LEAD THE PACK
Global Mindset - Indian Roots
“IN LIFE THERE IS THIS CONSTANT CONFLICT BETWEEN EMOTIONAL QUOTIENT AND INTELLIGENCE QUOTIENT. THE RIGHT BALANCE OF THE TWO SPELLS SUCCESS.”
Great Lakes Institute of Management

Great Lakes is a premier management school founded by Padma Shri Dr. Bala V. Balachandran, who is the J. L. Kellogg Distinguished Professor Emeritus of Accounting, Information Systems and Decision Sciences at Kellogg School of Management and an executive professor and strategy advisor to the Dean, C. T. Bauer College of Business, Houston, USA. Dr. Bala was one of the main contributors to the setting up of the PGDM program at MDI, Gurgaon and also the ISB, where Kellogg School of Management was one of the founding partners. He founded Great Lakes in Chennai in the year 2004. In a short period of time, Great Lakes has become one of the most reputed private business schools in India and has been ranked in the top 20 by Business World and Career 360 magazines.

The 40 plus member Business Advisory Council of Great Lakes is comprised of leading business personalities such as Mr. Ratan N. Tata, Mr. Jamshyd N. Godrej, Mr. Madhur Bajaj, Mr. Kumarmangalam Birla, Mr. N.R. Narayana Murthy, Mr. A. M. Naik, Ms. Indira Nooyi, Mr. S. Ramadorai and others. Further Great Lakes has leading management gurus such as Dr. Philip Kotler, Dr. Seenu V. Srinivasan, Dr. Jitendra V. Singh, Dr. Ashwath Damodaran and Dr. Raghuram Rajan in its academic advisory council.

Great Lakes has academic alliances with some of the leading universities of the world namely, Stuart School of Business (Illinois Institute of Technology), Yale University, C.T. Bauer College of Business (University of Houston), Nanyang Technological University (Singapore) and more.

Led by exceptional academic faculty, steered by an outstanding advisory council and buoyed by the international collaborations, Great Lakes has, within a short span of eight years, established its goodwill and reputation among the top global industry players as well as student community and emerged as a top-ranked institution for management education in India.
Great Lakes has set up its second campus in the corporate hub of Gurgaon, Delhi NCR, becoming one of the few top ranked business school in India with campuses in two major metros. The campus houses Great Lakes IEMR, which has been offering the PGPM (Energy) program since 2010 and has in a short span of time established itself as a premier school in the area with excellent industry interface. From 2012, the Gurgaon campus started offering the general management programs of Great Lakes including the flagship 1 year PGPM program.

The Gurgaon campus is very conveniently located within walking distance to DLF Cyber City, home to a large number of MNC and Indian Corporate head quarters. The campuses in Chennai and Gurgaon enable the Great Lakes students and faculty to interact closely with industry in both regions. Given the Gurgaon campus’ focus on industry interaction, the PGPM students have the opportunity of interacting with a large number of industry leaders and gaining from their perspectives. In addition, it has established excellent relationships with companies through its corporate partnership program. The Gurgaon campus attracts a large number of new recruiters in addition to traditional Great Lakes’ recruiters.

The PGPM program has drawn faculty from both the Gurgaon and Chennai campuses and follows similar curriculum as the PGPM in Chennai campus. Both campuses also benefit from the strong global focus that Great Lakes has with collaborations and visiting faculty from leading business schools around the world.

About Gurgaon Campus

Great Lakes’ Gurgaon Campus
Great Lakes Institute of Management, Chennai Campus

The one year Post Graduate Program in Management (PGPM) offered at Great Lakes IEMR, Gurgaon is similar to the flagship full time PGPM offered at GLIM, Chennai since 2004. It is uniquely designed to deliver a complete general management education incorporating customer-centricity, meritocracy and corporate ethics in an accelerated one year format.

The program facilitates students’ understanding of the interaction between the various functional areas of a business system, thereby appreciating the need for developing cross-functional perspectives in business. Great Lakes works in close partnership with 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.

The Post Graduate Program in Management has been designed by Great Lakes Institute of Management’s Academic Advisory Council, which comprises the best in the world of managerial academia. This has in turn been streamlined with inputs from the illustrious Business Advisory Council, to keep it in sync with the needs of the dynamic business environment.

The program is designed to make the students business-ready and capable of responding to complex business requirements that arise in a changing global business environment. Throughout the course of study, emphasis is also placed on skill development, team-work, inclusivity principles and value-based management. The PGPM is an accelerated program of one year duration divided into 7 terms with one research project Empirical Study.

The PGPM in Gurgaon is taught by eminent faculty from Great Lakes’ Gurgaon and Great Lakes’ Chennai campuses and world class adjunct and visiting faculty. Further taking advantage of the strategic location in the corporate hub of Delhi NCR, the program have an industry lecture series with frequent guest lectures by CXO’s and senior industry professionals.

PGPM Overview
Dear Aspirants,

Greetings!

It is a pleasure to invite you to apply for the 1 year PGPM program at the Great Lakes IEMR, Gurgaon. With our vision of having a pan India presence, the introduction of the 1 year PGPM at the Gurgaon is a milestone in expanding Great Lakes' presence to Delhi NCR and North India.

