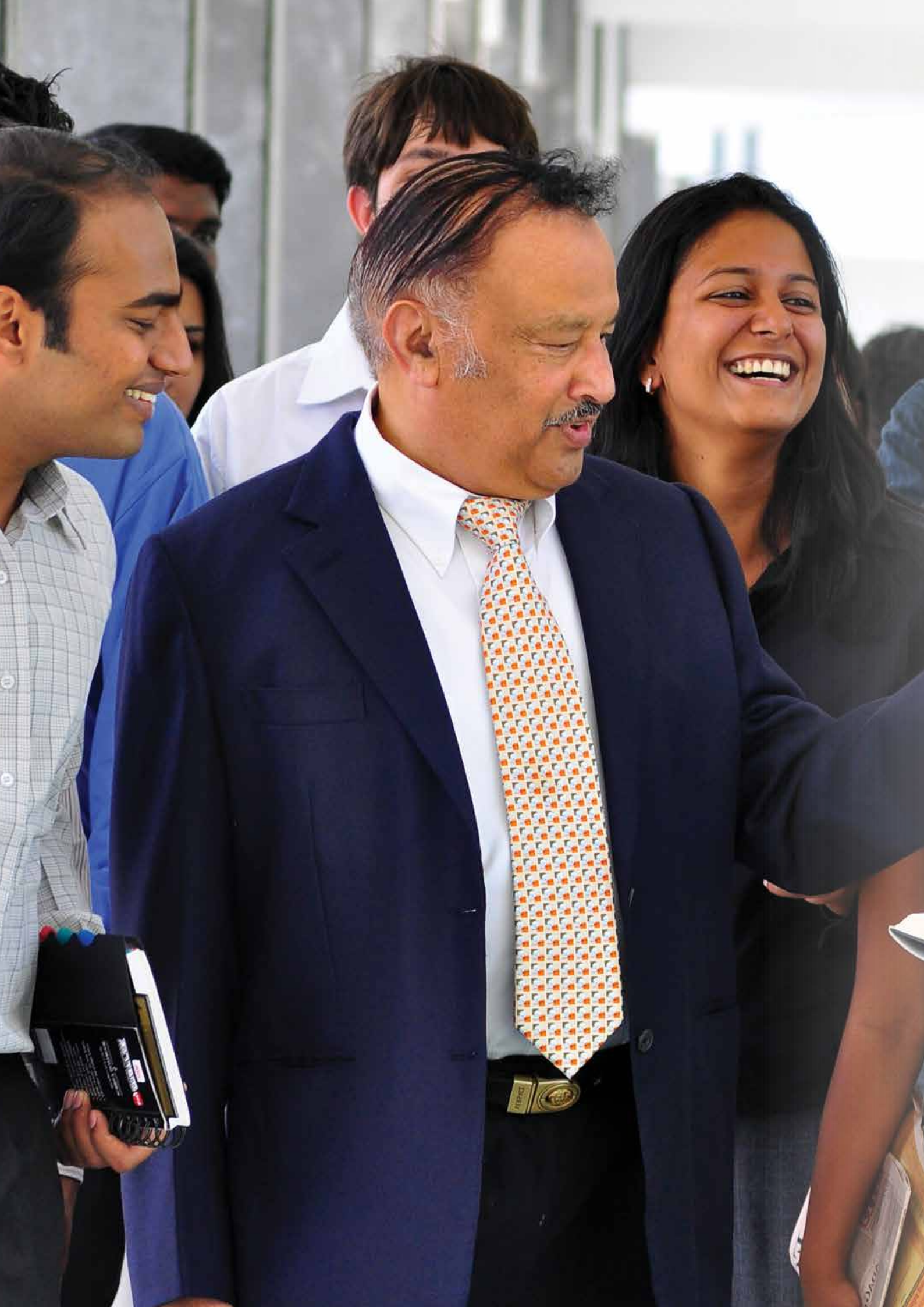


# **EMERGING LEADERS FOR EMERGING ECONOMIES**



**PGDM 2016-18**

Admissions Brochure





# THE GREAT LAKES EDGE

## WORLD CLASS FACULTY

- Unique perspectives from leading international (e.g. Kellogg, Stanford, Yale) and renowned full time faculty
- Ranked 2<sup>nd</sup> among Indian B-Schools for research productivity in a joint study by IIM-B and XIMB. Three full time faculty Dr. Bala, Dr. Bharadwaj and Dr. Samu cited among the most prolific researchers in the country

