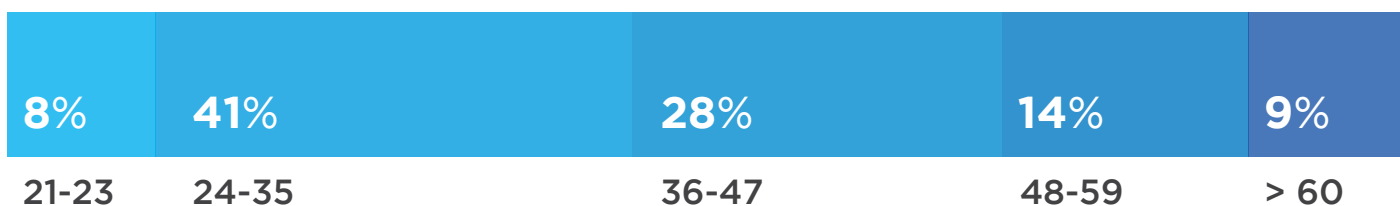
BATCH PROFILE PGPM 2023-24

3.3 Years
Average Experience

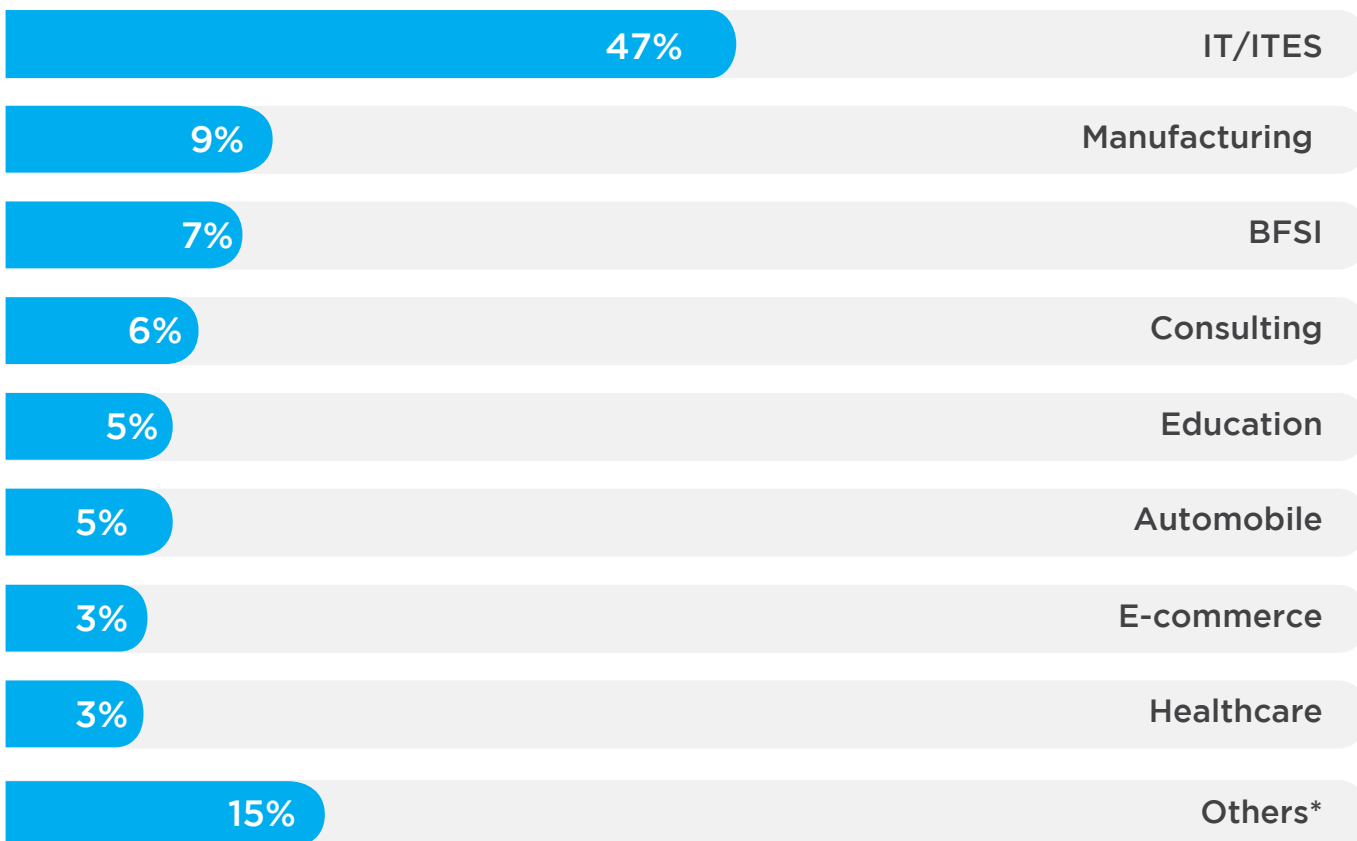
26 Years
Average Age

22%
Female Students

WORK EXPERIENCE (in months)