The PGPM at Great Lakes Institute of Management, Chennai, within a short span of 9 years has established itself as one of the most sought after management programs in the country attracting thousands of applicants and hundreds of leading recruiters. The Great Lakes experience is distinguished with mentoring by world class faculty, outstanding student profile and value based learning. Great Lakes endeavors to replicate this experience in Gurgaon and to leverage the strategic location to engage with a large set of corporates based in the Delhi NCR region.

Great Lakes is once in a lifetime experience. The reason I say this is because the one-year that you spend with us is filled with so much learning - a lot of which will happen outside the classroom! For starters, your peer group will be a diverse and talented set of culturally diverse professionals with varied backgrounds and work experiences. Likewise, your coursework will bring you in contact with brilliant academicians, management gurus and industry experts from around the world. Interactions with all these people will not only elevate your levels of thought but will also enable a cross-fertilization of ideas and exchanges, some of which will serve as game changers that you hold dear for the rest of your lives.

All in all, Great Lakes is the perfect recipe for a veritable feast – you have all the ingredients with which to create one of the most magical and rewarding experiences of your life. The only ingredient you will be short on is time and we hope that you are able to amass a wealth of experience in the one year you spend with us – as this is an asset for life!

Swagatham!

Dr. Bala V. Balachandran

J. L. Kellogg Distinguished Professor (Emeritus in service) of Accounting and Information Management, Northwestern University, Illinois, USA
Founder and Dean, Great Lakes Institute of Management
Executive Professor and Strategy Advisor to the Dean, Bauer College, University of Houston, Texas, USA.
Message from Chairman, Great Lakes IEMR

Dear Aspirant,

Thank you for your interest in the PGPM program, a unique world class management program that transforms ambitious and hardworking young professionals into capable management executives in the short span of one year. The success of the PGPM at Great Lakes, Chennai, right from inception, shows the high quality inputs that went into the design and delivery of the program.

Great Lakes IEMR, Gurgaon, is not just another School of Business, but is a holistic competency building centre with unique models and paradigms for all round development of the candidates. Our innovative curriculum focuses on developing strong business management skills and leadership qualities. The diverse experience of the candidates in a class brings a wealth of knowledge gained from employment automatically “raising the bar” of quality interactions. Guided by the expertise of our faculty and cutting edge pedagogy, the program molds these candidates into competent managers and future leaders of the Industry.

The exhaustiveness of the curriculum in terms of management disciplines and specializations places the candidates in a favourable position of leading diverse profiles and building a career of their choice. In addition to the functional specializations an additional domain specialization is offered in the Energy sector for those candidates keen on exploring careers in this critical core sector. The PGPM students at Great Lakes, Gurgaon campus, would also have the benefit of fantastic industry interaction given the strategic location in the corporate hub of India Inc.

The emphasis of the program is on preparing Business Ready Managers capable of delivering from the first day in their organizations. I hope that as you learn more about the program, you realize the significance of the transformative potential of this program for your career growth. I wish you the very best.

Dr. B.S.K. Naidu
Chairman, Great Lakes IEMR
Ph.D, D. Engg. (USA), M.Tech., B. E. (Hons), FNAE, Hon.D.WRE (USA)

Dr. B.S.K. Naidu served as the Director General of the National Power Training Institute (NPTI), Central Power Research Institute (CPRI) and Reliance Energy Ltd. (REL). His Leadership at NPTI has been made the subject of a case study on “Transformational Leadership” for MBA students and he has also been one of the models of study on Human Excellence at IIM, Ahmedabad.

Dr. Naidu was the key architect of National Perspective Plan for R&D and National Training Policy for the Power Sector. A double Doctorate in Engineering and Management, he is a Fellow of the Indian National Academy of Engineering comprising country’s most distinguished engineers and scientists. He has authored over 150 publications including several books. He has won 16-individual awards (national & international), the latest being the highest honour of the American Academy of Water Resources Engg., bringing him to the clan of 30-most eminent scientists in the world.

Dr. Naidu led NPTI, CPRI & REL to 6-Institutional awards besides representing India at many International fora including his lead speech addressing the UN General Assembly and the First GEF Assembly. Dr. Naidu was also a Senior Advisor to the Advanced Engineering Associates International Inc. (AEAI) headquartered in Cambridge, Massachusetts, USA. He is an acclaimed thought leader who has a unique way of mapping management thoughts with engineering acumen. He has addressed more than 37,000 intellectuals so far, including his 70-Guest Lectures abroad, across five continents, as a transnational speaker.
Business Advisory Council

Dr. Ratan N. Tata  
Chairman  
Tata Sons Ltd.

Dr. Bala V. Balachandran  
J. L. Kellogg Distinguished Professor (Emeritus in service) of Accounting and Information Management, Northwestern University, Illinois, USA; Founder and Dean, Great Lakes Institute of Management, Chennai, India; Executive Professor and Strategy Advisor to the Dean, Bauer College, University of Houston, Texas, USA.

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Vice Chairman  
Bajaj Auto Ltd.

Mr. Kumar Mangalam Birla  
Chairman  
Aditya Birla Group

Mr. K.B. Chandrasekhar  
Chairman and CEO  
Jamcracker Inc.