## CUTTING-EDGE CURRICULLUM

- Globally benchmarked and industry relevant curriculum
- Pioneer in introducing Business Analytics as a specialization and is ranked among the top 3 Institutes for Business Analytics by Analytics India Magazine

## INTERNATIONAL EXPOSURE

- Collaboration with leading B-Schools of the world allows sharing of best global practices and exchange of faculty and students
- Participants have an opportunity to get a second international degree from University of Missouri, Kansas City, USA and Bordeaux University

## ALUMNI NETWORK

- 4000+ Great Lakes Alumni spread over 28 countries across 5 continents
- Participants get access to a great life-time network of Entrepreneurs, CXOs and high caliber professionals across industries

## RANKINGS & ACCREDITATION

- Ranked 10<sup>th</sup> among all B-Schools in India by Business India (2014)
- Internationally accredited by AMBA, UK and SAQS

# ABOUT GREAT LAKES

Great Lakes Institute of Management is a top ranked business school with a vision to provide the corporate world with Business-Ready Leaders.

Great Lakes Institute of Management, founded in 2004 by Dr. Bala V. Balachandran, Professor Emeritus at Kellogg School of Management, is among India's leading business school with campuses in Chennai and Delhi-NCR. Led by exceptional faculty, steered by an outstanding advisory council and buoyed by the International collaborations, Great Lakes has within a short span of 11 years, emerged as a top-ranked Business school.

In 2014, Great Lakes was accredited by Association of MBAs (AMBA, UK) for its PGPM and PGXPM programs and became the youngest B-School in India to receive this prestigious international accreditation. Great Lakes also received the international SAQS (South Asian Quality Assurance System) accreditation from AMDISA within a year of being accredited by AMBA.

Great lakes offers an one year full time MBA for experienced professionals, a two year MBA, a Part Time Executive MBA program, a weekend Executive MBA program and specialized sectoral management programs in Analytics and Energy.

2	Campuses (Chennai, Delhi-NCR)	1100	Students
9	Centers of Excellence	4	Intl. Research Conferences
25+	Global Visiting Faculty from the likes of Stanford, Kellogg and Yale	4000+	Alumni Network spread over 28 countries
30000+	Books 900+ Online Journals	45+	Permanent Faculty
150+	Industry Leaders on Campus in 2014-2015	90+	Prizes won by Students at National & International Level in 2014-15
46	Industry Titans on Business Advisory Council	42	Global Thought Leaders on Academic Advisory Council
		8	Collaborations with Leading Global Institutions

## Rankings in 2014:

**7<sup>th</sup>** in One Year Programs by Outlook Magazine




**7<sup>th</sup>** among Executive Programs by Business Today



**7<sup>th</sup>** among Top Private B-Schools by Careers 360



**10<sup>th</sup>** among Top B-Schools by Business India



**17<sup>th</sup>** among top B-Schools by Business World



### GLOBAL ASSOCIATIONS



### ACCREDITATIONS



# MESSAGE FROM THE DEAN



“Affordable Excellence, Adorable Relevance.”

Dear friends,

Vision. Mission. Objectives. Goals. These are all critical components for success. They define the core culture of an organization and also decide the heights that it will reach. Great Lakes, when it set foot on the management education landscape a decade ago was the new kid on the block – no pedigree, no distinguished alumni who were changing the world etc. But we had goals, lofty ideals and a vision. The goal was to be a world-class b-school which we have worked tirelessly to achieve. Today, we are ranked among the top 10 b-schools in the country. Our mission has been to balance affordable excellence with adorable relevance and this again, we have achieved through our numerous course offerings that are relevant, market-driven and rigorous. Our vision roughly translated aims to make Great Lakes the ultimate seat of learning. Through our R&D initiatives coupled with the outstanding teaching resources and support of the leading management gurus across the world, Great Lakes will not only create but also disseminate knowledge. This is what drives us to be who we are and to do what we do.

