

**THE FIRE POWER TO TAKE YOUR
CAREER TO THE NEXT TRAJECTORY**



Introducing
PGWPM
Post Graduate Working Professional Program in Management

Message

from the Dean

Dear Aspirant,

Welcome to Great Lakes Institute of Management!

When we commenced operations in 2004, our main goal was to provide the talented professional an unbeatable value proposition – that of time, money and outstanding quality Education. The other intrinsic value proposition was, of course, that Great Lakes would groom these professionals into not only superb managers but also responsible leaders of tomorrow.

Six years down the line, it is heartening to see that our model is a resounding success (we are ranked among the top 20 B-schools in the country) and has won the support and faith of the student, academic and corporate community alike. This, in turn, motivates us to create newer offerings to welcome more promising professionals into the Great Lakes family. Great Lakes currently offers the one-year fast-track residential PGP in Management as well as the 2 year part-time Executive PGP in Management program that levitates middle level functional managers to high profile general managers.

This still leaves a population whose aspirations are not addressed – a segment that yearns to move up from entry level management to middle management; but the catch is that this aspirant cannot afford to be away from work and forego his current earnings. Neither can he participate in the Executive PGPM as his corporate exposure falls short of the mandatory five year prior work ex requirement. Sounds like you? Welcome to the Great Lakes Post Graduate Weekend Program in Management – the PGWPM.

The PGWPM aspirants are ambitious yet flexible, fun-loving yet practical, career focused and goal oriented yet hunting for the wherewithal to realize a dream. Their career aspiration is one of global mobility and they cope with change with a winning ‘can do’ attitude. Great Lakes has structured the PGWPM course to reflect these innate characteristics and individual priorities of the aspirant while providing for a synergistic learning experience for the entire group as a whole.

From a corporate point of view, with the economy looking up, motivating and retaining talent becomes a key issue for India Inc. In this context, the PGWPM program could be viewed by the corporate sponsor as either a “reward” for past performance or a “motivator” in ensuring continuity or as an “investment” towards future leadership. By nurturing and rewarding talent, corporates could ensure a definitive ‘win-win’ situation while co-creating value for both, the individual and Institution.

Great Lakes has always held high, the values of Customer-centricity, Meritocracy and Corporate Ethics. Great Lakes defines ‘customer’ to include all beneficiaries –



students, Industry as well as top-notch faculty and staff who provide unsurpassed educational experience. With the Business Advisory Council headed by Shri Ratan Tata, the Board of Directors by Shri Jamshyd Godrej and the Academic Advisory Council by myself, commitment to highest quality, rigor and ethical standards is natural. This apart, luminaries like Philip Kotler, Ratan Tata, Narayana Murthy, Montek Singh Ahluwalia and C.K. Prahalad and many others frequently visit Great Lakes and share valuable insights with the students. Joining hands with Great Lakes thus culminates a life-time relationship of learning, sharing and prosperity.

I am delighted to welcome you to our ‘Post Graduate Weekend Program in Management’ - an innovative “Master of Readiness” program blending the best of Western progressive management thought and Eastern ethos, but more than that, I extend a warm welcome to you, to join the Great Lakes family.

Prof. Bala V. Balachandran

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

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

Executive Professor and Strategy Advisor to the Dean,
Bauer College of Business, University of Houston,
Texas, USA



Vision

To become the leading management institution in providing Quality Education at an affordable cost and Human Capital in Niche areas for Emerging Economies.

Mission

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

Message from the Executive Director

Dear Prospective Great Laker,

It gives me immense pleasure to address this inaugural communication about our Post Graduate Weekend Program in Management (PGWPM). This is a unique program designed to address the needs of working professionals in Chennai and around, who want to pursue a rigorous management program without giving up their job/career. This need has been felt for quite some time now and based on our interaction with such prospective Great Lakers, we have come up with this program. As you go through the brochure, you will find that this is an ideal program for people with 2 to 10 years' experience, who are keen to upgrade their knowledge and career prospects. We have looked

at this program very carefully to ensure that, as and when we launch the program, we can give the best in class.

You have taken the right first step by looking into this program and I am sure that you will go on to take the next step in enrolling for the same.

Looking forward to having you on board.

With Warm Regards,

Prof. S. Sriram

Executive Director, Great Lakes Institute of Management



Message from the Director PGWPM

Dear Working Professional Applicant,

“Perplexity is the beginning of knowledge [*Kahlil Gibran*].”