Mr. John Fisher  
Chairman  
Solid Systems Engineering

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

Mr. G.P. Goenka  
Chairman  
Duncans Group

Mr. Desh Bandhu Gupta  
Chairman  
Lupin Labs

Mr. T. Kannan  
Managing Director  
Thiagarajar Mills Ltd.

Mr. L. Lakshman  
CEO  
Rane (Madras) Ltd.

Mr. A. Mahendran  
Managing Director  
Godrej Consumer Products Ltd.

Mr. A.M. Naik  
Managing Director and CEO  
Larsen and Toubro Ltd.

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Chairman & Chief Mentor  
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Former Chairman, Ernst & Young  
Consulting, Adjunct Professor of Information Systems and Management  
Kellogg School of Management

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Dr. Reddy's Laboratories

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Vice Chairman  
Tata Consultancy Services

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Chartered Accountant

Mr. Mohan Reddy  
Chairman & CEO  
Infotech Enterprises Ltd.

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Chairman  
Sanmar Group

Ms. Rama Sankar  
CEO  
Delta Consulting Group

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Chairman  
Watawala Plantations Ltd.

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Managing Director  
Ashok Leyland

Mr. Venu Srinivasan  
CMD  
TVS Motor Company Ltd.

Mr. V.K. Sundaram  
Managing Director  
Sudharshan Agencies

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Murugappa Corporate Board

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Vice President  
Illinois Institute of Technology

Dr. Ing. h.c. Heribert J. Wiedenheus  
CEO  
Krebs Engineering Germany

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Chairman  
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Chairman & Managing Director  
SRF Limited

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Managing Director  
Rajsheere Sugars Ltd.

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Director  
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Texas Pacific Group

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Executive Vice President -Human Resources  
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Chairman  
Microsoft Corporation (India) Pvt. Ltd.

Mr. P. Murari  
Adviser to President of FICCI  
Former Secretary to President of India

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Chairman of the Board and Chief Executive Officer  
Pepsi Co.

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Executive Director  
Triygn Technologies Ltd.

Mr. G.R.K. Reddy  
Chairman and Managing Director  
Marg Ltd.

Mr. Raymond Spencer  
Non-Executive Chairman  
Financial Services Strategic Business Unit  
Capgemini

Dr. Harvey Kahalas  
Dean & Harold L. Stuart Professor of Management and Economic Development, Executive Director, Centre for Strategic Competitiveness, Executive Director, IIT Knapp Entrepreneurship Center IIT Stuart School of Business, Illinois Institute of Technology

Mr. Ashok Vasudevan  
Chief Executive Officer  
Tasty Bite

Mr. Adi Saravannan  
Founder & President  
Allsec Technologies Ltd.

Mr. Kevin R Thieneman  
President  
Caterpillar Asia Pte Ltd.
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Dr. Dr. B. Mahadevan  
Professor of Operations Management, Indian Institute of Management, Bangalore, India

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Professor of Finance, Department of Economics, University of Santa Barbara, California, USA

Prof. Nandu Nagarajan  
Professor of Business Administration, Katz Graduate School of Business, University of Pittsburgh, USA

Dr. Mohan Nair  
Sr. Vice President – Marketing, The Regence Group, USA

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Associate Professor of Management Information Systems, University of Texas at Dallas, Texas, USA

Dr. Prabhaker  
Associate Dean and Professor (Marketing), College of Business, North Illinois University, USA

Dr. Dr. Srinivasan Raghunathan  
Associate Professor of Management Information Systems, University of Texas at Dallas, Texas, USA

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Dr. Ernst & Young Professor of Accounting, University of Illinois at Chicago, Illinois, USA

Dr. Keshavamurthy Ramamurthy  
Professor, Management Information Systems, University of Wisconsin, Milwaukee, Wisconsin, USA

Dr. V. Kasturi Rangan  
Malcolm P. McNair Professor of Marketing, Harvard Business School, Harvard University, Cambridge, Massachusetts, USA

Dr. Hayagreeva Rao  
Professor of Organizational Behavior; Director of the Human Resource Executive Program, Stanford Graduate School of Business, USA

Dr. Suresh P. Sethi  
Charles & Nancy Davidson Distinguished Professor of Operations Management, Director of Center for Intelligent Supply Networks, University of Texas, Dallas, USA

Dr. Konduru Sivaramakrishnan  
Bauer Endowed Chair of Accounting, C.T. Bauer College of Business, University of Houston, Texas, USA

Dr. Jitendra V. Singh  
Saul P. Steinberg Professor of Management and Vice-Dean of International Academic Affairs, The Wharton School, University of Pennsylvania, Philadelphia, Pennsylvania, USA

Dr. Dr. K. K. Srinivasan  
Founder President of two e-com ventures, Former faculty at Georgia Institute of Technology, Atlanta, Georgia, USA

Dr. Dr. Seenu V. Srinivasan  
Professor (Emeritus) Adams Distinguished Professor of Management and Director of the Strategic Marketing Management Executive Program, Stanford Graduate School of Business, Stanford, California, USA