The two-year PGDM program at Great Lakes is your answer to many questions. If you are a fresher with big dreams and ambitions, if you are the type that commits completely to the task on hand, if you have the ‘never say die’ attitude, if you will not compromise anything to attain your goal, if you have a passion for life and compassion for others then Great Lakes is your next port of call. I will tell you why.

The two years spent at Great Lakes are not just about understanding the principles of management, economics, polity and society. Education is a journey and the learning is a constant – it is as much personal as it is academic. You will find a heterogeneous peer group who come from different walks of life, cultures and backgrounds; extraordinary teachers and distinguished thought leaders who will ignite the passion in you to pursue your area of interest zealously; a peerless residential atmosphere – the 30 acres LEED Platinum rated campus needs to be experienced to be appreciated; dedicated industry practitioners and scholars who will show you what it means to go beyond the call of duty; rigorous coursework, guest lectures and experiential learning opportunities that will truly knock your socks off; the chance to participate in international student exchange programs and gain a dual-degree through our academic alliances with some of the best b-schools worldwide; an outstanding social outreach program called the Karma Yoga program which will allow you to experience the life of economically weaker section of our country. I could go on, but there is only so much I can put on paper.

In conclusion, what we offer you at Great Lakes is a transformational experience. Our cultural DNA will ensure that you imbibe our core value systems, positive attitude and responsible citizenship while providing you a scholastic experience that is truly exceptional. Now, let me see you beat the ROI on this one! Join us and as Gandhiji said, “Be the change you wish to see in this world”.

## Bala V Balachandran

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

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

“What we offer you at Great Lakes is a transformational experience. Our cultural DNA will ensure that you imbibe our core value systems, positive attitude and responsible citizenship while providing you a scholastic experience that is truly exceptional. Now, let me see you beat the ROI on this one! Join us and as Gandhiji said, “Be the change you wish to see in this world”.”

# THE PGDM ADVANTAGE



THE GREAT LAKES TWO YEAR FULL TIME POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM) HELPS THE PARTICIPANTS TRANSFORM INTO

## BUSINESS-READY MANAGERS

CAPABLE OF RESPONDING TO COMPLEX BUSINESS REQUIREMENTS THAT ARISE IN A CHANGING GLOBAL BUSINESS ENVIRONMENT



## Business Ready Managers

- In a fast changing business world where billion-dollar companies are created in a few years, the PGDM allows participants to maximize their learning and create value for their future organization
- Helps transform high potential professionals into competent business managers and decision makers ready to deliver from Day 1

## Unparalleled Learning Experience

- Peers with rich industry experience in the class means as much learning beyond the class as inside. One of the top reasons why Alumni strongly value their time at Great Lakes
- Guest lectures and insights from eminent thought leaders and industry stalwarts

## Global Perspectives

- 25+ International faculty from the likes of Kellogg, Stanford & Yale along with renowned full time faculty give you global perspectives and unparalleled learning
- Globally benchmarked curriculum which is updated yearly with cutting edge courses to make participants Business Ready
- Chinese (Mandarin) Language offered as an elective

## Dual Degree Opportunity

- Opportunity to pursue a dual degree through an intensive full time 11-month MBA program from an AACSB accredited school of Management in the US - Bloch School of Management UMKC in the second year of study
- Unique opportunity to pursue an additional six week term at IAE Bordeaux University School of Management. On successful completion, participants are awarded an IAE University of Bordeaux MBA degree in addition to the PGDM

## Experiential Learning

- Live participation in the Capital and Commodity markets through Bloomberg trading terminals
- Karma Yoga - a unique transformational program to help participants develop leadership skills while having a lasting impact in 20+ villages and improving the lives of thousands of people
- Fully mentored Empirical Study

# LEARNING FROM DISTINGUISHED THOUGHT LEADERS

Great Lakes provides an opportunity for students to be groomed by transformational leaders spanning private organizations and public administration. These distinguished thought leaders give unparalleled perspectives and insights and help nurture students into future business leaders.



