

Give your business the best
Business-ready Managers,
every time.

Placements 2012



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About Great Lakes

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

Vision

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

Mission

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



The Journey So Far

One of Peter Drucker's thoughts quoted here has been a key driver of Great Lakes, philosophy of Global Mindset Indian Roots –

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

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

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

Tie-up with Excellence

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

MoU

Yale University
Stuart School of Business, Illinois Institute of Technology
Nanyang Technological University of Singapore,
University Tun Abdul Razak of Malaysia
Indian Institute of Technology, Madras, India
Bauer College of Business, University of Houston, USA
Indira Gandhi Center for Atomic Research IGCAR

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

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

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

Universiti Tun Abdul Razak was established in 1997, is one of the first private universities in Malaysia. Since then, Universiti Tun Abdul Razak has become one of the first private learning institutions in Malaysia to receive the SIRIM certification of ISO 9001:2000. Additionally, the university has been awarded the prestigious MSC-status certification, which is a testament to the university's commitment in integrating technology and innovation in its teaching and learning techniques. Although Universiti Tun Abdul Razak is a relatively new university, it is rapidly establishing itself as a centre for education with more than 8,000 students studying in 55 academic programmes at the diploma, undergraduate and postgraduate levels, the university prides itself in developing relevant programmes to meet today's needs. All our academic programmes, which were developed through close consultation with business and industry partners, the public sector and professionals, are developed to meet the high international standards.

Indian Institute of Technology Madras, is one among the foremost institutes of national importance in higher technological education, basic and applied research established with the German Government technical assistance. The Institute was formally inaugurated in 1959. IIT Madras is a residential institute with nearly 460 faculty, 4500 students and 1250 administrative & supporting staff and is a self-contained campus located in a beautiful wooded land of about 250 hectares. It has established itself as a premier centre for teaching, research and industrial consultancy in the country. The Institute has fifteen academic departments and a few advanced research centres in various disciplines of engineering and pure sciences, with nearly 100 laboratories organised in a unique pattern of functioning. A faculty of international repute, a brilliant student community, excellent technical & supporting staff and an effective administration have all contributed to the pre-eminent status of IIT Madras. The campus is located in the city of Chennai, India.

C.T. Bauer College of Business, Houston, Texas offers the most comprehensive energy management curriculum in the world. There's energy economics, accounting, finance, IT and the only global energy management program for those in the energy industry. No one else has a focus on energy like the University of Houston Bauer College since Houston is the energy capital of the world and a thriving global city. Bauer College has alumni working in the energy industry where they hold every position from financial analyst to CEO. America's and China's top energy leaders now holding graduate MBA degrees from Bauer. With this MoU, In future, graduates will be added to the ranks of companies serving India and its crucial needs. establishing itself as a centre for education with more than 8,000 students studying in 55 academic programmes at the diploma, undergraduate and postgraduate levels, the university prides itself in developing relevant programmes to meet today's needs. All academic programmes, were developed through close consultation with business and industry partners, the public sector and professionals, are developed to meet the high international standards.

Indira Gandhi Centre for Atomic Research: IGCAR's mission is to conduct a broad-based multidisciplinary program of scientific research and advanced engineering development, directed towards the establishment of the technology of Sodium Cooled Fast Breeder Reactors (FBR) and associated fuel cycle facilities in India. The mission includes the development and applications of new and improved materials, techniques, equipment and systems for FBRs, pursue basic research to achieve breakthroughs in Fast Reactor technology. IGCAR and Great Lakes, as the two significant institutional citizens of their mutual neighborhood, have signed a MoU to promote and develop cooperation and synergy in management education & research, and in the socio-economic development of their neighborhood and promote education, employability, entrepreneurship, social awareness and equity.

One Year Fast Track Post Graduate Program in Management (PGPM)

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

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

From a modest beginning in 2004 on a 12000 sq.ft facility and 123 students, today Great Lakes is a community of 500 students, 1400 Alumni and a Green campus of 27 acres and growing.



Message from the Founder and Dean Dr. Bala V. Balachandran

Founder & Dean, Great Lakes Institute of Management, Chennai, India

J L Kellogg Distinguished Professor of Accounting & Investment Management
(Emeritus in Service), Northwestern University, Illinois, USA

Executive Professor & Strategy Advisor to the Dean, Bauer College, Houston, USA

Founder & President, Mumbai Business School, Malad, India

The days of Mayo's Hawthorne studies are far behind us, and yet, generations of experts have not been able to identify the perfect formula that helps organizations hire the best talent and reasonable cost-to-company, identify challenging assignments for them, keep them motivated and in continued and loyal service – that perfect hire and maintain formula still eludes us.

Arguably, the tension between workers' 'logic of sentiment' and managers' 'logic of cost and efficiency' (to quote Mayo) continues to lead to dynamite situations in the workplace that can be diffused only by creative, sensitive and artful intervention. And, as people who deal with these issues on a daily basis, my sympathies are completely with you and I believe we can work with you, hand in hand, to help reduce these tensions.

Let me elaborate – Great Lakes believes in admitting the crème de la crème of the professional talent to our programs. Not only do our students possess prior work experience of at least two years on the average, they come to us with varied and reputed backgrounds. This apart, they have a rigorous selection process to contend with and the tests of academic proficiency, inter-personal skills, stress tests etc. that we put them through ensures that only the truly meritorious are offered a place with us. The students are also evaluated on very stringent scales by a 360 degree system – by a panel of experts comprising professionals, academicians, alumni of Great Lakes as well as some of the students themselves to identify a suitable fitment with the value systems and cultural bearing of the society as well as the ability to cope with the 120 hour work-week.

Throughout the course, the learning emphasis and the delivery pedagogy are not only on knowledge enhancement but also on imbibing and internalizing certain qualities, traits and attitudes. This not only groom them to be outstanding managers, but also responsible corporate citizens. Great Lakers do their jobs well, understand the implications and consequences of their actions and I can guarantee you that they will go on to be the future leaders of organizations. We have received an overwhelming response year on year from corporates who visit our campus regularly during every hiring season is testament to this fact.

Thus, it is my pleasure to invite you to join the elite list of campus recruiters - to hire some of India's best talent and forge a mutually beneficial relationship for many years to come!

Best wishes.

Message from the Chairman Business Advisory Council



Business schools are being increasingly seen as one of the key founts for providing leaders to any nation, and more so for emerging economies like India which have immense human potential which could end up being grossly underutilized without the proper leadership.

The Great Lakes Institute of Management has, since its inception in 2004, endeavored to address this national need through its distinctive curriculum and pedagogy to create altruistic, self-aware, new generation business leaders who are zealous in their outlook and progressive in their approach.

Its "Karma Yoga" project aims to imbibe in each student the value of selfless action and selfless service. Similarly, experiential learning is one of the founding principles of the institute so its teaching simulates real life challenging corporate scenarios in different geographic domains, drawing on its affiliations with international universities and corporate houses. The rich diversity of culture and work experience among its student body generates a healthy diversity in perspectives and approaches to enable the holistic growth of each individual.

I am optimistic that Great Lakes will soon be ranked amongst premier institutions delivering world class management education. I wish the current batch of students the "Spartans", and future Great Lakers a successful and bright future.

Mr. Ratan N. Tata
Chairman
Tata Sons Ltd.



Message from the Executive Director



Greetings from Great Lakes Institute of Management!

Great Lakes, as an Institution, has carved out a niche for itself amongst the country's top B-Schools in its short existence. The Great Lakes community extends its heartiest wishes for being an integral part of the success of our institution.

Our current batch of 300-strong team of future business leaders, "Spartans", imbibes the Spartan spirit of strength, fervor and never-say-die attitude in true sense. This set of new age managers emulate the spirit of true leaders who work selflessly for their organizations and welfare of the society.

With varied cultural and professional backgrounds, Great Lakers bring with them a plethora of ideas, perspectives and skills honed by our esteemed faculty and distinct curriculum. I am sure your interaction with them will prove to be a mutually rewarding experience.

I welcome you all to associate with us in our placement process for Great Lakes Batch 2012, "Spartans", and provide an opportunity for some of the country's best managers of tomorrow to work and enrich your organization's business prosperity along with social responsibility.

Look forward to meeting you.

With warm regards,

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



Message from the Director - PGPM

Dear Stakeholder,

In a short span of seven years, Great Lakes Institute of Management, Chennai has exemplified excellence in management education. With an emphasis on creating Business ready Managers and leaders, Great Lakes has traversed many boundaries to develop its own expertise in fast tracking management education. Great Lakes is now poised to be an international Business school with a philosophy of Global Mindset Indian Roots. India is changing and so is the world and Great Lakes is on an exciting path to actively engage itself in making its contribution in this process.

Great Lakes' state of the art green campus sets the tone for a dynamic environment that plays a great role in motivating everyone – faculty, staff and students – to deliver their best. Augmented by a truly world-class faculty from top International B-Schools such as Kellogg, Stanford, Harvard, IIT Chicago, Columbia, Yale, among many others. Our core faculty team is comparable amongst the best in the country. This is complemented with insightful guest lectures delivered by eminent personalities from the industry.

At Great Lakes we encourage learning by doing. The culture in Great Lakes facilitates not only learning from academicians and eminent industry captains but peer learning as well. Aided by the latest technology, a scientifically designed curriculum, and continuous corporate interaction, our students are transformed from being first class management students into astute Thought Leaders who are ready to take on the challenges of the corporate world, both in India and abroad.

Giving back to society helps make every one of us a well-rounded human being. Our Karma Yoga project aims at achieving just that. Great Laker help local NGOs and the underprivileged to give them a fighting chance at the future besides inducting our students who will be future managers and leaders in social responsibility right at the beginning.