INDUSTRY DIVERSITY (Pre-MBA)



*Construction, Energy, FMCG, Logistics, Manufacturing, Marketing, etc.

PLACEMENT REPORT PGPM 2023

34 LPA

Highest Domestic CTC

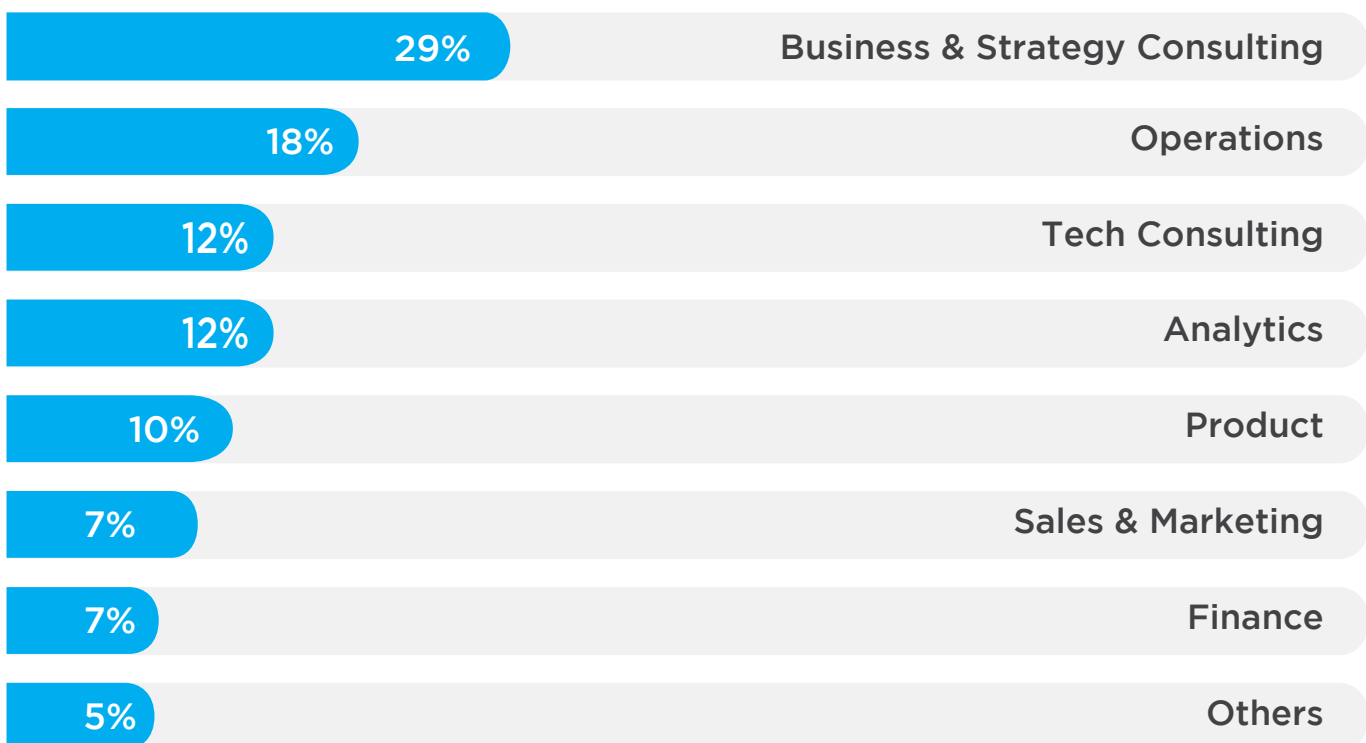
28 LPA

Average CTC for Top 10%

18.1 LPA

Average CTC

FUNCTION-WISE ROLES OFFERED



DIVERSE PROFILES OFFERED*

- » Product Manager
- » Marketing Manager
- » Retail Logistician
- » Decision Analytics Consultant
- » Business Research Consultant
- » Business Value Architect
- » Recruitment Consultant
- » Pricing Analyst
- » Pursuit Manager