## Dr. C. Rangarajan



Mr. C. Rangarajan is an Indian economist, a distinguished former Member of Parliament and Ex-Governor of the Reserve Bank of India.

## Mr. A. Mahendran



Mr. A. Mahendran was initially Managing Director of Godrej Sara Lee Ltd. and later MD of Godrej Consumer Products Ltd.

## Mr. R. Gopalakrishnan



Mr. R. Gopalakrishnan is the non-executive director of Tata Sons, promoting entity of Tata Group of Companies and independent director of many listed companies.

## Dr. V. Sumantran



Dr. V. Sumantran is the ex-Vice Chairman, Ashok Leyland Ltd. and Executive Vice Chairman, Hinduja Automobiles Ltd., UK.

## Mr. N. Vittal



Mr. N. Vittal is the ex-Chief Vigilance Commissioner, Govt. of India and a Padma Bhushan awardee.

## Mr. Ashok Vasudevan



Mr. Ashok Vasudevan is Co-founder & CEO of Preferred Brands International and Chairman of Tasty Bite Eatables Ltd. the Indian public company subsidiary of PBI.



# “Academic Elegance Blends with Business Relevance”

**70+**

Academic & Industry Visiting Faculty

**45+**

Permanent Faculty

**25+**

International Visiting Faculty

## Mr. Narayana Murthy



Mr. N.R. Narayana Murthy is an Indian IT Industrialist and the Co-founder of Infosys.

## Mr. B.S. Raghavan



Mr. B.S. Raghavan is the ex-Chancellor of ICFAI. Mr. Raghavan is a former IAS officer and UN Civil Servant, Author and Social Activist.

## Dr. Rama Bijapurkar



Dr. Rama Bijapurkar is a leading marketing strategy & consumer behavior consultant in India.

## Dr. V.S. Arunachalam



Dr. V.S. Arunachalam is Padma Vibhushan & Distinguished Service Professor, Carnegie Mellon University, Pittsburgh.

## Mr. T.T. Durai



Mr. T.T. Durai is the CEO of a Multinational Company.

## Mr. B. Muthuraman



Mr. B. Muthuraman is the ex-MD, TATA Steel Ltd.

# EXPERIENTIAL LEARNING

Great Lakes emphasizes on experiential learning whether it involves developing leadership and managerial skills, honing strong analytical skills, understanding and analyzing business cases or dealing with capital markets. The end result is a business ready manager who is ready to deliver results from day 1.



## Leadership Experiential Project: Karma Yoga

KARMA-YOGA, a Leadership Experiential Program (LEP) is a unique medium for students to connect with ground realities and experientially learn transformational leadership.

21 villages surrounding the institute's campus have been adopted by Great Lakes for the LEP. The project creates a mutual win-win situation for both the students and the villages - while the villages get budding managers to enable the villagers to lift themselves into their better selves, the students acquire a first-hand understanding of what it means to create followers and transform them. LEP is a real life practical lab to learn and experience the power of transformational leadership with the key focus on education, health, agriculture, and small business.

## Facts and Figures on Karma Yoga

**21**

villages under the project

**30+**

village-level events conducted annually

**400+**

school-going children attend tuition classes, science clubs and other educational activities due to Karma-Yoga each year

**1100+**

people given individual medical attention so far



“Passion With Compassion”



## Live Trading

Great Lakes enables students to apply their knowledge through case analysis, participating in simulations and recently, through 'live' participation in capital and commodity markets.

Small groups of students create a corpus and invest nominal sums of money on portfolio of stocks / commodities in the domestic / international markets and track its performance through the duration of the course guided by an erudite researcher, thought leader, avid blogger and a certified trader, Dr. Bobby Srinivasan. Trading concepts assimilated in the class are applied and monitored real time to maximize the returns.

## Business is for Real—the Empirical Study

Empirical study provides a platform for students to become business-ready managers by enabling them to do a real life study under the guidance of the best people from the industry and academia. The most practical benefit of empirical study 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.

In the past, some of the empirical studies have been presented in national and international conferences.