With all of these and so much more, Great Lakes offers you 300 of the best B School graduates in the country. It is my pleasure to invite you to Placements 2012.

Prof. T.N. Swaminathan

Director PGPM

Great Lakes Institute of Management



Message from the Director - Career Services

Dear Patron,

Welcome to a plethora of talent and knowledge, welcome to Great Lakes Institute of Management!

Great Lakes community believes in strength that lies 'within'. An accomplished person's story talks about perseverance and determination that helped him/her across various milestones in his/her journey to success. Great Lakers aim at being deep rooted generalists in every task they set out to perform. A sense of responsibility, ownership and belief in one's capabilities is imbibed in each student during the course of this one year Management Program to develop not just '**business ready**' but '**challenge ready**' managers.

With growing need for innovation and creativity, a 'manager' is no longer expected to perform only defined tasks, but also 'creatively design' tasks that are best suited to organizational goals. Each year Great Lakers pride themselves for showcasing best-in-the-show **Rainbow skill-sets**, a part of which they bring with themselves from their previous work experience and the rest they develop during the course of this program. From chemical, electronics, IT, mechanical engineers to photographers, fashion designers, graduates in hospitality, psychology, law, mathematics, economics, media to even merchant navy cadets, this school brings together a diverse set of well-rounded professionals. From the inception, in the last seven years, Great Lakes has transformed itself from being a brand new entity in the world of B-Schools to being an established 'brand'. We believe 'adaptability' is the way of this millennium and brought some of the world's best pedagogues to a common platform to provide the students with a comprehensive and global view to each domain of business. This galvanizes Great Lakers to embrace an unbounded thought process, to internationalize their approach and understanding and to learn business as a 'culture'.

From harboring entrepreneurs and researchers to developing passionate marketers, finance specialists, various business domain executives to even excellent writers, the program, under the aegis of its founder Dr. Bala V. Balachandran, focuses on multidimensional growth of each individual. From being a 'planner' to being a 'doer' is the journey each Great Lakes graduate undertakes! With great honor and pride, we invite you to our LEED Platinum Rated Green Campus to indulge in its tranquility and serenity and to share your treasure of wisdom and experience with some of the world's best young, avant-garde business talent and to give them an opportunity to associate with you. Welcome to the Placements of Class of 2012!

Mr. G.R. Venkat

Director - Career Services

Great Lakes Institute of Management



Admissions at Great Lakes

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

PGPM Program Overview

Course Curriculum

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

Course Content

The flagship program, PGPM, is designed to equip a student to respond to the complex business requirements that arise in a changing global business environment. The Post Graduate Program offered at Great Lakes Institute of Management is a fast-track program of one year divided into 7 terms. The curriculum is divided into 4 components - Induction, Core Courses, and Specialization & Other Activities. The core courses cover Strategy, Marketing, Finance & Accounting, Entrepreneurial Economics, Organizational Behavior, Operations and Quantitative Decisions. The last four terms of the course are called "Specialization Phase" where the students choose their field of specialization from Finance and Accounting, Marketing and Sales, Managerial Economics and Decision Sciences and Strategy and Management of Organizations.



Core Courses (Term 1 to 3)

Term 1

Course Name	Faculty	Affiliation
Intelligently Interacting with Others	Dr. ISF Irudayaraj	XLRI Jamshedpur
Financial Accounting	Dr. Krishnamurthy Suryasekar	Florida International University
Statistical Methods for Decision Making	Prof. P.K. Vishwanathan	IFMR
Micro Economics	Dr. S.K. Shanthi	Great Lakes Institute of Management
Marketing Management I	Dr. Tapan Panda	Great Lakes Institute of Management
Business Communication - 1	Prof. Lalitha Maheswaran	Management Consultant
Business Communication -2	Prof. P.B.Varadharajan	Management Consultant
Empirical Study - Topic selection (5 sessions)	Dr. Tapan Panda	Great Lakes Institute of Management

Term 2

Course Name	Faculty	Affiliation
Managerial Accounting	Dr. Bala V. Balachandran	Founder & Dean, Great Lakes Institute of Management
Financial Management	Dr. Narendar Rao	Northeastern Illinois University
Macro Economics	Dr. Rakesh Singh	Director -DSIMS
Marketing Management II	Prof. T.N. Swaminathan	Great Lakes Institute of Management
Operations Management	Prof. Vaidy Jayaraman	University of Miami
HRM	Prof. A.G. Bala Subramanian	Goa Institute of Management
IT for Managers	Prof. S. Ramanathan	CEO, Param Consulting

Term 3

Course Name	Faculty	Affiliation
Strategic Management	Prof. S. Sriram	Executive Director, Great Lakes Institute of Management
Quantitative Methods	Dr. T.N. Badri	Great Lakes Institute of Management
Organizational Behavior	Dr. ISF Irudayaraj	XLRI Jamshedpur
Market Research	Dr. S. Bharadwaj	Great Lakes Institute of Management
Management Information Systems	Prof. Sridhar Nerur	University of Texas
Investment Analysis	Prof. B. Venkatesh	Great Lakes Institute of Management
Mandarin	Ms. Devakunjari	Independent Consultant
International Entrepreneurship	Dr. Ashok Vasudevan	CEO -Tasty Bites Inc., USA

Elective Courses (Term 4 to 7)

Marketing Specialization

Course Name	Faculty	Affiliation
Sales and Distribution Management	Prof. V.K. Murthy	SPJIMR
Brand Management	Prof. T.N. Swaminathan	Great Lakes Institute of Management
Services Management	Prof. Ranjan Banerjee	Director and Group COO at Insta Worldwide
Business Analytics	Ms. Purba Rao	Asian Institute of Management, Philippines
Integrated Marketing Communication	Mr. Jayraj Rau	JWT
Strategic Marketing	Prof. Nirmal Gupta	IIM A
Consumer Focussed Product Marketng	Dr. Seenu Srinivasan	Stanford Business School
Consumer Behaviour	Dr. S. Bharadwaj	Great Lakes Institute of Management
International Marketing	Prof. Siva Balasubramanian	IIT Stuart Business School
Business 2 Business Marketing	Prof. T.N. Swaminathan	Great Lakes Institute of Management
New Product Development	Prof. Sridhar Ramaswamy	Iowa State University
Customer Relationship Management	Dr. Tapan K Panda	Great Lakes Institute of Management
Strategic Outsourcing	Prof. Easwar Krishna Iyer	Great Lakes Institute of Management
Retailing Management	Prof. Sanjay Badhe	Tata Joint Ventures-CEO
Markstrat Simulation	Prof. Easwar Krishna Iyer	Great Lakes Institute of Management
Technology Marketing	Prof. Arjun Chakravarti	Management Consultant
Rural Marketing	Dr. Tapan Panda	Great Lakes Institute of Management
Social Media Marketing	Visting Faculty	Management Consultant
Advanced Retail Management	Visting Faculty	
Contemporary Issue in Marketing	Dr. Paul Prabhaker	Northern Illinois University



Elective Courses (Term 4 to 7)

Finance Specialization

Course Name	Faculty	Affiliation
Corporate Finance II	Prof. Sanjoy Sircar	Great Lakes Institute of Management
Options, Futures & Derivatives	Prof. B. Venkatesh	Great Lakes Institute of Management
Management of Commercial Banks	Prof. P.B. Ramanujam	Great Lakes Institute of Management
Fixed Income Securities	Dr. Surendra Sundararajan	FMS, Baroda
Money & Banking	Dr. S.K. Shanthi	Great Lakes Institute of Management
Strategic Cost and Profitability Management	Dr. Bala V. Balachandran / Prof. Hariharan	Founder & Dean, Great Lakes Institute of Management Consultant
FSAV I (Financial Statement Analysis and Valuation)	Dr. Siva Nathan	Georgia State University
Mergers and Acquisition	Dr. Narendar Rao	Northeastern Illinois University
International Finance	Prof. K. Parameswaran	SPJIMR
Strategic Financial Management (Corporate Finance II is a Prerequisite)	Prof. Sanjoy Sircar	Great Lakes Institute of Management
Experimantel Economics	Dr. Shyam Sundar	Yale University
Equity Valuation workshop	Prof. Raghu Iyer	SPJIMR
Investment Banking	Prof. P. B. Ramanujam	Great Lakes Institute of Management
FSAV II (Financial Statement Analysis and Valuation)	Prof. Shiva Sivaramakrishnan	Bauer College of Business, University of Houston
Project & Infrastructure Financing	Visiting Faculty	
Insurance	Visiting Faculty	
Global Financial Strategy	Dr. Krishnan Dandapani / VF	University of Florida
Venture Capital & Private Equity	Prof. Madhusudanan	Great Lakes Institute of Management
Econometrics	Visiting Faculty	
International Accounting Standards	Visiting Faculty	EY/PWC
Forensic Accounting	Prof. Ram Sriram	Georgia State University
Equity Research	Visiting Faculty	
Wealth Management	Visiting Faculty	
Financial Modelling	Prof. Raghu Iyer	SPJIMR
Contemporary Industries Finance - Cinema & Entertainment	Visting Faculty	
Financial Engineering	Visiting Faculty	



Elective Courses (Term 4 to 7)