**Partial-List*

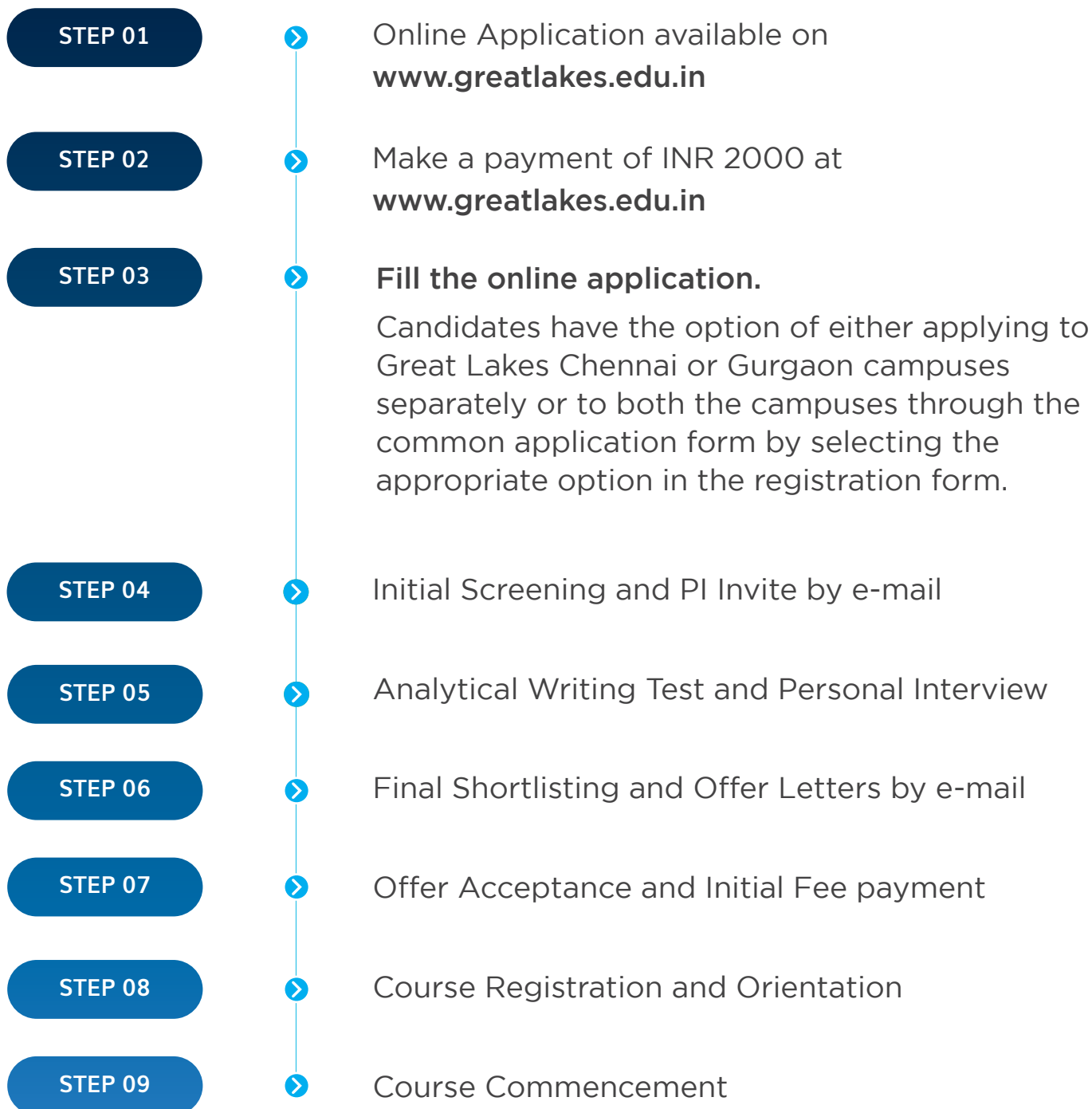
LIST OF RECRUITERS*

- » Accenture
- » Aditya Birla Capital
- » ADP
- » APTIV
- » Bain Capability Network
- » Bandhan Bank
- » Beghou Consulting
- » Berger Paints
- » Bluestone
- » Bridgestone
- » Bristlecone
- » CHRYSO Saint Gobain
- » Cognizant
- » Decathlon
- » DELL
- » Deloitte
- » Dolcera
- » Episource
- » Equifax
- » FedEx
- » Fendahl
- » Fullerton India Credit Company Ltd
- » Gale Partners
- » GAVS
- » HCL
- » Hexaware Technologies
- » HSBC
- » IDFY
- » Incedo
- » Incture
- » Infosys Consulting
- » Infosys Technology
- » Jana Bank
- » Junglee Games
- » Karur Vysya Bank
- » Latent View
- » Lister Technologies
- » Lowe's India
- » Mahindra & Mahindra
- » Maveric Systems
- » McKinsey
- » Michael Page
- » Mphasis
- » NOVAC Technology Solution (Shriram Group)
- » Olam
- » Optum
- » OvalEdge
- » PKC
- » PPMS
- » Preferred Square
- » Protiviti Global
- » Sobha Realty - Dubai
- » Takshashila Consulting
- » TCS
- » Tiger Analytics
- » ZS Associates

**Partial-List*



ADMISSIONS PROCESS



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

PGPM 2024-25 ELIGIBILITY

EDUCATION



A **Bachelor's degree** in any discipline from a recognized institution

WORK EXPERIENCE



2+ Years

However, exceptional students with 21+ months of experience by 30th April 2024 may be considered.

SCORES ACCEPTED



GMAT 2021 or later

CAT** 2022/23

XAT** 2023/24

NMAT 2022 onwards

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 2024-25

Program & Academic Fees	Indian Students (INR)	International Students (Dollar)
Tuition & Academic Fee	11,50,000	21,050
Program Fee	6,45,000	12,300
Total	₹ 17,95,000	\$ 33,350

Other Charges		
Housing and Food (Single AC*)	3,70,000	7,700
Caution Deposit (Refundable)	10,000	300
Alumni Subscription	5,000	100

NOTE:

1. Fees for PGPM 2024-25 will be updated shortly.