“Art of Leadership Blends with Science of Management”

# UMKC-GREAT LAKES DUAL DEGREE MBA

GREAT LAKES INSTITUTE OF  
MANAGEMENT OFFERS A

## DUAL DEGREE

MBA IN COLLABORATION WITH UMKC  
(BLOCH SCHOOL OF MANAGEMENT)  
FOR ITS POST GRADUATE DEGREE IN  
MANAGEMENT STUDENTS



“Global Mindset,  
Indian Roots”

## Dual Degree Advantages

- 1 | Intensive Full-Time 11 month MBA program from an AACSB accredited School of Management in the US
- 2 | All selected Great Lakes PGDM students will receive full tuition scholarship-valued at \$60,000 which includes tuition, required university fees and travel expenses for the global immersion capstone course
- 3 | All students are also offered a stipend of \$8,000 from UMKC in addition to a scholarship from Great Lakes Institute of Management to cover their boarding, lodging, text books and Health Insurance expenses
- 4 | Students also obtain a 8 week full time internship working with a multinational corporation during the course of their study
- 5 | Exposure to an international cohort, culture and business environment
- 6 | All students upon completion of their 11 month MBA degree will return to Great Lakes to pursue their second year of study and graduate on time without spending an incremental day, time or money

# MESSAGE FROM THE PROGRAM DIRECTOR

Dear Applicant,

Let me start off by asking whether you are ready for the challenge of joining Great Lakes. We are looking for applicants who have an intense passion and commitment in the pursuit of excellence. We are looking for applicants who have belief in themselves and the determination to learn. We are looking for applicants who will question and challenge the faculty members, both inside and outside the classroom. We are looking for applicants who understand that the work environment is changing and that graduates need new types of skills to deal with it. We are looking for applicants who are creative in their approach to business problems. Are you ready to face and overcome these challenges?

Why should you consider Great Lakes?

First, the global economic environment continues to be in a state of flux and rapid changes are taking place. Talent and skill is no more a national resource and has competitive economic value around the world. All countries, whether developed or emerging, face intense competition among themselves to attract talented people to build their businesses and industries. At Great Lakes we are fully aware of this challenge and no effort will be spared in making you a highly resourceful person. The knowledge and skills that you acquire at Great Lakes will surely prepare you to handle global challenges.

Second, we have prepared an academic curriculum that will meet the highest global standard. Each course, as well as the sequences of courses, is designed carefully and vetted by leading industrial houses. This will ensure that all courses are contemporary and relevant to current market needs. To highlight, some courses are intentionally designed to be hands on, and this will help you to acquire the necessary skills to handle real life problems head on.

Third, we have made a detailed study of the human resource needs in the market place. Today's economic scenario calls for highly energetic and motivated individuals who will accept the challenging and complex situations, and address the issues with great vigor and gusto. This skill based training we provide will improve your job opportunities significantly.

Fourth, we have created an environment which will allow each student to achieve his or her potential. Nothing in life is more exciting for an individual than to be challenged to bring out the best in themselves. It is our intention to make sure that every student graduating from Great Lakes is a suitably challenged.

Fifth, the environment at the work place is continuously changing. To meet this challenge one has to develop the habit of dynamic and creative learning. While the traditional text books teach you theories based upon experiences of the past, the new type of learning will involve asking endless stream of questions which needs to be answered. At Great Lakes we are fully aware of that and will put in every possible effort to make all courses as practical as can be.

Sixth, our country belongs to the family of emerging economies. We have multiple competitors who have the same aspirations as us. We will create this awareness and help you to build the skills necessary to stay ahead in this competition.

And finally, our two-year Post Graduate Diploma in Management (PGDM) program is approved by the All India Council of Technical Education (AICTE). When you decided to consider our program, I am confident that you would have evaluated all the options available to you. In doing so, you may have had questions with respect to how we at Great Lakes can prepare you to meet the challenges of the globalized world. I hope that I have managed to address these with clear emphasis on what we can do for you.

Ultimately we are all stakeholders of India. This country needs you more than ever to make a significant contribution to its growth. Accept the challenge and stand tall and we at Great Lakes will keep our promise.