Prof. Marti G. Subrahmanyan  
Charles E. Merrill Professor of Economics and Finance, Leonard N. Stern School of Business, New York University, USA

Dr. Dr. Shyam Sunder  
James L. Frank Professor of Accounting, Economics & Finance, Yale School of Management, Yale University, New Haven, Connecticut, USA

Dr. Dr. Swaminathan Sridharan  
John L. and Helen Kellogg Distinguished Chair; Professor of Accounting, Information and Management

Dr. Dr. Krishnamurthy Suryasekar  
Associate Professor of Accounting, School of Accounting, Florida International University, Miami, Florida, U.S.A

Dr. Dr. Asher Tishler  
Associate Professor of Economics and Director of Executive MBA Program, The Leon Recanatani School of Business Administration, Tel Aviv University, Director, The Georges Leven High Tech Management School, Tel Aviv, Israel

Dr. M. B. Athreya  
Sr. Srinageri Sharda Institute of Management, New Delhi, India

Dr. Dr. Nirmal Gupta  
Marketing Educator, IIM, Ahmedabad

Dr. Dr. Srikant M. Datar  
Professor of Business Administration Sr. Associate Dean, Chair, Executive Education, Harvard Business School, Soldiers Field, Boston, USA

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, USA

Dr. Dr. Finn E. Kydland  
Henley Professor of Economics, University of California, Santa Barbara, USA

Dr. Dr. Lakshmanan Shivakumar  
Associate Professor of Accounting, Accounting Group, London Business School, Regents Park London, UK

Dr. Dr. Jagdish N. Sheth  
Kellstadt Professor of Marketing, Goizueta Business School, Emory University, USA

Dr. Baldev Raj  
Distinguished Scientist and Director, Government of India, Department of Atomic Energy, Indira Gandhi Centre for Atomic Research, Kalpakam, Tamil Nadu, India
## PGPM Course List

### Term 1
- Intelligently Interacting with Others
- Financial Accounting
- Statistical Methods for Decision Making
- Micro Economics
- Marketing Management I
- Business Communication - 1
- Business Communication - 2
- Empirical Study - Topic selection (5 sessions)

### Term 2
- Managerial Accounting
- Financial Management
- Macro Economics
- Marketing Management II
- Operations Management
- HRM
- IT for Managers

### Term 3
- Strategic Management
- Quantitative Methods
- Organizational Behavior
- Market Research
- Management Information Systems
- Investment Analysis
- Mandarin
- International Entrepreneurship

### Specialization electives (Terms 4 - 7)

#### Marketing Specialization
- Sales and Distribution Management
- Brand Management
- Services Management
- Business Analytics
- Integrated Marketing Communication
- Strategic Marketing
- Consumer Behaviour
- Business 2 Business Marketing
- Customer Relationship Management
- Retailing Management
- Rural Marketing
- Social Media Marketing

#### Finance Specialization
- Corporate Finance II
- Options, Futures & Derivatives
- Fixed Income Securities
- Strategic Cost and Profitability Management
- FSAV I (Financial Statement Analysis and Valuation)
- Mergers and Acquisition
- Strategic Financial Management (Corporate Finance II is a Prerequisite)
- Investment Banking
- FSAV II (Financial Statement Analysis and Valuation)
- Project & Infrastructure Financing
- Venture capital & Private Equity
- Financial Modelling

#### Operations, IT & Economics Specialization
- Supply Chain Modeling and Analysis
- Logistics & SCM
- Project Management
- Strategic operations planning
- Services Operations Management
- Enterprise Resources Planning
- Demand Planning and Forecasting
- Business Intelligence
- E-Commerce