This quote holds true when you are a couple of years into your workplace. You slowly realize that you do have deep problem solving skills in your home discipline, but cross-disciplinary requirements tend to leave you a bit perplexed. Engineers for one, take time in understanding the nuances of finance domain. In client-facing situations, you suddenly realize that system-facing and client-facing skills are not exactly the same. Cross-functional learning can be initiated by capsulated training sessions at the work place, yet they will take you only so far and no further. If you think that a rigorous rounding of skill sets is what will take your career to the next trajectory, then come back to class rooms.

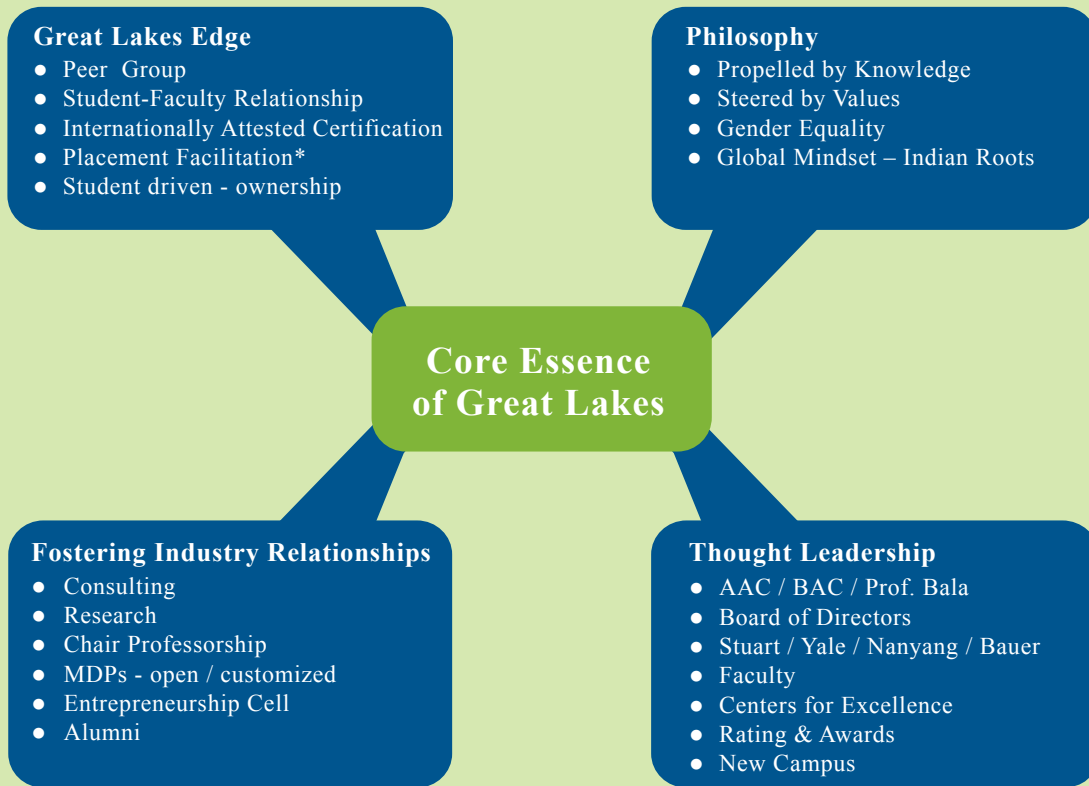
Welcome to Great Lakes Institute of Management's Post Graduate Working Professional Program in Management (PGWPM). This new program offers the same academic rigor that we are currently offering to our one-year full-time residential PGPM students. The only difference is in the time frame of delivery. To facilitate learning while you are still at work, the working professional program is spread over 52 alternate week ends, thus making PGWPM an eight term, 2 year academic program. Over and above the 36 courses that are class room delivered, every enrolled student will go through a fully mentored Master Thesis Project, which will be treated as a full 12-credit course. Renowned faculty from various leading B-Schools and from industry will be hand-holding you through your course work.

Are you game for the new journey – a journey in which perplexity ends and knowledge-seeking begins? Then go on and apply. Become a Great Laker. We promise you that the experience will be rewarding.