Strategy/Leadership Specialization

Course Name	Faculty	Affiliation
Negotiation	Prof. R.S. Veeravalli	Great Lakes Institute of Management
Compensation Management & Reward Process	Prof. A.G. Balasubramanian	Goa Institute of Management
Leadership, Influence and Power	Dr. Venkat R. Krishnan	Great Lakes Institute of Management
Employer Branding	Prof. Noel Machado	Independent Consultant
Neuro-linguistic programming	Prof. P. T. Joseph	XIM Bhubaneswar
Strategic Sourcing & Corporate Quality	Prof. Rajamanickam	Consultant
International Entrepreneurship	Dr. Ashok Vasudevan	CEO, Tasty Bites
Learning and Development	Prof. R.S. Veeravalli	Great Lakes Institute of Management
Course on Managerial Skills	Mr. R. Gopalakrishan	TATA Sons
Self Learning and Management	Prof. S. Sriram	Executive Director, Great Lakes Institute of Management
Strategy Execution	Prof. S. Sriram	Executive Director, Great Lakes Institute of Management
Performance Management	Prof. A.G. Balasubramanian	Goa Institute of Management
Strategic Innovation	Prof. Rajam Ravi	IFMR
Sociology for HRD	Prof. Noel Machado	Independent Consultant
Business & Society	TN Seshan, N. Vittal and BS Raghavan	Independent Consultants
Change Management	Prof. Mahesh Doraiswami	SSN
Economics of Strategy	Prof. Sridhar	Management Consultant
New Venture Planning	Dr. Tapan Panda	Great Lakes Institute of Management
Course on Military Strategies	Cdr. Vasan	Independent Consultant
International Trade & Business	Dr. Chandran	Director, Pillais Institute of Management Studies & Research
Doing Business in Middle Kingdom	Prof. Venkat	IIM K
Upanishads and Transformational Leadership	Dr. Venkat R. Krishnan	Great Lakes Institute of Management
Managing the Family Business	Prof. S. Sriram	Executive Director, Great Lakes Institute of Management
International Business Strategy	Dr. K.N. Vaidyanathan	Director - XIMR, Mumbai
Legal Environment in Business	Visiting Faculty	
Contemporary Industries - Film & Entertainment	Mr. Kandaswami	Independent Consultant
Managerial Counseling	Dr. ISF Irudayaraj	XLRI Jamshedpur
Motivation Theory and EQ	Prof. Lalitha Maheshwaran	Management Consultant

Elective Courses (Term 4 to 7)

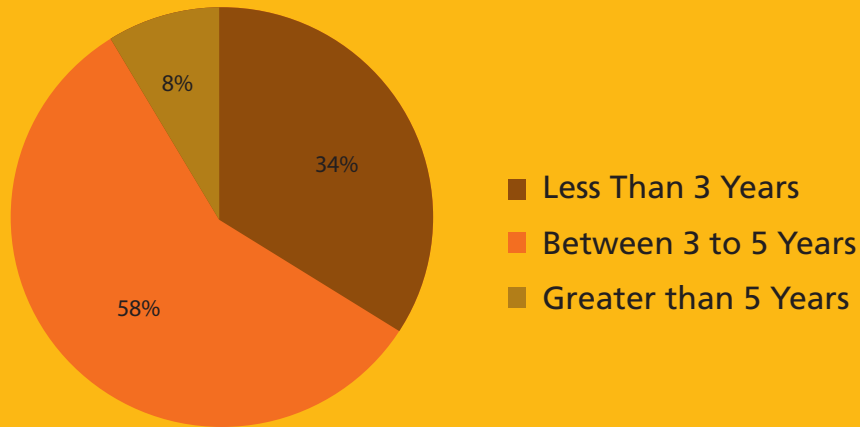
Operations, IT & Economics Specialization

Course Name	Faculty	Affiliation
Supply Chain Modeling and Analysis	Prof. Vaidy Jayaraman	University of Miami
Logistics & SCM	Prof. Prasad Chakravarthi	NMIMS
Project Management	Mr. S. Kalyanaraman	Founder-Director, Academic Mentors
Strategic Operations Planning	Prof. B. Natarajan	NUS, Singapore
Services Operations Management	Ms. Vimla Dorairaju	Mahindra Holidays and Resorts India Ltd.
Enterprise Resources Planning	Prof. S Ramanathan	CEO, Param Consulting
Demand Planning and Forecasting	Dr. Rakesh Singh	Director - DSIMS
Lean Manufacturing & Process Management	Dr. Rama Shankar	IIT Stuart Business School
Business Intelligence	Prof. Balasubramaniam Ramesh	Georgia State University
Technology Management	Dr. Sunil Rai	Consultant
Enterprise Business Applications & Emerging Perspectives	Prof. Subba Iyer	SP Jain Center of Management, Singapore
E-Commerce	Visiting Faculty	
Enterprise Engineering: Operations for a digital networked economy	Prof. Ram Ganeshan	Mason Scholl of Business, Virginia
Information Technology Consulting	Prof. Vinit Thakur	Independent Information Services Professional