#### Energy Specialization
- Energy Sector Overview
- Energy Sector Policies, Regulations and Structure
- Conventional Energy Sources and Technologies
- New and Renewable Sources of Energy
- Renewable Project Implementation
- Power Markets and Smart grids
- Global Energy Business
- Energy Efficiency and Sustainable Development
- Advanced Oil & Gas Industry Management
<table>
<thead>
<tr>
<th>Faculty</th>
<th>Association</th>
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<tbody>
<tr>
<td>Dr. Bala V Balachandran</td>
<td>Dean - Great Lakes, Prof. Emeritus - Kellog School of Management</td>
</tr>
<tr>
<td>Dr. Bappaditya Mukhopadhyay</td>
<td>Professor &amp; Director, PGPM - Gurgaon, Great Lakes Institute of Management</td>
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<td>Dr. Krishnamurthy Suryasekar</td>
<td>Associate Professor, College of Business Administration, Florida International University</td>
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<td>Dr. Rakesh Singh</td>
<td>Director, Durgadevi Saraf Institute of Management Studies, Mumbai</td>
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<tr>
<td>Dr. S Bharadwaj</td>
<td>Professor, Great Lakes Institute of Management</td>
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<tr>
<td>Dr. S Elankumaran</td>
<td>Professor, Great Lakes Institute of Management</td>
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<tr>
<td>Dr. Seema Sanghi</td>
<td>Former Director, FORE School</td>
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<tr>
<td>Dr. T N Badri</td>
<td>Professor, Great Lakes Institute of Management</td>
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<tr>
<td>Dr. Tapan Panda</td>
<td>Professor &amp; Director, PGPM - Chennai, Great Lakes Institute of Management</td>
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<tr>
<td>Dr. V K Gupta</td>
<td>Professor, IMT, Ghaziabhad</td>
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<tr>
<td>Dr. Vaidy Jayaraman</td>
<td>Associate Professor, School of Business Administration, University of Miami</td>
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<tr>
<td>Mr. Gaurav Monga</td>
<td>Head of Corporate Finance, Unitech Limited</td>
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<td>Mr. Gaurav Singh</td>
<td>Manager, Snapdeal</td>
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<tr>
<td>Mr. Paramdeep Singh</td>
<td>Director, Neev Knowledge Management</td>
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<tr>
<td>Ms. Mythilli Bhusnurmath</td>
<td>Consulting Editor, The Economic Times</td>
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<tr>
<td>Dr. Ahindra Chakrabarti</td>
<td>Professor &amp; Director, IMI Kolkata</td>
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<td>Dr. Amit Kapoor</td>
<td>Professor, Management Development Institute (MDI)</td>
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<tr>
<td>Prof. C R Rajan</td>
<td>Advisor to Coromandel, International Coal and Oil Ltd.</td>
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<tr>
<td>Dr. C P Gupta</td>
<td>Professor, Department of Financial Studies, South Campus, University of Delhi</td>
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<tr>
<td>Prof. Easwar Krishna Iyer</td>
<td>Professor &amp; Director - Admissions, Great Lakes Institute of Management</td>
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<tr>
<td>Prof. Manu Chandra</td>
<td>Consultant, Mathlogic</td>
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<td>Dr. Nitender Dhillon</td>
<td>Consultant &amp; Ex-Professor Management Development Institute (MDI)</td>
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<tr>
<td>Dr. Rajanish Dass</td>
<td>Consultant &amp; Distinguished Professor, Great Lakes Institute of Management</td>
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<tr>
<td>Prof. Rohit Bansal</td>
<td>Co-Founder &amp; CEO, India Strategy Group, Hammurabi &amp; Solomon Consulting LLP</td>
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<tr>
<td>Prof. R S Veeravalli</td>
<td>Professor, Great Lakes Institute of Management</td>
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<td>Prof. S K Palhan</td>
<td>Professor, Great Lakes Institute of Management</td>
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<tr>
<td>Prof. S Ramanathan</td>
<td>CEO, Param Consulting</td>
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<tr>
<td>Prof. S Sriram</td>
<td>Executive Director, Great Lakes Institute of Management</td>
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<tr>
<td>Prof. Salem Ganapathi</td>
<td>COO, Logistics Plus India Pvt. Ltd.</td>
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<tr>
<td>Prof. Sanjay Chandwani</td>
<td>Professor, Management Development Institute (MDI)</td>
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<tr>
<td>Dr. Sanjoy Sircar</td>
<td>Professor &amp; Director, PGPM - Chennai, Great Lakes Institute of Management</td>
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<td>Prof. Shyamli Rathore</td>
<td>Founder, Sidman Learning Solutions</td>
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<td>Dr. Sunil Ashra</td>
<td>Professor, Management Development Institute (MDI)</td>
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<tr>
<td>Prof. Suresh Srinivasan</td>
<td>Associate Director, International Infrastructure Consultants</td>
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<tr>
<td>Prof. T N Swaminathan</td>
<td>Professor &amp; Director - Branding, PR &amp; Alumni Relations, Great Lakes Institute of Management</td>
</tr>
<tr>
<td>Dr. Tarun Chaturvedi</td>
<td>Consultant &amp; Ex-Professor, Management Development Institute (MDI)</td>
</tr>
<tr>
<td>Prof. Vik Murti</td>
<td>Professor, S P Jain Institute of Management &amp; Research, Mumbai</td>
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* List is partial
Empirical Study

Empirical study is an excellent means to demonstrate Great Lakes’ firm belief that the best way for students to advance their knowledge is to question conventions and established frameworks.

The 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 the 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 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 empirical study papers that were presented in international conferences include:

“The impact of pay satisfaction and transformational leadership on employee engagement” [by Devyani Sharma]. 5th International Conference of Management and Behavioural Sciences, Haridwar, India, June 2012

“Transformational Leadership and Leader’s Belief in the Law of Karma: Moderating Role of Leader’s Optimism” by Nidhi Chadha at the Sixth annual international conference of Yale-Great Lakes Center for Management Research, Chennai, India, December 2011.