Cheers!

**Sridhar Samu**  
Director – PGDM



**“We have created an environment which will allow each student to achieve his or her potential. Nothing in life is more exciting for an individual than to be challenged to bring out the best in themselves. It is our intention to make sure that every student graduating from Great Lakes is a suitably challenged.”**

# PGDM COURSE LISTING

## CORE COURSES

### TERM 1

- Micro Economics
- Financial Accounting for Decision Making
- Marketing Management-1
- Individuals in Organization (OB-1)
- Written Analysis of Communications
- Quantitative Methods for Decision Making-1
- Human Resource Management
- Karma Yoga
- Mandarin

### TERM 4

- Understanding Emerging Markets
- Stress Management

## TERM 4 TO TERM 6 : ELECTIVES

### Marketing

- Consumer Behavior
- Sales and Distribution Management
- Brand Management
- Business Analytics
- Marketing Research
- Neuro Marketing
- Business to Business Marketing
- Customer Relationship Management
- Marketing Strategy and Market Entry Options
- Strategic Marketing Planning
- Consumer Focused Product Marketing
- Services Marketing
- Global Marketing
- Marketing Strategies for Emerging Markets
- Entrepreneurial Marketing
- Marketing and International Trade
- Rural Marketing
- Product Management

### Finance

- Corporate Financial Strategy
- Financial Engineering
- International Finance
- Options, Futures and Swaps
- Fixed Income Security Management
- Financial Institutions and Markets
- Corporate Valuation
- Project Appraisal
- Security Analysis and Portfolio Management
- Investment Banking
- Retail Banking
- Developmental Banking in Emerging Economies
- Financial Statement Analysis and valuation
- Understanding Capital Markets in Emerging Economies
- Creating Value through Corporate restructuring
- Investment and Finance in Emerging Markets- China
- Investment Strategy
- Venture Capital and Private Equity

## TERM 2

- Macro Economics
- Management Information Systems
- Financial Management-1
- Marketing Management-2
- Quantitative Methods for Decision Making-2
- Production and Operations Management
- Verbal Communication
- Chinese

## TERM 5

- Business, Government and Society

## TERM 3

- Cost and Management Accounting
- Financial Management-2
- Business Analytics
- Groups in Organization (OB-2)
- Optimization Models for Business Dec Making
- Strategic Management
- Marketing Research
- Empirical Study

## TERM 6

- Business Law
- Emerging Market Strategies

## OB & HRM\*

- Transformational Leadership & Human Values
- Human Resource Information System
- Industrial Disputes and Grievance Management
- Strategic HRM
- Labour Laws
- Training and Development
- Performance Management
- Human Resource Planning
- Executive Reward and Compensation management
- Leadership Influence and Power
- International Business Strategy
- Strategy Execution

## IT & Systems and Operations Management

- Database Management Systems
- Structured Programming and Algorithms
- Object Oriented Software Development
- Software Project Management
- Enterprise Resource Planning
- Artificial and Neural Networks
- Decision Support Systems
- IT and e-Business
- Business Intelligence
- Enterprise Business Applications and Emerging Issues
- Project Management
- Logistics and Supply Chain Management
- Total Quality Management
- Lean Manufacturing Systems
- Business Process Re-engineering
- Supply Chain Innovation
- Managing Service Operations
- Supply Chain Modeling and Analysis
- Strategic Operations Planning

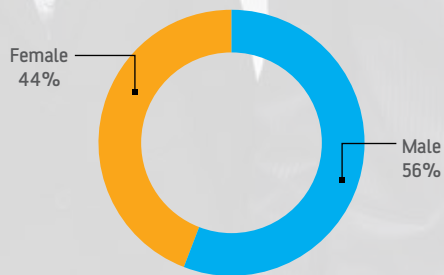
## Strategy & Entrepreneurship\*

- Creating and Sustaining Competitive Advantage
- Global Strategic Management
- Strategy and Technology
- Launching technology ventures
- Building and Sustaining a Successful Enterprise
- Creating High Impact Ventures
- Entrepreneurial Marketing
- Entrepreneurial Finance
- Entrepreneurship and Global Capitalism
- Entrepreneurship and Venture Capital
- Entrepreneurship in the Private and Social Sector
- Entrepreneurship in health care
- Management of Family Owned Business
- Globalization and Emerging Markets