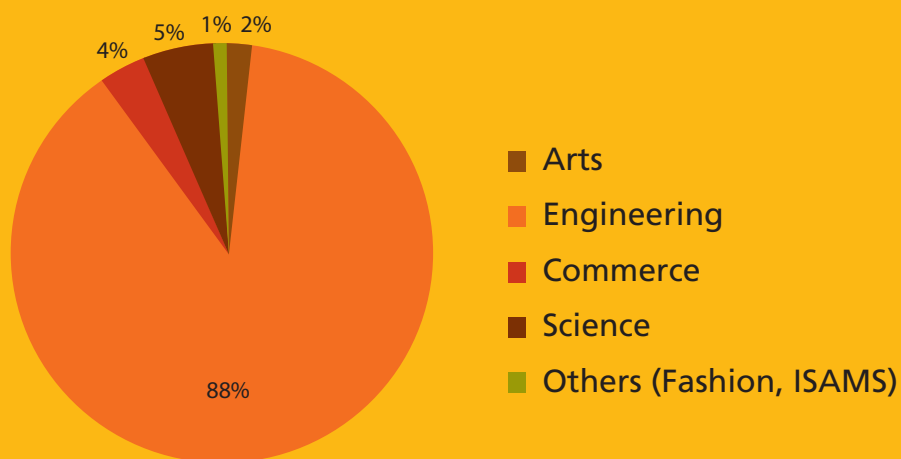


Class Profile 2012 – Graphical Representation

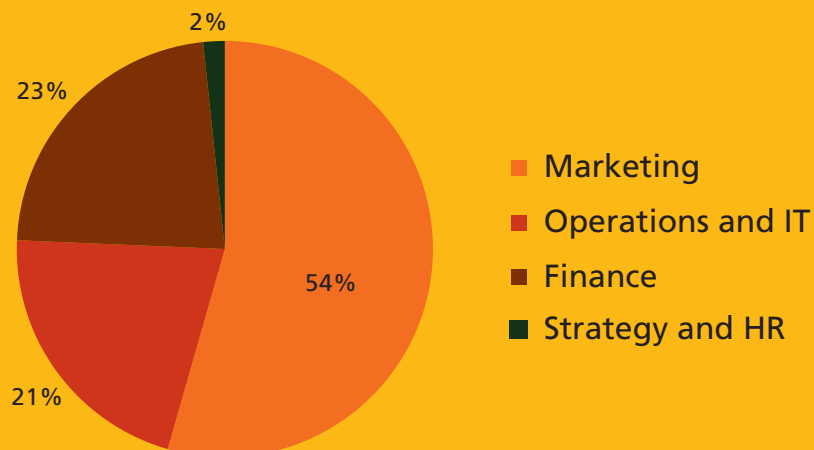
Experience Summary



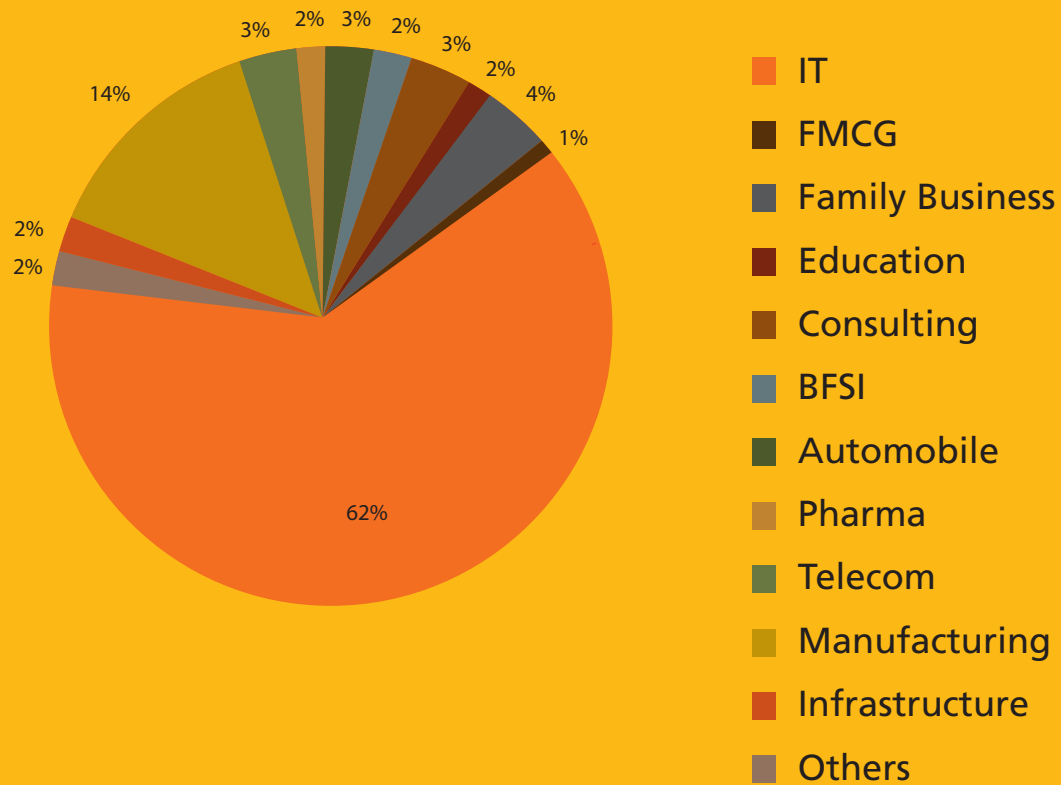
Undergraduate Degree



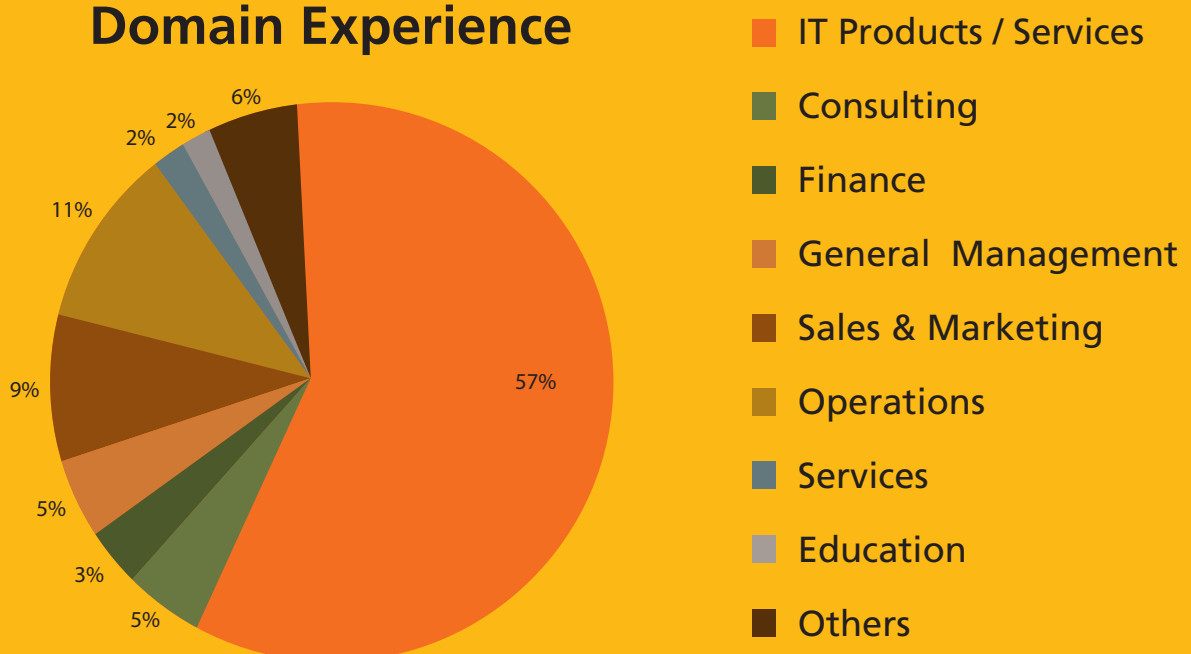
PGPM Specialization



Industry sectors



Domain Experience



Placement 2011 – Snapshot

Great Lakes Institute of Management, carrying forward its legacy of creating Business Ready Managers, has successfully placed its Class of 2011. The placement of Class 2011 has proven once again as a testimony to the growing brand value and stature of Great Lakes as a vanguard of managerial talent development in the country.

Roles Offered

- Manager - Corporate Planning
- Senior Management Trainee
- Consultant
- Deputy Manager
- Assistant Manager - HR/Projects
- Management Trainee - Product Manager
- Equity Research Analyst
- Manufacturing BU
- Business Analyst
- Team Lead
- Credit Analyst
- Research Associate

Placecom 2011



Salary Snapshot

For the Class of 2011,

Average Salary – Rs. 9.45 lakh

Median Salary – Rs. 9.2 lakh

The highest salary was Rs. 24 lakh per annum, offered by a US Management Consulting firm.

The average outgoing salary is 133% more than the average incoming salary (i.e. the last drawn salary of the batch before joining the institute).

Industry Categorization

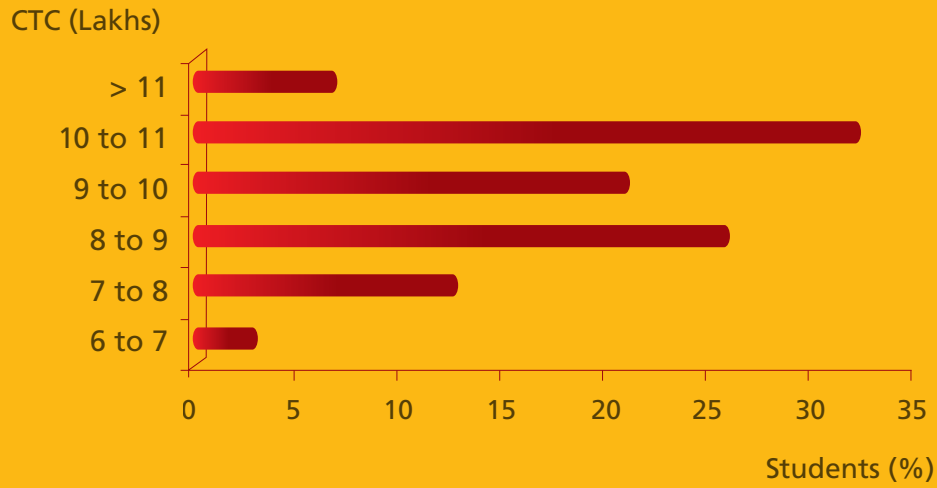
125 leading companies participated in the placement process of Class-2011 (Gladiators), an increase of 59% over last year. 3 out of 296 students chose to opt out of the placement process to pursue their family business. Companies chose students from Great Lakes for a variety of roles, including Senior Management positions. The highest number of offers was made by companies from Consulting, Technology and Sales & Marketing. Healthcare, Infrastructure, Real Estate, Media, Travel, Education and Energy were some of the other sectors that recruited the Class of 2011.



CTC offer spread

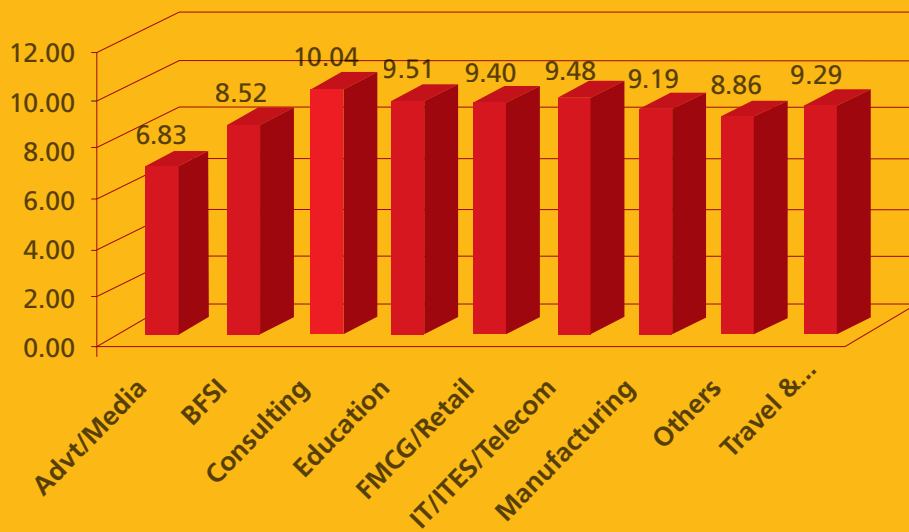
The salary offered per annum ranged from Rs. 6.0 lakh to Rs. 24.0 lakh.

CTC spread



Industry-wise Average Salary

Industry - Average CTC (in Rs. Lakhs)



List of Recruiting Companies*

3i InfoTech	Hospira Healthcare	Robert Bosch
Accenture	HP	RK Group
ADP	HTC Global	Scope International
Alseer	IBM	Spark Capital
Axis Bank	ICICI Bank	Sun Edison
Bennett Coleman & Co. Ltd.	IMRB	Symrise
BILT	iNautix	Tasty Bites
CGN & Associates	Infosys	TCS
Cognizant	Kaseya	TechZone
Congruent	Kotak Mahindra Bank	Tecpro Systems Ltd
Deloitte	L & T Infotech	TVS Logistics
E & Y	Larsen and Toubro	TVS & Sons
EDSERV	Levers for Change	Universal Consulting
Everonn Education	Mahindra Holidays	Vista Soft
Exemplarr	Mahindra Satyam	Wealth Advisors India
Galaxy Surfactants	Manipal Education	Wipro
Gameshastra	MindTree	Wipro Eco Energy
Global Scholar	Optima	Yes Bank
Godrej	Puma	ZS Associates
HCL	PWC	Zuari Industries
HIRCO	Ramco Systems	Zycus Infotech

*Not an exhaustive list



Business is for real - The Empirical Study

Every student is required to do a real-life study under a faculty member's guidance. This empirical study is an individual project spanning the entire year. The coordination with respect to this empirical study will be handled by the Yale-Great Lakes Center for Management Research.

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

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

The Empirical Study is an individual project and spans over the entire one year. It is counted as six credits of student input. The expected outcome of the empirical study is a paper co-authored by the student with the faculty / industry guide.

Some of the papers that were presented in international conferences include:

- "Impact of Transformational Leadership on Follower's self-concept and Empowerment" by Mahesh Balaji B at the Fifth Annual International Conference of Yale-Great Lakes Center for Management Research, Chennai, India, December 2010.
- "Transformational Leadership in Healthcare Sector: Role of Gender and Emotional Intelligence" by Nithiya Loganathan at the Annual Conference of the Administrative Sciences Association of Canada, Regina (Canada), May 2010.