Some of the highly rated Empirical Studies of 2011-2012 include:

- Gunjan Raja - Relationship between Leader-Member Exchange Quality and Organizational Commitment: Role of Organizational Justice.
- Debasmita Dey, Gajendran A M & Hariharan G - Impact of Culture on Consumer Search Behaviour.
- Preshit Mendhekar, Sriram Varahan & Poonam Chavan - Impact of Agile Methodologies on Project Management.
# Industry Speakers 2012-13

<table>
<thead>
<tr>
<th>Speaker</th>
<th>Association</th>
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<tbody>
<tr>
<td>Mr. Jayatu SenChowdhury</td>
<td>VP, International Risk, American Express Bank</td>
</tr>
<tr>
<td>Mr. Manu Kumar Jain</td>
<td>Co-Founder, Jabong.com</td>
</tr>
<tr>
<td>Mr. Akhil Padmanabhan</td>
<td>Agency Relations, Google India</td>
</tr>
<tr>
<td>Mr. Amit Jaity</td>
<td>AGM, 3M</td>
</tr>
<tr>
<td>Mr. Amulya Charan</td>
<td>Chief Mentor - Power Trading &amp; Advocacy - TATA Power</td>
</tr>
<tr>
<td>Mr. Ankur Agarwal</td>
<td>Co-founder, Acamor</td>
</tr>
<tr>
<td>Mr. Ankur Warikoo</td>
<td>CEO, India Unit of GROUPON Inc (Crazeal.com)</td>
</tr>
<tr>
<td>Mr. Gaurav Bansal</td>
<td>AVP, Smart Cube</td>
</tr>
<tr>
<td>Mr. Manoj Agarwal</td>
<td>Co-Founder, <a href="http://www.giftoxo.com">www.giftoxo.com</a></td>
</tr>
<tr>
<td>Mr. N K Bansal</td>
<td>Executive Director, Indian Oil Corporation Ltd.</td>
</tr>
<tr>
<td>Mr. Piyush Sharma</td>
<td>CEO &amp; Publisher, Media Transasia India Ltd.</td>
</tr>
<tr>
<td>Mr. Praveen Sinha</td>
<td>Co-founder &amp; MD, Jabong.com</td>
</tr>
<tr>
<td>Mr. Radhakrishnan</td>
<td>Director, Risk Management, American Express Bank</td>
</tr>
<tr>
<td>Mr. Rajesh Ranjan</td>
<td>Vice President, Everest Group BPO</td>
</tr>
<tr>
<td>Mr. Sanjeev Bhalla</td>
<td>Consultant, McKinsey &amp; Company</td>
</tr>
<tr>
<td>Mr. Sankar Ramamurthy</td>
<td>Partner and Executive Director - HR Practice, PWC</td>
</tr>
<tr>
<td>Mr. Subir Hazra</td>
<td>AVP &amp; Head, Strategic Planning, Delhi International Airport Limited, GMR Group</td>
</tr>
<tr>
<td>Mr. Tamohar Chawla</td>
<td>Executive Director, Morgan Stanley</td>
</tr>
<tr>
<td>Mr. T M Rajagopalan</td>
<td>Associate Vice President, Wipro BPO</td>
</tr>
<tr>
<td>Mr. Upender Jit Singh</td>
<td>Director Global Key Accounts, Oracle</td>
</tr>
<tr>
<td>Mr. Varun Khurana</td>
<td>India Head, Location Labs</td>
</tr>
<tr>
<td>Mr. Vipul Mathur</td>
<td>Head Branded Retail, Nokia India</td>
</tr>
<tr>
<td>Mr. Vishal Suri</td>
<td>AVP, Evalueserve</td>
</tr>
<tr>
<td>Mr. Vivek Pandey</td>
<td>VP, Indiatimes.com</td>
</tr>
<tr>
<td>Ms. Sadhana Mishra</td>
<td>VP - Marketing (Global Markets), IBM Global Technology Services</td>
</tr>
<tr>
<td>Mr. Rohit Kumar</td>
<td>Head of India Reaseach, DTZ</td>
</tr>
</tbody>
</table>

* List is partial
The PGPM class have students with diverse backgrounds and a minimum of two years of experience ensuring significant amount of peer learning. Given below is the student profile of PGPM 2012-13.
Placements*

The PGPM program at Great Lakes, Chennai, has a track record of 100% placement since inception with attractive profiles offered across the industries. The PGPM at Great Lakes IEMR, Gurgaon campus, is expected to have similar success and would leverage on the strong brand reputation of Great Lakes and extensive industry network. Gurgaon campus has been successful in attracting all major e-commerce and analytics companies for ongoing placement season. Since placement report is not yet available; below is a snapshot of PGPM Chennai 2012 placements.

“156 leading companies participated, an increase of 25% over previous year.”

“The average campus CTC offered to the 2012 batch was 240% of their pre-MBA salary.”

<table>
<thead>
<tr>
<th>Industry-wise average CTC(In lacs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Others</td>
</tr>
<tr>
<td>Other niche sectors</td>
</tr>
<tr>
<td>Manufacturing</td>
</tr>
<tr>
<td>Management - Consulting</td>
</tr>
<tr>
<td>ITES</td>
</tr>
<tr>
<td>IT-Consulting</td>
</tr>
<tr>
<td>IT</td>
</tr>
<tr>
<td>Infrastructure</td>
</tr>
<tr>
<td>Healthcare</td>
</tr>
<tr>
<td>Financial Services</td>
</tr>
<tr>
<td>Education</td>
</tr>
<tr>
<td>Consulting</td>
</tr>
<tr>
<td>BFSI</td>
</tr>
<tr>
<td>Automobile</td>
</tr>
<tr>
<td>Analytics</td>
</tr>
</tbody>
</table>

*Other niche sectors include game producers, logistics, market research, Retail & retail fashion, sports, travel, media and advertising.

