

Student Committee activities

The development of skills amongst students is an important component of the Institute's mission and objectives. In Great Lakes, opportunities for these are provided through various clubs and committees that are in operation. The manner in which they successfully organize the various co-curricular activities is a proof of their skills at teamwork and leadership. The areas of Finance, Human Resources Development, Analytics, Quantitative Methods, and Marketing have their own committees and activities facilitating skills in these areas. However, the totality of experience in handling the various committees affords great opportunities to hone skills across the board.

The Student committees and clubs at GL are responsible for various activities. The committees work under the guidance of faculty members but are largely student run. They take up activities related to conferences, symposiums, college fests, placements, mess, blogs, publications, social work, student welfare, and branding. By participating in such committees, students get opportunities to interact with alumni and industry experts. By participating in the activities of the committees, students get opportunities for leadership, initiative, team work, and liaison. While these activities are optional, the students are encouraged to participate in at least one Committee or Club.

Students play an important role in supporting key functions of the Institute including admissions, placements, web management, and branding. Each committee has a faculty member who acts as a mentor or guide. In some committees the students play a support role and take full initiative and charge on ground when an event is on. In other instances, the students participate deeply in the conceiving, planning, and executing of programs from day one. Following are the general thrust and outline of the various committees and clubs that are active at Great Lakes:

a. Admissions Committee – ADCOM

One of the most visible and prominent student committees is the Admissions Committee. mentored by a faculty member. The committee assists the Admissions Director in collateral material development, web pruning, enquiry management, media planning, PI operationalization, selection process etc. The Committee overlooks and co-ordinates the entire admissions process with the help of the admissions office. The Committee co-ordinates and ensures a smooth and seamless admissions process. The team contacts applicants when necessary and relay important information regarding admissions at GL, on a pan India basis. It also serves as a link between the college and new joinees, addressing any issues or queries that they may have about GLIM.

b. Alumni Committee - ALCOM & GLAA

The alumni of any institution are the brand ambassadors and play a significant role in building the Institute Brand. The Alumni Committee – ALCOM of Great Lakes facilitates Alumni engagement with the objectives of emotional bonding and being 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 maintains an Alumni portal which 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 the industry, while alumni enhance knowledge through a back-to-school program and also network. The institute also organizes virtual alumni meets for students to connect.

c. Branding and Public Relations Committee (BPR)

The BPR committee of Great Lakes, undertakes the Institute's consistent brand building effort 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, while aligning itself to the Institute's mission, vision and goals. The committee works in unison with the branding objectives

of the institution and undertakes the adjunct function of official Advertising, Public Relations, Photography, Design and Digital/Social Media Marketing initiatives

With experienced professionals, the Committee endeavors to continuously and consistently build Brand Great Lakes and disseminate awareness about the Institution across various media - print, visual and most importantly online social media such as PaGaLGuy, Facebook, Instagram, LinkedIn, YouTube etc., through an Integrated Marketing Communications approach.

d. Centre for Innovation & Entrepreneurship Committee (CiECom)

The Center for Innovation and Entrepreneurship Committee (CiECom) is an initiative of the Institute that aims to contribute to India's grassroot-level economic development by creating, nurturing, and sustaining successful business enterprises. Fostering a culture of entrepreneurship among students, the CiECom 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 CiECom provides an Innovation Lab dedicated to identifying innovative business solutions. The CiECom also facilitates mentorship of aspiring entrepreneurs by connecting them with organizations such as TiE, CII, and FICCI. The CiECom also leverages its connections with angel investors, assisting and guiding entrepreneurs in acquiring financial support for their new business ventures. With the right combination of partnerships, expertise, and support, the CiECom at Great Lakes is perfectly positioned to provide the entrepreneurial solutions sorely needed by Indian society. To promote entrepreneurship capabilities of students, Paisa Vasool event is conducted by students. The AGBI (Atal-Greatlakes Balachandran incubator) started in 2019 promotes entrepreneurial ideas among students. Last year students were encouraged to voluntarily participate in incubating their ideas in AGBI and they went over multiple rounds of review before they were formally onboarded into the AGBI.

e. Consult-Com

The 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 the 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.

f. Events Committee

Great Lakes is well known for the range and quality of the events it stages - L'Attitude 13 05', Successful Women in Management (SWIM), HR Conclave, TEDx, the annual college fest Sangamithra, and other cultural festivals. The Events Committee also organizes the celebrations for all major festivals like Independence Day, Ganesh Chaturthi, Onam, Navratri, and many more. 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.

g. Finance and Economic Committee (FinCom)

One of the foremost and important committees at GL is "FinCom" that makes a significant contribution during the L'Attitude 13 05' event which is held in January each year. The aim of the Committee is to promote knowledge sharing among peers on topics ranging from finance to world geopolitical implications and beyond. The committee helps students broaden their horizons with visits from various industry stalwarts. 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. The committee also conducts "Games of Trade", a two-week stock trading competition in which students trade with virtual money on real time stock data. FinCom also has weekly catch ups to discuss the week's financial happenings.

h. Placement Committee

In line with the 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. The Placement Committee of GL is a student driven body with twin objectives of 'finding every student a job and providing the employer with the best'. The 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 resources 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.

i. Student Council – Student Life Committee

The Student Council assumes a responsible role in administering managerial skills learnt in the classrooms through experiential learning. Each member embodies the Great Lakes spirit of being a 'Go-getter', staying on their toes to take care of concerns of the community. 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 multiple 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 council, apart from addressing students' day-to-day affairs - infrastructure, food, health, Resource Center, 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' sessions where both Students and Directors participate. Each Open House serves as a simulation for participative leadership.

j. Student Academic Committee (SAC)