Some of the Empirical Study Topics in the last 2 years that were rated high include

2010-2011

Bhargavi S & Smriti A - "Impact of Gunas and Karma Yoga on Transformational Leadership"

Rahul Mamidwar & Juzar Rampurawala - "Impact of Abstract Advertising on Consumer Behaviour"

Anshul Saxena & Aswin Sundaresan - "Go Green Initiatives in Corporate India"

Nishant Dalal & Priyank Joshi - "Relationship between Dividend Policy, Share Price Performance & Operating cash Flows Performance"

Vinod Menon & Yuvarajan U - "Effectiveness of Trading Strategies in the Indian Stock Market"

2009-2010

Nithya Ganesan, Yamuna Priya Ramiah, & Shiva Shekhawat - "Impact of F&O Volume, VIX and FII Volume on NIFTY"

Vidhyasagari Sundaram & Hitesh Jain - "Simulation of Multi-attribute Models for E-procurement"

Nithiya Loganathan - "Transformational Leadership in Healthcare Sector: Role of Gender and Emotional Intelligence"



Karma Yoga

The Gurukulam way of learning: Karma Yoga - Strengthening Indian Roots

Tasmad asaktah satatam
karyam karma samacara

Asakto hy acaran karma
Param apnoti purushah
(Bhagavad Gita: Chap 3.19)



Sri Krishna, in the verse above, says that without being attached to the fruits of activities, one should act (Karma) as a matter of duty, and by working without attachment one attains the Supreme. This is the essence of Karma Yoga.

At Great Lakes Institute of Management, this is characterized by a strong curriculum which is a blend of best practices of the West and the value system of the East. The Karma Yoga, a part of the PGPM curriculum, allows students to create lasting changes in the lives of socially powerless people. Groups of five students attempt practicing 'adherence to duty and staying detached from the rewards'.

The institute believes there are many management lessons to be learnt from this process. The students are required to be involved in Social Responsibilities for at least 3 terms, and are expected to submit a report at the end of every term.

The students from the institute are working on other socially beneficial projects around the campus and believe they can create a wave of responsible management. Students have taken initiatives in the 20 villages, to teach the economically under privileged children. Many such activities of teaching children of poor families, of orphanages and helping the old age homes may not be effective in short term but will definitely have a lasting effect in the long run.



Centers of Excellence

Kotler Srinivasan Center for Excellence in Marketing

The Kotler Srinivasan Center for Excellence in Marketing was created to bridge the academia-industry gap in marketing intelligence, analytics and insight-led solutions. The aims of the center include academic research and industry-led consulting innovations in keeping with the needs of marketing managers across the country.

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

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

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

Yale Great Lakes Center for Research

Yale-Great Lakes Center for Management Research aims to promote, facilitate and advance India-centric management related research, which contributes to the development of basic and applied knowledge in the field of management. It has been organizing an annual International Research Conference since 2006, in which several research papers have been presented on various areas of business and management including finance, human resources, marketing, operations management, organizational behavior, and strategy. Dr. Venkat R. Krishnan is the Director of Yale-Great Lakes Center for Management Research.





Union Bank Great Lakes Center for Banking Excellence

Union Bank Great Lakes Center for Banking Excellence (UBCFE) has been established at Great Lakes Institute of Management with a corpus fund given by the Union Bank of India, to conduct research and training programs and undertake initiatives in the field of Banking and Financial Services sector. The Center consists of a panel of eminent leaders from the banking sector and from the academia. The advisory council consists of Dr. Y. V. Reddy (Former Governor, Reserve Bank of India), Mr. M.V. Nair, CMD, Union Bank of India, Dr. Bala.V. Balachandran, Founder-Dean, Great Lakes Institute of Management, Dr. Shyam Sunder (Yale University), Dr. Marti Subramaniam (NYU) and Dr. Raghuram Rajan (University of Chicago).

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

Orchid Pharma Center for Excellence in Management of Technology, Innovation and Technopreneurship [OPCET]

OPCET was established at the Great Lakes Institute of Management, Chennai with support from Orchid Chemicals & Pharmaceuticals Limited in 2010, with a pledge for a corpus of US\$ 1 Million. Its focus is on knowledge-intensive entrepreneurial ventures across high technology, low technology and services sectors. It aims to create a future that is more conducive to eliciting excitement and fresh thinking pivoted around entrepreneurship, technology and innovation that spurs accelerated growth in key clusters of industries in Tamil Nadu, working in tandem with CIE. This Center will have a director and a Governing Council that will guide and steer its plans and actions.

Student Committees

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

Admissions Committee - ADCOM

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

Alumni Committee - ALCOM & GLAA

Alumni of any Institution are the Brand Ambassadors and play a significant role in building the Brand. The Alumni Committee – Alcom of Great Lakes facilitates the Alumni engagement with an objective of Emotional Bonding and to be the bridge between the past and present. It consists of a group of committed students of the batch who act as the interface between the Alumni and the Institute. Alcom, besides organizing Alumni Meets in the 4 major Metros brings out Great Connect, a monthly newsletter and maintains an Alumni portal helps Great Lakers to connect and engage.

Besides Alcom which consists of the current batch of students, there is also an elected body “Great Lakes Alumni Association (GLAA)”. GLAA is elected from the Alumni and helps Great Lakes and the students to better align to changing trends in the industry through Curriculum, Placement, Admission etc.

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



Branding & Public Relations Committee - BPR

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

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

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



CiECom

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

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

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

Consult-Com

The Great Lakes Institute of Management Consulting Committee is run by students under the guidance of esteemed faculty members. Its activities broadly include Management Consulting, Strategic Management, Risk Advisory, Process/Operations Consulting, IT Consulting, Marketing/Financial Consulting etc.

The committee provides opportunity for liaising with Global Consultants, professionals, faculty and alumni members through organized activities, which helps students to prepare their career in consulting outside the classroom environment. Additionally, the committee is responsible for procuring real industry projects that not only give students a real-time experience of working on consulting assignments, but also provide innovative and out-of-the-box solutions to the client. The committee also provides students with social and professional opportunities to build up their network in Industry. The committee aims to provide its members with opportunities to participate in consulting assignments that would provide them an insight of the consulting domain.

Green Committee

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

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

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

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

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

FinCom

Great Lakes Institute of Management sponsors several events as a part of our Institute's brand building efforts and the students, who are part of several committees, participate with zest and enthusiasm in these events. One of the foremost and important committees, "FINCOM" makes a significant contribution during the L'Attitude event which is held in January of the academic year.

To enhance learning and to integrate concepts and applications in finance, a trading terminal – Shyam Sunder Turbo Energy Trading Terminal, has been established to facilitate real-time experiential learning.

Events Committee

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

YALE-GREAT LAKES Committee

It has been organizing an annual international research conference Yale-Great Lakes Conference since 2006, in which several research papers have been presented on various areas of business and management including finance, human resources, marketing, operations management, organizational behavior, and strategy.

Placement Committee

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

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

Social Service Committee

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

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

Placecom 2012



Student Council

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

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

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

Web Committee

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





Student Activities and Clubs

Great Lakes Institute of Management prides itself as a student run institution that focuses on the holistic development of its students. Various Clubs promote intelligent interactions amongst students, encourage them to take part in various co-curricular activities and develop business acumen.

Student Clubs – Functional

Marketing Club

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

Average Work Experience: 42.8 Months

Finance Club

Finance club publishes newsletters, organizes workshops, conducts events and arranges Guest Talks by esteemed industry figures. The club serves as a one stop shop for all finance related uncertainties in students and guides them throughout the year.

Average Work Experience: 41.3 Months

Operations and Decision Science Club

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

Average Work Experience: 42.2 Months

IT and Information Security and Online Interest Club

IT and Information Security and Online Interest Club work towards cultivating and nurturing IT skills of future managers at Great Lakes. The club aims to provide insights on upcoming areas in IT, Information Security. The goal of the club is to help members from different backgrounds to learn and apply Information technology to make life easier.

Average Work Experience: 42 Months

StratX Club

StratX Club helps students to learn and understand the strategies that shape and change business paradigms across the globe. Objective is to build a repository of strategies through inter college interactions, Strategy learning through Simulation, Case studies etc.

Average Work Experience: 55 Months

Film Appreciation Club

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



Research Working Assistantship at Kotler-Srinivasan Center for Excellence in Marketing

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

Average Work Experience: 37.7 Months

Joint Research with Faculty for Publications

Club members work in tandem with faculty, visiting faculty and industry professionals to work on insightful articles and research papers.

Average Work Experience: 44.5 Months

Editorial Team – Gravity

The student club members of Gravity (Bi-annual magazine published by Great Lakes) provide quality editorial services to ensure objectivity and high quality of articles published.

Average Work Experience: 47.3 Months

Student Clubs – Others

Rotaract Club

Rotaract club creates social awareness and instills social responsibility in all future managers at Great Lakes. It helps in holistic development of the personality to suit all cadres of the society, including physical development.

Average Work Experience: 35.7 Months

Fund Raising, Sponsorship, Scholarship and Endowment Club

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

Average Work Experience: 45.8 Months



Events

Successful Women in Management (SWIM)

Over the years, the Indian woman has come a long way from playing the passive role of a caretaker at home, to being an active contributor in the social and corporate arena. Despite scaling great heights in all fields, the percentage of women at the top management and leadership positions is relatively minor. We, at Great Lakes believe that the presence of a larger proportion of women in such roles will enable organizations to be effective, ethical and socially conscious entities. With its genesis in 2005, the Successful Women in Management (SWIM) event is an initiative by the students of Great Lakes to empower women with the required traits, to assume leadership roles in the corporate and social spheres. This annual event aims to highlight the achievements of successful women and promote the spirit of leadership amongst them. It facilitates personal and professional development of the students through interactive forums, discussions and power talks.