List of Recruiters 2012:**

<table>
<thead>
<tr>
<th>Accenture</th>
<th>HSBC Technologies</th>
<th>RAMCO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apollo Hospitals</td>
<td>IBM</td>
<td>Saudi Development &amp; Innovation Group</td>
</tr>
<tr>
<td>Axis Bank</td>
<td>Infosys</td>
<td>SPIC - AM International Holdings</td>
</tr>
<tr>
<td>Beacon Higher Education</td>
<td>Kotak Mahindra Bank</td>
<td>Svapas Innovations</td>
</tr>
<tr>
<td>Blue Lotus</td>
<td>KPI T Cummins</td>
<td>Tata Consultancy Services</td>
</tr>
<tr>
<td>Cognizant Business Consulting</td>
<td>KPMG</td>
<td>Technova Global</td>
</tr>
<tr>
<td>Cognizant Research Consulting</td>
<td>L&amp;T Infotech Ltd.</td>
<td>Tecpro</td>
</tr>
<tr>
<td>Daimler</td>
<td>Larsen &amp; Toubro Ltd - E &amp; C Division</td>
<td>Tenvic Sports</td>
</tr>
<tr>
<td>Defiance Technologies</td>
<td>Latent View Analytics</td>
<td>TVS Logistics</td>
</tr>
<tr>
<td>Deloitte Consulting</td>
<td>Leitner Shriram Manufacturing Ltd.</td>
<td>TVS Motors</td>
</tr>
<tr>
<td>Dunia Finance</td>
<td>Mahindra Satyam</td>
<td>TVS Motors (Sundaram Clayton)</td>
</tr>
<tr>
<td>Educomp</td>
<td>Manipal Education</td>
<td>Universal Consulting</td>
</tr>
<tr>
<td>Eicher Motors</td>
<td>MeritTrac</td>
<td>UST Global</td>
</tr>
<tr>
<td>Euromonitor International</td>
<td>Mu Sigma</td>
<td>Virtusa</td>
</tr>
<tr>
<td>Fractal Analytics</td>
<td>Optima Advertising</td>
<td>Vistasoft</td>
</tr>
<tr>
<td>Gameshastra</td>
<td>Orchid Pharma</td>
<td>Wipro</td>
</tr>
<tr>
<td>HCL Technologies</td>
<td>Perfint Healthcare</td>
<td>ZS Associates</td>
</tr>
<tr>
<td>HeyMath</td>
<td>Photon Infotech</td>
<td></td>
</tr>
<tr>
<td>HIRCO</td>
<td>PricewaterhouseCoopers</td>
<td></td>
</tr>
</tbody>
</table>

* PGPM Gurgaon 1st batch is yet to graduate
** Indicative list only
Student Activities

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)  
Alumni Committee (Alcom)  
Branding & Public Relations Committee (BPR)  
Centre for Innovation & Entrepreneurship Committee (CIE)  
Events Committee (Evecom)  
Industry Interaction and Placement Committee (IIPC)  
Student Council

Marketing Club  
Finance Club  
Operations & Decision Science Club  
Editorial Board  
Sports Club  
Renewable Energy Club

CREST is a unique management festival, with participants from leading business schools across the country. Crest features a potpourri of events and competitions that encompasses various spheres of management education in the fields of marketing, finance, operations, strategy and human resources.

All events be it cultural such as Holi, Diwali, Ganesh Chaturthi celebrations or management such as Crest, SWIM or HR conclave, are led by student committee and club initiatives.
Great Lakes helped me to come out of a technical mind frame and gave a business perspective to understand the corporate world. An exceptional curriculum designed especially for students with work experience taught by India’s finest faculty was an enriching experience. Also, being located in the Industry hub, I was able to interact with many industry leaders and work on live problems/projects.

Prarthana Verma is an Electronics and Communication Engineer with 3 years of work experience with Evalueserve and Motorola as a Senior Research Associate.

GLIEMR provides a lot more than education with world class faculty, real time experience and inspirational guest lectures. This PGPM program at Great Lakes is really something that I will always be proud of having experienced. It’s indeed a great pleasure to study at an institution which emphasizes so much on the holistic development of students. Overall, it’s a beautiful combination of learning, experience and fun.

Sriram Krishnan Thwar is a Chemical Engineer from St. Joseph’s College Of Engineering, Chennai with 3 years of experience in Piramal Healthcare Ltd.

The “Great Lakes” experience continues to be a memorable one. It is a wonderful learning opportunity in terms of the sheer exposure to diverse domains and fields. Insights obtained from the world class faculty members here would add value to any individual’s efforts to an organization after passing out from here. I have also had immense learning whilst interacting with industry leaders’ on-campus as well as at national business events.

Lakshmi Suraparaju is an Electronics Engineer from BITS Pilani with 4 years of IT experience in leading project delivery and application development teams at Wipro Technologies and Mahindra Satyam.

“Great Lakes for me is a name synonymous with path-breaking educational entrepreneurship under the guidance of lovable uncle Bala. Every day here has reinforced the same belief with the prevalence of the top quality faculty, rich peer diversity and a wealth of industrial interaction. The encouragement towards learning holistic general management and entrepreneurial thinking are skill sets that very few institutions focus on.”