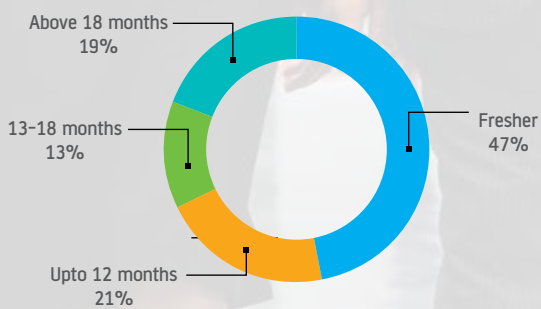
\* OB & HRM and Strategy & Entrepreneurship streams are offered as minor specializations

# PGDM CLASS PROFILE 2015-17

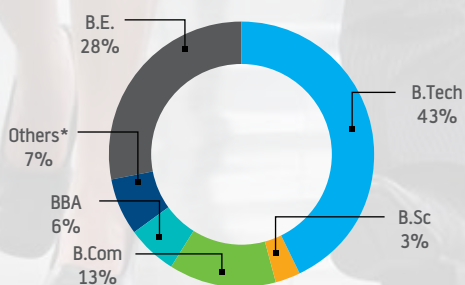
## GENDER



## WORK EXPERIENCE



## UNDERGRADUATE SPECIALIZATION



\*Others: Analytics, Consulting, E-Commerce, FMCG, Healthcare, Production & Retail

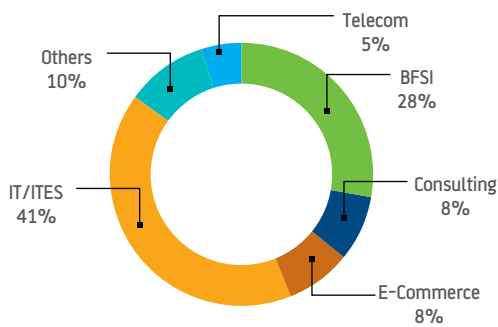


# PGDM PLACEMENT SNAPSHOT 2015

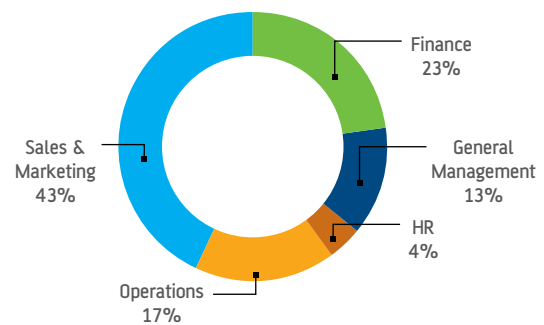
AVERAGE CTC (Figures in ₹)

**8.75** Lacs

INDUSTRY DISTRIBUTION



FUNCTION DISTRIBUTION



## List of Participating Companies\*

Industry	Companies
ANALYTICS / CONSULTING	Blue Ocean, Cloudchery, Great Place to Work, Hackett Group, HansaCequity, Kaar Technologies, Optimal Strategix, People Matters, Prakash Kochar, Qess Corp
BFSI	Axis Bank, Bajaj Finserv, Bank of America, Barclays, Dell, HDFC Bank, HDFC Standard Life Insurance, ICRA, IndusInd Bank, Kotak Mahindra Bank, Magma Fincorp
E-COMMERCE	IndiaProperty.com, Matrimony.com, MeeturPro, ShopClues, Snapdeal
IT/ITES	Accenture, Cognizant, FSS, Genpact, GoFrugal, HCL Talentcare, HealthAsyst, IBM, Infosys, Mindtree, Photon Infotech, Sutherland Global Services, Syntel, ThoughtWorks
TELECOM	Airtel, Lava International, Tata Communications
OTHERS (AUTO, FMCG, PHARMA, ETC.)	Akshaya Group, Ashok Leyland, Astra Zeneca, BioPalm Energy, Damco, Ford India, Hindustan Coca-Cola Beverages, Khazana Jewellery