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

During SWIM 2011, accentuating the theme “Women redefining business quotient – bringing a style dimension to Management”, which was held on 24th August 2011, awards for outstanding achievement were presented to Ms. Tanya Dubash (Executive Director & President (Marketing), Godrej Group), Ms. Rama Sivaraman (Partner & Global Head-Performance Excellence, Polaris Software Lab Limited), Ms. Srimathi Shivashankar (Associate Vice President - Diversity and Sustainability at HCL Technologies). The panel featured eminent personalities from the industry, Ms. Geeta Arora (Head Human Resources (India) British Council), Dr. Kiranmai Pendyala (Head HR, AMD India), Dr. Sandhya Shekhar (CEO, IIT Madras Research Park) and Ms. Shvetha Jaishankar (actor and model). Dr. Lalitha Balakrishnan (Vice Principal & Head, Dept. of Management MOP Vaishnav College for Women, Chennai) moderated the discussion with feminine finesse.



Ms. Tanya Dubash, Executive Director & President (Marketing), Godrej Group and Dr. Bala V. Balachandran, lighting the lamp with a student at SWIM 2011



HR Conclave 2011

The role of employees in today's corporate world is a lot different from yesteryears. It's not mere survival, it's about employee satisfaction, opportunities to excel and ability to pursue professional goals. And who else can better facilitate this other than pulsating HR managers. They are the dream catchers for all who wish to reach that extra edge by every opportunity; they are the thread which runs within the nerve of an association and supply the vitals to make an organization the best place to work. However, work pressure, ever changing global scenarios and the competitive environment makes it difficult for all of us to keep pace with the marathon of achievements and the organizations fall in the vicious circle of attrition. How enticing it would have been if ones job is not just about work, but about anything and everything that one would aspire from his career. After all it is said - **"Find a job you love and you'll never work a day in your life."**

In HR Conclave 2011, we explore the ideas and strategies that HR professionals from diverse industries would confer and inspire on the subjects like innovative employee engagement, nurturing future leaders and initiating thought leadership, which would further propel the eagerness amongst their colleagues doing justice to a talent and ability well spent. Great Lakes Institute of Management has taken a strong initiative to tap the learning from the experiences of highly eminent HR leaders belonging to companies from various sectors. Started in 2008, 'Great Lakes Human Resource Conclave', is envisioned as a unique platform to bring together the best of HR leaders in the industry and the potentially great managers of the future. The event includes panel discussions and speeches from distinguished speakers pertaining to the central theme of the event. The HR leaders are invited from various industries and offer industry-specific insight about the theme.

The theme of this year's HR Conclave was **"AND IT'S NOT JUST ABOUT WORK"** and it was held on 6th Sep, 2011.

Panel discussion by eminent HR heads and academicians on:

- Developing and nurturing future leaders
- Innovative employee engagement
- Intrapreneurship and thought leadership

Presidential Address: Dr. Ashok Chanda, Head - Strategy & Shared Services, GATI Ltd. Keynote speaker: Mr. Satish Pradhan, VP - HR, TATA Sons Ltd.

Organizing Committee: Prof. Bala V. Balachandran, Founder and Dean, Great Lakes Institute of Management
Prof. S. Sriram, Executive Director, Great Lakes Institute of Management

Eminent Panelists

- Mr. M S Venkatesan – Educomp
- Mr. Praveen Kamath - Wipro BPO
- Mr. Deepak Bharara – LANCO
- Mr. Nishant Kolgaonkar - Allcargo Logistics
- Mr. Mali Mahalingam – Symphony
- Mr. Sathyavardhan - EID Parry (Murugappa Group)
- Mr. Anand Bhaskar – Sapient
- Mr. M V N Rao - L & T Infotech
- Mr. Ashit Ranjan – Tecnova
- Mr. Sebi Chacko - Thomson Reuters
- Mr. Balaji Chandraakumar – Etisalat
- Mr. Rajeev Menon - Cognizant
- Ms. Tanuja Abburi – Intelligroup
- Dr. Venkat R. Krishnan - Great Lakes Institute of Management
- Mr. Chandrashekar Chenniappan – Hewlett Packard
- Mr. B. Ravishankar - HCL

L'Attitude 13°05'

Great Lakes' annual inter B-school event, L'Attitude has been emerging as a much sought-after program among the highly talented students of Indian and International B-schools. The 2011 event, with the theme: "Triple bottom-line: Planet, People and Profits" held on January 6 and 7 at the LEED Platinum-rated green campus of Great Lakes saw participation from more than 100 Indian Business Schools of repute, apart from 20 international business schools, in 20 competitions in the areas of strategy, social enterprise, green energy, business plan building, business case solving in the areas of HR, Operations etc. Flag ship events:

- Arthashastra (International Consulting game)
- Ranniti (Strategy case study)
- Samkara (HR Strategy Challenge)
- Marko'wiz' (Stock Pitch)
- Occam's razor (Finance - CSR match)
- Samriddhi (Entrepreneurship contest)
- BoardRoom- 13°05' (Consulting)

Innovative events, high-voltage competition and interactions with dignitaries from many walks of life are the key ingredients of L'Attitude. L'Attitude 2011 had as chief guest Dr. Abdul Kalam, who shared his insights into higher education in management and its relevance to Nation-building, and urged the students to make a difference to the society. The CEO conclave that followed had a star-studded array of corporate leaders who shared their insights and experiences on responsible wealth-creation.

The speakers included:

- Mr. Satish Pradhan (Group Head HR, Tata Sons)
- Mr. Firdose A. Vandrevalla (CMD, Hirco Developments Pvt. Ltd.)
- Mr. K. Raghavendra Rao (CMD, Orchid Chemicals & Pharmaceuticals Limited)
- Mr. Uday Chand (Director-Strategy, Cracker, Polymers & Chemicals, Reliance Industries Limited)
- Mr. Sampath Ramesh (President, Resource Manufacturing Inc. USA)
- Dr. Huzaifa Korakiwala (Executive Director, Wockhardt Limited)

For the first time, a rolling trophy for international B-school Business Plan competition was instituted; and more than 250 finalists from 80 b-schools competed for the coveted prizes in the finals. New tracks were introduced: Celebrity speaker series, where achievers from different walks of life shared their passion and experience with the budding leaders:

- Mr. Arvind Talekar, Mumbai Dhabawalas
- Mr. Peter Van Geit, Chennai Trekking Club
- Mr. Chendil Kumar, Toast Masters and Humor Club
- Mr. Kiruba Shankar, Business Blogging
- Sidharth G J, Motivational speaker

Engaging activities - through internet and in-campus - like photography competition, adventure sports, corporate quiz, celebrity nd performances etc. were held, and the events were live-streamed on the web, and were well-covered by media.

Yale-Great Lakes Conference

Yale-Great Lakes Center for Management Research aims to promote, facilitate and advance India-centric management related research, which contributes to the development of basic and applied knowledge in the field of management. In its 5th meet, the International Research Conference had various research papers presented on the theme and on areas of business and management including finance, human resources, marketing, operations management, organizational behavior and strategy.

The conference was graced by distinguished speakers of the likes of Dr. Bala V. Balachandran from North-western University, Shyam Sunder from Yale University, Seenu V. Srinivasan from Stanford University and Neharika Vohra from IIM-Ahmedabad.

30 research papers were presented by authors from reputed academic and corporate institutions from India & other countries. Prominent among them were authors from Stanford university, USA, Yale university, USA, Saint Mary's College of California, USA, Nagoya University of Commerce & Business, Japan, Great Lakes Institute of Management, Chennai, Indian Institute of Foreign Trade, New Delhi, XLRI, Jamshedpur, IIM, Kozhikode, IMT, Nagpur, Kanpur Institute of Technology, Kanpur, Anna University Chennai, Asian School of Business Management, Bhubaneswar, Xavier Institute of Management, Bhubaneswar, Wipro Technologies, Infosys Technologies Ltd, Pune, TCS.

This year the 6th International Research Conference will be held on December 28th, 2011.

Hon'ble Dr. A.P.J. Abdul Kalam, Chief Guest - L'Attitude 13°05' with Dr. Bala V. Balachandran, Founder & Dean, Great Lakes Institute of Management



NASMEI Marketing Conference

The Kotler-Srinivasan Center for Research in Marketing at the Great Lakes Institute of Management and NASMEI (North American Society for Marketing Education in India) in co-sponsorship Marketing Science Institute (MSI), in fostering the spirit of research in marketing organize the international Great Lakes-NASMEI Conference every year.

It is among the finest international marketing conferences in India which brings together the best of brains and talent in the field of marketing from across the globe.

The 4th Great Lakes-NASMEI Conference was held on July 15th 2010 and co-chaired by Prof. V. Seenu Srinivasan, Adams Distinguished Professor of Management Emeritus, Graduate School of Business, Stanford University, Prof. M. J. Xavier, K. B. Chandrasekar Professor of Marketing, & Director, Kotler-Srinivasan Center for Research in Marketing, Great Lakes Institute of Management and Prof. S. Bharadwaj of Great Lakes Institute of Management.

Each year the conference features presentations by professors and doctoral students from leading schools in U.S.A., India, Australia, New Zealand, Singapore, and Hong Kong; approximately half from U.S.A. and other countries and half from India.

A special session is held for doctoral students to present their proposed research and get comments from the distinguished professors.

The two day symposium also includes a trip to the nearby tourist town of Mahabalipuram ascertaining both professional and personal engagement of the delegates. The 5th Great Lakes-NASMEI Conference will be held on December 29th and 30th, 2011.