Charles Cherian is an Electronics Engineering graduate from Cochin University of Science & Technology and has 4 years of experience in HCL Technologies as an Assistant Manager.

“Great Lakes – the name will always remain special to me. A memory which is a sum of knowledge from top Indian and International faculties, peers from diverse cultures and varied experiences and yes, my favorite part - meeting the who’s who of corporate world in the corridors of your college. Great Lakes has helped me create a network of friends, knowledge and learning’s beyond the classroom and as Uncle Bala says ‘Your Network is your Net Worth’.”

Pankaj is a Computer Engineer from Kurukshetra University with close to 7 years of experience. His past employers include Infosys Technologies and Educomp Solutions.

“A power packed MBA with a dynamic curriculum that challenges you every day with the sunrise and encourages running a step ahead of the mass around the world: best describes the PGPM course at Great Lakes Institute of Management, Gurgaon. It glorified me by its tremendous industry interaction with rich intellectual property and sharpened my skills through the continuous peer learning.”

Biswajit Mishra is an Electronics and telecommunication engineer from Orissa engineering college, Bhubaneswar and was associated with IT majors TCS and Wipro for 4 years as a CRM consultant in IT operations.”
Admission Process

Eligibility Criteria - Admissions PGPM 2013-14

• All applicants are required to have GMAT/CAT*/XAT* or appear for GREAT for applying to PGPM 2013-14.
• For PGPM 2013-14, Great Lakes Institute of Management will accept CAT scores of the year 2011 and 2012, XAT scores of the year 2012 and 2013 or GMAT scores taken after Jan 1, 2010.
• All applicants should have a Bachelor’s degree in any discipline from a recognized institution.
• A minimum work experience of two years by March 31, 2013

* Great Lakes uses CAT scores only for screening applications for admissions and IIMs have no role in the conduct of Great Lakes academic programs. Great Lakes is not an associate institute of XLRI but uses XAT scores only for screening applicants for admission. XLRI has no role to play in the conduct of any of Great Lakes Management programs.

Admission Process

• Candidates meeting the eligibility criteria can apply to Great Lakes Institute of Management by completing an online form. Candidates will get access to an online application form after making a payment of INR 1,500 by credit card.
• Candidates have to provide the official email ID of the recommender. The recommendation letter will be collected online from the recommenders subsequently at a later date.

All your queries regarding admission process can be sent to us at pgpm.gurgaon@greatlakes.edu.in

Evaluation Process

Applicants are evaluated based on aptitude scores, past academic performance, work experience and essays & performance in the interview and group discussions. The selection process builds in a criterion that facilitates evaluating each applicant on:

• Academic Abilities: Being on a one year fast track, the program at Great Lakes is highly demanding and intense; candidates with consistent academic background and an ability to sustain pressure make the shortlist.
• Standardized Test Scores: To eliminate inconsistencies between colleges and universities at the Undergraduate level, Great Lakes considers standardized aptitude test scores in the overall assessment.
• Leadership and Interpersonal Skills: Great Lakes as an institute promises to deliver "Business Ready Managers" who would be leaders in their fields; hence applicants who have exhibited leadership skills at work and/or in school/college make the grade to be part of the Great Lakes family.
• Integrity and Ethical Values: Great Lakes lays emphasis on integrity and values including originality. Plagiarism will be probed thoroughly during the process.
• Diversity of Background: At Great Lakes, diversity in background facilitates peer learning which transforms 'uncut stones' into 'diamonds'. Students in the current batch come from diverse fields like Finance, Hospitality, IT, Manufacturing, Marketing, Consultancy, Media, Pharma, etc.

The above conditions / clauses / terms can be reviewed by the Institute from time to time. Hence, the prospective candidate is encouraged to visit the website at www.greatlakes.edu.in/gurgaon for regular updates.
## Fee Structure

### PGPM 2013-14 Fee Structure

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost in INR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition &amp; Program Fees</td>
<td>995000</td>
</tr>
<tr>
<td><strong>Other Expenses</strong></td>
<td></td>
</tr>
<tr>
<td>Accommodation* (AC Twin Sharing)</td>
<td>90000</td>
</tr>
<tr>
<td>Food **</td>
<td>33000</td>
</tr>
<tr>
<td>Alumni Subscription</td>
<td>10000</td>
</tr>
<tr>
<td>Caution Deposit</td>
<td>10000</td>
</tr>
<tr>
<td>Student Welfare Fund</td>
<td>5000</td>
</tr>
</tbody>
</table>

* Indicative Cost. Based on availability and requirements both single and twin sharing may be offered. Cost includes transportation facility between campus and hostel.

** Applicable for those availing Hostel facility. Food charges would be based on actuals.
For any queries related to programs and admissions please contact us at:
Great Lakes Gurgaon Campus:
815, Udyog Vihar, Phase V, Near Shankar Chowk, Gurgaon, Haryana, Pin - 122 016
E-mail: pgpm.gurgaon@greatlakes.edu.in
Mobile: +91- 9650062121 | Tel. : +91 124 4934004/6 | Fax: +91 124 4934001