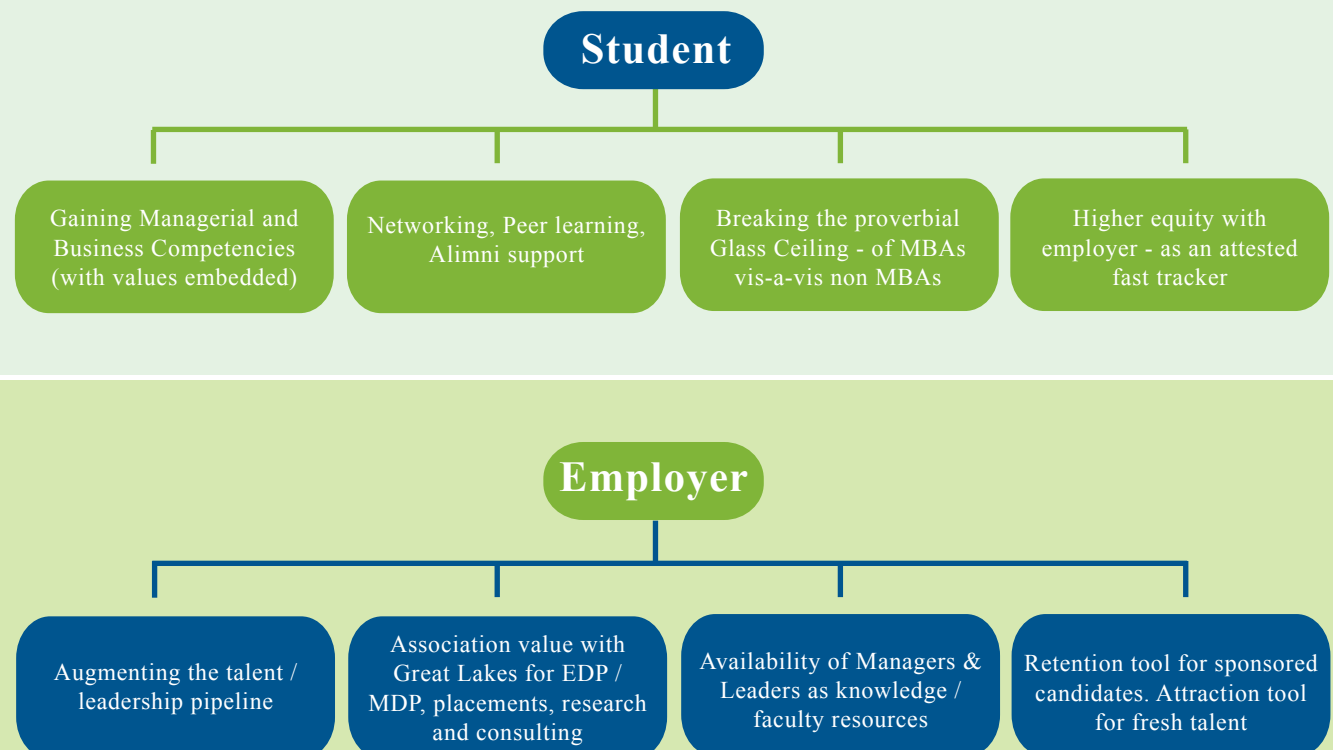
Prof. Easwar Krishna Iyer

Director [PGWPM], Great Lakes Institute of Management

Great Lakes Value Proposition



PGWPM Value Proposition



Post Graduate Working Professional Program in Management (PGWPM) is specially designed for the working professionals who want to take their career on a fast track, and for those who desire to take their family business further. With 720 hours of intense learning and a powerful curriculum that's the same as the full time course, the course offers a great opportunity to learn while earning, as the classes are spread out over the weekends. What's better, students get an opportunity to implement at work what they learn at the class.



Program Overview

Curriculum Highlights

- Two years (52 alternate weeks), 8-term academic program with rigorous 720 hours of class room learning
- Comprises of 36 class room delivered courses & one year-long Master Thesis project for a 120 credit program
- Stringent selection process including entrance test and panel interview
- Top faculty from leading US, Asian and Indian B-Schools will be handling classroom course delivery
- Good cross-industry peer environment for synergistic learning
- Course content matches that of the core PGPM program. Only the delivery is staggered over 2 years
- Unique, fully mentored 12 credit Master Thesis Project which runs through the entire second year. Each student will have to identify a core problem in his or her functional area within his/her organization, co-endorsed by them
- Leadership lectures series aligned to the course plan

Target Audience for PGWPM

PGWPM is appropriate for ambitious, goal-oriented, career-focused working professionals with 2 to 10 years of work experience, on the lookout for the wherewithal. In fact, it best suits you, if you are:

- An engineer with 2-3 years work experience in a top-notch IT company with understanding limited to projects involved, and wanting to know how the application integrates and gets delivered as a functional solution to meet client's business needs
- A second generation entrepreneur who's not satisfied with the scale and scope of your inheritance. Though you'd like a sound academic grounding, your day-to-day operational pressures don't permit you for a full-time program
- A start up owner wanting to scale up, and explore all the options, do a live project after you've got a good grounding in concepts in the first year and then hit the road
- In the ITeS / BPO industry for 5 years and yet your resume lacks the punch to take you to the next trajectory
- Playing a support role in functions like HR, PR, Admissions, Payrolls, Merchandising etc. in the service sectors, and is in need of something more in your resume for heading the function
- In the banking industry for 6-7 years and realize that MBAs are being hired for higher positions
- In the manufacturing industry with 2-3 years experience, wanting to get the knowledge that would help you assess issues that impact the future of your industry and your career

While the list of industries is indicative, the possibilities with PGWPM are immense. Be it a young Doctor who'd like to start a full-fledged hospital, a budding model who'd want to start a modeling / ad agency, or a practicing lawyer who'd like to switch to corporate, PGWPM will help them reach higher levels.



PGWPM - Course Architecture

Term 01 - Autumn Quarter 1
Months : JAS 2010
No. of Contact hours = 100

- 1 Financial Accounting
- 2 Statistical Methods
- 3 Macro Economics
- 4 Marketing Management 1
- 5 Business Communication

Term 02 - Winter Quarter 1
Months : OND 2010
No. of Contact hours = 80

- 6 Managerial Accounting
- 7 Financial Management 1
- 8 Operations Management 1
- 9 Micro Economics

Term 03 - Spring Quarter 1
Months : JFM 2011
No. of Contact hours = 100

- 10 Marketing Management 2
- 11 Financial Management 2
- 12 Operations Management 2
- 13 HRM
- 14 IT for Managers

Term 04 - Summer Quarter 1
Months : AMJ 2011
No. of Contact hours = 80

- 15 Strategic Management
- 16 Organizational Behaviour
- 17 Market Research
- 18 Investment Analysis

Term 05 - Autumn Quarter 2
Months : JAS 2011
No. of Contact hours = 100
First term for Emp. Study

- 19 Sales & Distn Management*
- 20 Supply Chain Management
- 21 Elective 01
- 22 Elective 02
- 23 Elective 03

Term 06 - Winter Quarter 2
Months : OND 2011
No. of Contact hours = 80
Submission of Emp. Study

- 24 CRM*
- 25 Working Capital Management*
- 26 Elective 04
- 27 Elective 05

Term 07 - Spring Quarter 2
Months : JFM 2012
No. of Contact hours = 100
First term for project

- 28 Services Marketing*
- 29 Investment Management*
- 30 Elective 06
- 31 Elective 07
- 32 Elective 08

Term 08 - Summer Quarter 2
Months : AMJ 2012
No. of Contact hours = 80
Submission of Project

- 33 ERP*
- 34 Impression Management*
- 35 Elective 09
- 36 Elective 10

Project (Equivalent to 4 papers)
Starts on Term 5
Ends on Term 8
Duration 1 Year
Credits 12 credits
Max. students in a team 3
Faculty Guide Yes
Location Own place of work

* MANDATORY ELECTIVES (8 NOS. Two per quarter in second year)

Program Hour Calculation

No. of hours on Saturday and Sunday each	8
No. of hours / weekend	16
No. of hours / month (alternate weekends)	32
No. of contact hours / Quarter	96
Autumn and Spring Quarters	100 hours
(The extra 4 hours will be added dynamically during the program)	
Summer & Winter Quarters	80 hours
(Only a single weekend of classes in December and June)	

Fee Structure & Payment Plans



PLAN I	
Fee [Payment by single installment]	Rs. 5,00,000
PLAN II	
Installment I [To be paid at the time of admission]	Rs. 2,60,000
Installment II [To be paid at the beginning of second year]	Rs. 2,60,000

PGWPM is NOT a residential program. So no boarding/lodging costs are incurred for the Chennai Student. But since the program also aims at students who stay in overnight travel cities, we will be able to facilitate some logistics and stay for our non-Chennai student.

Financing Option

There are several ways to finance the PGWPM program. Some participants receive full or partial sponsorship from their employers, while others utilize the educational loan provided by the banks. The institute can facilitate financial assistance through educational loans for self funded candidates. Candidates who receive formal Offer Letter are recommended to apply as early as possible.

Note:

If a participant leaves the program for any reason after he/she has been accepted and enrolled, no fee refund will be made. If a participant leaves the employment of the sponsoring company during the program he/she could continue to do the program only if the sponsoring company gives a 'No Objection Certificate' for the same.

The details given above are subject to change [before the actual commencement of the program] at the sole discretion of Great Lakes Institute of Management.

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