The responsibilities of the SAC include handling of the academic issues affecting the students. This committee is part of the Student Council and acts as an interface between Students and the Program Office on academic issues. The SAC addresses student queries, concerns and grievances, and

functions as the voice of the students at the program offices. The committee members hold regular meetings with program directors and managers where they put forth their concerns or queries. Together with the Life Committee, the Academic Committee conducts regular open house meetings that involve all relevant authorities from hostel authorities to program director.

k. Competition Committee

The key responsibilities of the Competition committee include identifying competitions across multiple domains being conducted across India and identifying qualified students to participate in such competitions. During the start of the academic year, the committee identifies and consolidates all competitions planned for the current year and shares it with the faculty and students. The relevant domain faculty members actively involve themselves in identifying participating students, train and mentor them for the competitions. There are terms and conditions while participating in these and the team will make sure students are aware of the same beforehand.

l. Supply Chain Operations Decision Sciences committee

This committee facilitates sharing of knowledge on Supply Chain Operations Management and Decision Sciences, thereby enriching student community with deeper appreciation and wider application of Operations Management and its related fields. Business is all about flow of goods and services in a country, and SCM streamlines the supply-side activities. The Committee conducts various quizzes and crosswords in the field of SCM to foster interest.

m. Analytics Committee

The Analytics Committee is for those who have creative problem-solving skills with a huge appetite for knowledge. This committee conducts regular monthly meetings and organizes internal events based on cases to crack. It organizes fun quizzes, case studies in the field of analytics and also guest lectures on analytics and other new trending technologies. The members are sufficiently rewarded on providing relevant solutions to these cases. Every year a mega Analytics event is sponsored by Analytics Vidya during Latitude event where inter-college students compete. Preliminary events are conducted online and TOP five contestants are selected by the committee who then competes in face-to-face events during the Latitude

n. Food Committee

Since all students reside in campus, the food committee plays a major role in the student's campus

life where they manage the daily food menu for the three courses and play a key role in coordinating with all students on the quality of the food served in campus and accordingly work with admin representative for managing the same. They also promote new items to be added in the menu regularly. It also introduces new dishes in the mess menu and at the 'Grab N Go' food joint. The committee also coordinates and plays a major role in organizing food festivals periodically where a feast is organized for students.

o. Marketing Committee

The marketing committee, Melange is the Hotspot for marketing enthusiasts. Mentored by Dr. D. Sriram, Melange is dedicated to organizing various marketing competitions and events, content writing, handling the committee's social media accounts and exciting weekly activities like marketing crosswords and many more. The committee members are creative with new ideas and innovative marketing trends that enhance members' knowledge in the marketing arena. Marketing committee also has forums that conduct periodic discussions and brainstorming sessions on latest marketing trends, branding strategies of companies, and various significant campaigns in the marketing environment. They also work on 'live' marketing projects and promotional strategies for companies.

<https://www.facebook.com/MELAnge.GLIM/>

[https://instagram.com/melange_greatlakes?utm_medium=copy link](https://instagram.com/melange_greatlakes?utm_medium=copy_link)

p. Kotler Srinivasan Center for Marketing Research (KSCMR)

Great Lakes Institute of Management is blessed to have two legends of Marketing lend their names to a center we have, the Kotler Srinivasan Center for Marketing Research (KSCMR).

The Committee members also assist Marketing faculty members in their research endeavors. 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. Students play an important role in organizing and coordinating annual North American Society for Marketing Education in India (NASMEI) conference, the main event of the KSCMR.

q. Sports Committee

Students with specific sports talents are identified every year and are encouraged to participate in

Intercollegiate events. Every year there has been victorious teams from those events recognized by our college administration. The Institute has facilities for cricket, football, basketball, table tennis, and volleyball made available for students to practice and engage themselves during their free time. Also, every year, sports events are also organized between PGPM and PGDM teams and winners awarded as well. An old student memorial trophy is also awarded for intra-team volleyball tournament.

r. Dean's Student Leadership Circle (DSLCL)

The Dean's Student Leadership Circle comprises of select students from the full-time programs, who act as a bridge between the Dean's office, student community, alumni, and external agencies. The DSLCL functions as the College's Brand Ambassadors aiming to foster a sense of belonging and inclusion among the student community through events. The DSLCL also functions as the bridge between the management, the student body, and the community and has organized several events including Karaoke Night, Workshops, Mock Parliament, Yearbook Leads, and Special Interest Clubs.

s. Karma Yoga Committee

Karma Yoga is a Leadership Experiential Action Program (LEAP) introduced as part of its curriculum to expose students to a base of pyramid consumers and encourage them to develop solutions. Karma Yoga program provides an opportunity for students of the full-time program to study various societal strata and appreciate the problems faced by them, as they spend one day in a week for two terms in villages. This experiential learning initiative provides an impetus for students to keep in mind the needs of lower strata of society as they take up positions of responsibility in organizations. Student groups work on specific village level issues, developing solutions, documenting and communicating to members of community. Students participate in public welfare projects identified by State and Central Government and help the communities.

t. TEDxGLIM Chennai Committee

TEDxGLIM Chennai is a platform to disseminate ideas and broaden the minds and connections of the people surrounding us. Acting under the mission of TED "ideas worth spreading, the aim of the platform is to offer inspiring talks to people through the life experiences and vision of speakers, so as to have a positive impact on the world.

The committee encompasses most of the domains of MBA from Marketing to Operations. With the

Speaker Curation team responsible for bringing the best minds of our country on the chosen theme, all the other teams work hand-in-hand to ensure that the event is conducted successfully. Interested students undergo a selection process, post which they will be segregated into teams, based on their interests and strengths. Be it designing & photography to negotiating & event management, you name it – we have a role cut out for you.