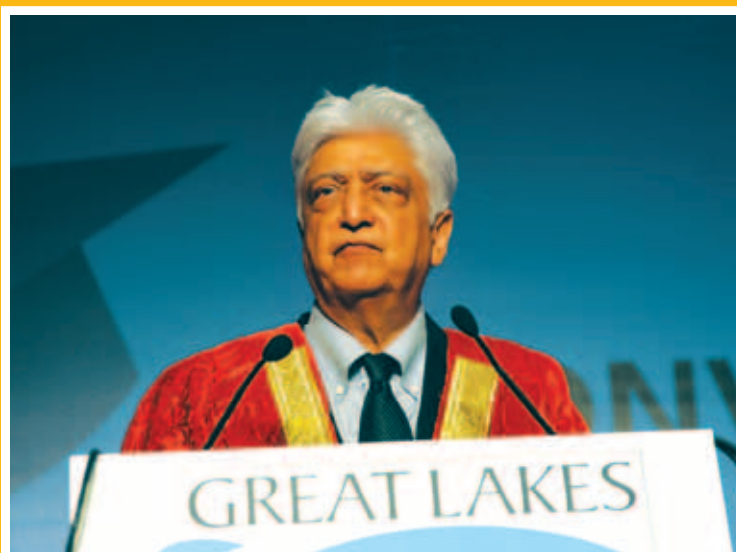


Other Events



Mr. R. Gopalakrishnan, Executive Director, Tata Sons with Dr. Bala V. Balachandran, Founder & Dean, Great Lakes Institute of Management.

An Interactive session with his Holiness Swami Dayananda Saraswati



Mr. Azim Premji, Chairman, Wipro, addresses the Gladiators at the Convocation 2011

Great Lakes Financial Inclusion Conference (GLFIC) 2011

True to the Great Lakes philosophy of nurturing thought leadership, August 12th, 2011 saw the coming together of some of the best intellects in the field of Finance and Economics to pave the way for young leaders to plan for a better and brighter future for India.

In the backdrop of the recent crisis in the Microfinance sector highlighting many issues of grave concern, the "Financial Inclusion Conference" was held at Great Lakes Institute of Management to look into the various issues around Financial Inclusion, and in particular focus on Microfinance. The theme for the panel discussions is, "Microfinance: A Panacea for Financial Inclusion? If so how to get there?"

The Financial Inclusion Committee has defined Financial Inclusion as "the process of ensuring access to financial services and timely and adequate credit where needed by vulnerable groups such as weaker sections and low income groups at an affordable cost." An index of financial inclusion places India at the 50th rank with more than 60% of the population not having bank accounts. The committee under the chairmanship of Dr. C. Rangarajan made a number of recommendations and they are under various stages of implementation. The banks have been given financial inclusion targets and they have been using the BC model very effectively to spread their reach and bring the otherwise unbanked populations into the banking network. Enabling regulatory mechanisms are in place to push the BC model as an alternative to opening bank branches, with even corporates being allowed to act as BCs. A comprehensive eco-system for financial inclusion is perhaps in the making. With the rapid advancement in mobile technologies and mobile banking and with the Inter Bank Mobile Payment Service provided by the National Payments Corporation of India, payments and settlements can be made across service providers. This coupled with Aadhar is set to rapidly increase financial inclusion with even the non-banked populations, like migrant workers.



Former RBI governor Dr. Y.V. Reddy lighting the lamp at GLFIC 2011

The key note speakers for the event were eminent personalities from the industry - Dr. Y.V. Reddy (former Governor, RBI) and Mr. S.C. Kalia (Executive Director, Union Bank of India). A distinguished panel comprising Dr. D.S.K Rao (Microcredit Summit), Dr. Mudit Kapoor (ISB, Hyderabad), Mr. Vivek Kulkarni (Brickwork India Pvt. Ltd.) and Dr. Bappaditya Mukhopadhyay (IDF).

The event concluded successfully with various insights being provided on the economy and possible alternatives to the issues currently faced by the Microfinance sector.

International Entrepreneurship Conference

Entrepreneurship is central to the very spirit of Great Lakes. Every year we strive to push the boundaries of innovation and creativity even further with the annual Great Lakes International Entrepreneurship Conference. This Conference encourages ideas about inspiring, nurturing, supporting and ultimately incubating the Entrepreneurship in India and abroad. This involves the innovations, idea prototyping and eco-system creation for the budding entrepreneurs which may help them to attain their goals easier and faster. The conference encompasses the outlook of academicians and industrialists to present pros and cons of the present Indian Entrepreneurship platform.

The 3rd International Entrepreneurship Conference was held on February 5th 2011 under the aegis of Orchid Pharma Center for Excellence in Technology, Innovation and Technopreneurship with a core focus on the Education sector. The theme of the event was "Entrepreneurship in Education".

The conference featured some of the most celebrated names in the academia and industry such as Dr. Dan Papp of Kennesaw State University and Shri Thyagarajan, Founder, Shriram Group, gracing the occasion. The event was inaugurated by a special address by Shri B.S. Raghavan, IAS(retd.), former Chief Secretary, West Bengal. A rich exchange of ideas and knowledge was brought about by keynote speakers and panel members of the likes of Dr. K.C. John, MD, Agnity India, Mr. Sameer Mehta, CEO, Atlas Advisory, Dr. A.K. Rao, Founder, One Child-One Lamp, Prof. N.T. Arunkumar, Ms. Mridula Ramesh, Executive Director, Sundaram Textiles Ltd. and renowned entrepreneurs, policy makers, VCs and angel investors.

The audience was treated to some enthralling accounts from leading entrepreneurs, sharing their stories, innovations, frameworks, models and drivers of their success stories at companies like Educomp, Everonn, iDo and Onelamp-Onechild.



Campus Infrastructure

Award Winning Green Campus - LEED Platinum rated

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

LEED Platinum rated green campus, the institute's design concept derives itself from the tagline of the institute **"Global mindset, Indian roots"**. It aims to generate in students a sense of social responsibility. The design reflects the basic essence of simplicity, humbleness and clarity of thought.

The campus has already won two Awards this year that are:

1. Green Chariot by Rotary club Chennai
2. Best Green Campus by World Educational Summit, New Delhi.

Rooted in the Indian ethos, the buildings are arranged around interactive courtyards of varying sizes. This provides a visual continuity and clarity as also is well suited to local climatic conditions.

Elements of urban design are used to create richness of experience and appeal to the individual at the aesthetic level; viz – axes, symmetry, focus, vista, rhythm in colonnades, scale and proportion etc are evident in all aspects of the design.

A simple but visually rich entry leaves an imprint and adds richness to the experience of the "entry". The axial arrangement lends clarity in circulation.

Reflecting the spirit behind these thoughts the academic block is arranged around a central interactive zone, the open-air theatre. The focal point of this area is a 15 m high polished reflective steel sculpture, which is a 3-dimensional representation of the logo of the institute. It signifies the dynamic state of business and encourages students to be nimble and responsive to the changing business dynamics while reinforcing branding.

A Rotating Granite Ball welcomes you at the entrance. One can change the direction of the Rotating granite ball weighing approx. 1500 kg with world map on it with a touch of a finger demonstrates to the future managers that with determination one could change the world. The facilities are arranged around 5 water courts named after the 5 great lakes which while promoting the branding and providing a visual relief also create a micro - climatic effect help in maintaining thermal balance. The facilities include faculty block, admin block, library, museum, EMBA facilities, trading terminal, canteen and five lecture theatres that can seat upto 75 designed to international standards. There is also a 300 seater mini auditorium which can be partitioned as two separate 150 seater lecture theatres.

Recognizing the importance of introspection for self development, the design provides for an introspective Zen garden around which facilities like the library and museum are arranged. The wall around the garden is used as an art gallery for display of “inspiring” posters from alumni and staff.

The campus planning encourages people to walk and cycle its layout and design. The Dining hall and SAC centre’ are located along a covered walkway leading to the hostels. They lie on the principal pedestrian axis to facilitate ease of access. The recreational zone also comprises the best of sporting and other entertainment facilities including a pool.

The hostels have 300 single seater air conditioned rooms arranged around shaded interactive courtyards. The rooms have ample natural light and ventilation. The hub of the hostel area is a cluster of syndicate rooms and a “forum” which acts the nerve centre for informal interaction. Beside this there are double- bedrooms for married students, a guest house and staff facilities and housing.

A variety of garden spaces like the garden of activity and garden of tranquility provide the much needed respite. The entire campus is a 100% day-lit, recycles all its water and waste, uses high efficiency VRV system for AC and has used a lot of reused and recycled products as some of the measures towards making it sustainable and green campus. Thus the design creates modern buildings that are contemporary in function, yet rooted in the Indian way of living.

Resource Centre

Great Lakes has left no stone unturned in its quest to create Masters of Business Readiness. Its library, for instance, houses an eclectic collection of 7500 + management books, top management journals, case studies articles and an AV Center. It also provides access to some of the best research databases like EBSCO, ISI Emerging markets, ProQuest, CMIE, Indiastat.com etc. to facilitate students' learning.

The AV Centre has one of the finest collections of Power Talks and Guest Lectures that include talks by Kyn Fynland, Phil Kotler, Montek Alhuwalia, Ratan Tata to mention a few.



Titans Speak



Dr. A.P.J. Abdul Kalam, Former President of India.
Work with Integrity, Success with Integrity

Mr. Jamshyd N. Godrej,

Chairman & Managing Director, Godrej & Boyce Manufacturing Co. Ltd.

I am very happy to see the program of Great Lakes Institute of Management.
I am sure the future is bright - Congratulations



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

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

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

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

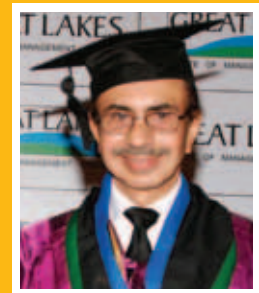


Mr. Ravi Kant, Vice Chairman, Board of Directors, Tata Motors.

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

Mr. Adi Godrej, Chairman, Godrej Group.