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. *Students will be provided with single room accommodation based on their order of acceptance; twin sharing accommodation will be provided for whom single room allocation is not available and a part of the fee would be refunded in such cases.
6. Certain non-academic aspects such as catering, skill development, admission processing are 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 court 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



SHOBHA SUBRAMANIAN

Class of 2007

Lead Product Manager, Uber, USA



NEHA KUMAR SARAF

Class of 2007

Sr. Director
Visa, Singapore



HARSH RATAN MEHTA

Class of 2010

Global Director,
PepsiCo



APARNA S

Class of 2010

Director & Business Lead,
Bain Capability Network



RITESH PAL

Class of 2014

Director, Morgan
Stanley, UK

MEET THE ALUMNI



An MBA is a learning for lifetime. **Amisha Arora**, Head - Customer Activation & Marketing - South Asia at H&M talks about how Great Lakes shaped her professional journey.

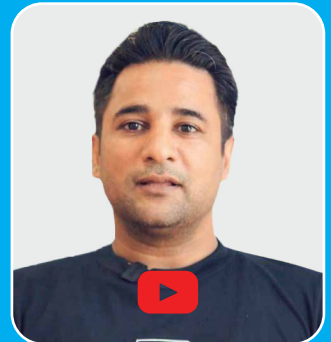


Watch the video
bit.ly/AlumniStories1

Hemant Grover (PGPM Batch of 2013) - Director of Technology at Xceedance, reflects on his key takeaways from the PGPM and delves into how AI is going to transform businesses.



Watch the video
bit.ly/AlumniStories2



Guneet Gyani, Senior Manager - Search and Commerce, Google, talks about her journey with one of the leading tech conglomerates and the key skills you need to succeed as a Leader



Watch the video
bit.ly/AlumniStories3

Divyansh Nasa, Partner - Transaction Strategy and Execution, EY-Parthenon, recalls his life at Great Lakes and the initiatives that he took up in campus, which prepared him for his journey as a consultant ahead.



Watch the video
bit.ly/AlumniStories4



GREAT LAKES

INSTITUTE OF MANAGEMENT, CHENNAI

Global Mindset - Indian Roots

Propelled by knowledge - Steered by values

Contact Us

+91 78240 11333

+91 78240 11555

admissions@greatlakes.edu.in

Chennai Campus:

Dr. Bala V. Balachandar Campus, ECR Road,
Chengalpattu District, Tamil Nadu - 603102