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



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

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

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

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



V. Kasturi Rangan, Harvard Business School.

A fantastic campus and very active student participation

Recruiters' Quotes

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

MD Pai,

Former Member of the Board of Directors, and Head – Human Resources, Infosys

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

Dr. Pramod Solanki,

Head – People & Organization Development, HR – Hydrocarbon IC,
Larsen & Toubro Ltd.

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

Mr. S. Mohan,

Vice President – HR, Paper Business, Ballarpur Industries Limited

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

Mr. Ramkumar Moorthy

Director & Office Managing Principal, ZS Associates India Pvt. Ltd.

HCL Technologies has enjoyed a long standing association with Great Lakes Institute of Management. Through our fruitful recruiting partnership, we have come to regard students of Great Lakes as adept at handling important positions in the organization with creativity and strong business sense that the School inspires. The students with their attitude of positive team play with risk taking spirit have gelled very well with the progressive and entrepreneurial culture of HCL.

Ravishankar B.

Senior Vice President, HCL

We are pleased to be associated with Great Lakes Institute of Management, one of the prominent management institutions in India. Great Lakes stands out in providing high quality education and honing business-ready management professionals, which is evident from the exemplary performance of the institute's alumni in Cognizant year after year. The graduates of Great Lakes have made a significant contribution to key management and domain consulting engagements in Cognizant, and have made a mark through their deep expertise, perseverance, and attention to detail.

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

Mr. Satish Jeyaraman,

Asst VP - HR & Head - Talent Acquisition, Cognizant

Thank you for the opportunity and for your support in recruiting students from your institute. As you might know, one of your students, Ramakrishna Raghavan, has joined our organization recently.

I am happy to inform you that we are pleased with the quality of students at your institute. All the students we interviewed from your institute were well groomed and were confident in their approach. The academic grasp of the students was also noteworthy, showing that the curriculum is in tandem with latest management practices and industrial trends.

Not to forget, the placement coordinator was immense in his support and his actions were prompt for us to conduct our recruitment on time. Once again, thank you for your support. I look forward to working with you in the future.

Baban Rajale,

General Manager - Human Resources, Hospira India

Alumni Quotes



Rahul Prakash (Batch 2008-09)

Head-Marketing & Alliances

IKen Solutions Pvt. Ltd.

(An IIT Bombay Research spin-off) Mumbai

Great Lakes is a perfect nurturing ground where each individual hones his/her skills to be a unique proposition for any industry. Freedom, backed with guidance, to experiment new ideas and execute those with precision and professionalism brings out the best from the students. Equipped with the right learning, skill-set and a focused outlook, these managers are a 'must have' for any forward-looking organization. In my start-up, I have been utilizing every bit of exposure that I gained at Great Lakes.

R.S. Gopalakrishnan (Batch 2004-05)

Vice President - Strategic Sourcing & Procurement

Godrej Consumer Products Ltd., Mumbai



I am from the 1st Batch of the EMBA, and now 7 years have passed, still having a feeling that I am continuing in the course and gaining knowledge. The unique four reasons for this feeling,

- The family atmosphere created during the classes, which helped continuing the relationship with the team even after the course is completed.
- Periodical Alumni meet across the country conducted by Great Lakes, helped building relations beyond the 1st batch.
- Combination of professionals and entrepreneurs in the class room gave me the strength of professionally managing entrepreneurial approach in the day to day business decisions.
- Frequent and periodical communication from Uncle Bala to each and every students on latest happenings in worldwide, and inviting everyone for each and every lecture from eminent and other Great Lakes celebrations' keeps me enhancing the relationship with the institute from time to time. Lucky to be the part of the Great Lakes family....



Abhinav Mittal (Batch 2005-06)

Senior Manager, HCL Technologies

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

Hari Vedadri

Head - Business Integration, UK
Defiance Technologies



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



Kartik Kannan (Batch 2007-08)

Manager - Product Marketing, APAC Region, Travelocity

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

Prashant Shastri (Batch 2007-08)

Sr. Manager, Kotak Mahindra Bank - Business Banking Group



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



Sanjeev K. Panicker (Batch 2004-05)

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

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



Vidhyasagari Sundaram

Batch 2009-10

Consultant, ZS Associates

Great lakes bestowed us with such great ambience that learning was pure joy and results were just incidental. Comprehensively developed and well balanced education with amazing professors to learn from, great peer group and world class infrastructure led to a life changing experience. Proud to be a Great Laker and wish the school the best.

Harshil Shah,

AVP - Product and Business Development, Religare Finvest Ltd.

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



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Infosys Technologies.

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Former Chairman
E & Y Consulting

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Illinois Institute of Technology

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Mr. S.V. Balasubramaniam
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Bannari Amman Sugar Ltd.

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Vice Chairman & Managing Director
The India Cements Limited

Mr. Arun Bharat Ram
Chairman & Managing Director
SRF Limited

Mrs. Rajshree Pathy
Managing Director
Rajshree Sugars Ltd.

Mr. Ravi Venkatesan
Former Chairman
Microsoft India

Mr. P. Murari
Adviser to President of
FICCI Former Secretary to
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Marg Ltd.

Mr. V. K. Sundaram
Managing Director
Sudharshan Agencies

**Dr. Ing.H.C.Heribert
J Wiebenheus**
CEO - VKrebs Engineering

Mr. Ashok Vasudevan
Chief Executive Office
Tasty Bites

Mr. Raymond Spencer
Non Executive Chairman -
Financial Services SBU, Capgemini

Mr. Jamshyd N. Godrej
Chairman & Managing Director
Godrej & Boyce Mfg. Co. Ltd

Dr. Harvey Kahalas
Dean
IIT Stuart School of Business

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Dr. Abid Hussain
Former Indian Ambassador
to the United States

Mr. Ratan Ranka
Chartered Accountant



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Information Systems

Dr. S. P. Kothari

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Accounting, Massachusetts Institute of Technology
Sloan School of Management.

Dr. Srinivasan Raghunathan

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Systems, The University of Texas.

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Former Scientific Advisor to the Prime Minister and
Defence Minister, Distinguished Services Professor,
Carnegie Melon University

Dr. Lakshman Krishnamurthi

Chairman and Montgomery Ward Professor of
Marketing, Kellogg School of Management

Dr. Raghuram Rajan

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University of Chicago

Dr. Yair M. Babad

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Dr. Philip Kotler

S.C. Johnson & Son Distinguished Professor of
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Kellogg School of Management

Dr. Ram T. S. Ramakrishnan

Department of Accounting,
University of Illinois.

Dr. Sudhakar V. Balachandran

Assistant Professor of Accounting
Columbia Business School

Dr. B. Mahadevan

Professor of Operations Management, IIM – B

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Consultant

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University of California

Dr. V. Kasturi Rangan

Malcolm P.McNair Professor of Marketing,
Harvard Business School

Dr. Bala Chakravarthy

Professor of Strategy and
International Management

Prof. Nandu Nagarajan,

Professor of Business Administration,
University of Pittsburg

Dr. Hayagreeva Rao

Professor of Organizational Behavior, Director of
the Human Resource Executive Program,
Stanford Graduate School of Business

Dr. Sunil Chopra

IBM Distinguished Professor of Operations
Management & Information Systems

Mr. Mohan Nair

Sr. Vice President – Marketing
The Regence Group, USA

Dr. Suresh P. Sethi

Charles & Nancy Davidson Distinguished Professor
of Operations Management, Director of Center for
Intelligent Supply Networks,
University of Texas.

Prof. Aswath Damodaran

Professor of Finance

Dr. V.G. Narayanan

Associate Professor of Management Accounting
Harvard Business School

Dr. Konduru Sivaramakrishnan

Bauer Endowed Chair of Accounting,
University of Houston

Dr. N. Jayashankaran

Honorary Dean and Advisor, Bangalore
Management Academy,
Former Vice-Chancellor of SCSVMV

Dr. Paul Prabhaker

Associate Dean & Professor (Marketing), Northern Illinois University

Dr. Jitendra V. Singh

Saul P. Steinberg Professor of Management, University of Pennsylvania.

Dr. K.K. Srinivasan

Founder President of two e-com ventures, Former Faculty at Georgia Institute of Technology

Dr. M.B. Athreya,

Sri Sringeri Sharda Institute of Management

Dr. Baldev Raj

Distinguished Scientist and Director, Indira Gandhi Centre for Atomic Research

Dr. Seenu V. Srinivasan

Adams Distinguished Professor of Management and Director of the Strategic Marketing Management Executive Program, Stanford Graduate School of Business

Dr. Nirmal Gupta

Marketing Educator, IIM - A

Dr. Asher Tishler

Associate Professor of Economics and Director of Executive MBA Program, Tel Aviv University

Prof. Marti G. Subrahmanyam

Charles E Merrill Professor of Economics and Finance

Dr. Srikant M. Datar

Professor of Business Administration, Senior Associate Dean, Chair, Executive Education, Harvard Business School

Dr. Jagdish N.Sheth

Kellstadt Professor of Marketing, Goizueta Business School, Emory University

Dr. Shyam Sunder

James L. Frank Professor of Accounting, Economics and Finance

Dr. M.S. Krishnan

Area Chairman and Professor of Business Information Technology, Co-Director Center for Global Resource Leverage:India, Ross School of Business, University of Michigan

Dr. Krishnamurthy Surysekar

Assistant Professor of Accounting Florida International University

Dr. Swaminathan Sridharan

John L. and Helen Kellogg Distinguished Chair. Professor of Accounting Information and Management, Kellogg School of Management

Dr. Finn E Kydland

Henley Professor of Economics, University of California

Dr. Lakshmanan Shivakumar

Associate Professor of Accounting, London Business School.





MoU



YALE
UNIVERSITY



IIT Stuart School of Business
ILLINOIS INSTITUTE OF TECHNOLOGY



Nanyang
Technological University



BAUER
COLLEGE OF BUSINESS
UNIVERSITY OF HOUSTON

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