\*Partial List

# MESSAGE FROM THE ADMISSIONS DIRECTOR



“ With a globally benchmarked curriculum backed by world class research, the faculty body in this school is probably the best you can get in this country. ”

*“If a country is to be corruption-free and become a nation of beautiful minds, I strongly feel there are three key societal members who can make a difference. They are the father, the mother and the teacher”.*

**Dr. A P J Abdul Kalam**

Great Lakes Institute of Management salutes Dr. APJ Abdul Kalam, fondly referred to as the ‘People’s President’ and promises him that as a school we will a parent and teacher to all our students, particularly to our youngest student – the PGDM Student. All the students joining the PGDM program next year would have been born well after India started her economic liberalization in 1991. The youngest among them will be just 20 years of age at the time of joining next year. He or she is currently 19 and doing the final year of a humanities course in some prestigious institute. Great Lakes started the PGDM program in 2012 and the school will now welcome its 5th batch of PGDM students for the 2016 intake.

My PGDM aspirants would remember that historically, we were the pioneers in bringing the One Year Fast Track Management Education Program to India. While the need for the fast track program is still on the rise, we realized at the turn of this decade that a significant proportion of demand still continues for the traditional format of two year MBA. It is this realization that created the Great Lakes PGDM program in 2012. I consider myself privileged to be the Admissions Director for this program for the 5th year in a trot. Batch after batch, we have been able to maintain a rich academic and geographic diversity within the 120 hand-picked students in a given PGDM batch. We have consciously taken a call to maintain good gender diversity in class. One third of the PGDM batch comprise of lady students.

It is no wonder that Great Lakes was feted at the Indian Management Conclave this year for its excellence in maintaining a multi-vector diversity. The photo above shows me with the IMC award, flanked by the oldest and youngest students in campus today. Mani is 50, a seasoned fleet engineer from maritime industry and is currently pursuing our Executive education program of PGXPM. Pooja who is just 20 and is a PGDM fresher. For our really senior students, we give the basic educational guarantee of being great teachers. With a globally benchmarked curriculum backed by world class research, the faculty body in this school is probably the best you can get in this country. But I come back to the USP that I spelt out in the very first line. For my young PGDM students who are just into their 20s with many staying away from home for the first time, we will also double up as a warm, caring and empathetic parent.

**Prof. Easwar Krishna Iyer**  
Admissions Director

# ADMISSION PROCESS

## PGDM 2016-18

### Eligibility Criteria -

- All applicants are required to appear for GMAT/ CAT\*/XAT +/CMAT/MAT before applying to Great Lakes Institute of Management.
- For PGDM 2016, Great Lakes Institute of Management will accept CAT scores of years 2014 and 2015 or XAT scores of years 2015 and 2016 or GMAT scores taken after Jan 1, 2014 or CMAT scores of the year 2015 or MAT scores taken after Jan 1, 2015.
- All applicants should possess a Bachelor's degree in any discipline from a recognized institution.
- Freshers and candidates with less than 24 months of work experience as on 30th June 2016 are ONLY eligible to apply. (Candidates with greater than 24 months of work - experience are requested to apply for the Great lakes PGPM program).
- There will be a special preference for College / University rank holders in terms of an extra weightage gained as part of the selection process. The onus of proof of rank is vested in the applicant.

\* 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

### Application Process

- Candidates meeting the eligibility criteria can apply to Great Lakes Institute of Management by completing an online form.
- Candidates can choose to apply by any of the following methods.
  - ◆ Visit the website [www.greatlakes.edu.in](http://www.greatlakes.edu.in) and fill in the online application form after making a payment of ₹ 1,500/-.
  - ◆ Make a payment of ₹ 1,500 at select vendor outlet centers (the list of vendors as well as centers is given in our website) and procure a coded number key for applying online.
  - ◆ Purchase the application form from the Great Lakes Offices in Chennai.
- The eventual application process is online for all candidates.
- Candidates have to provide the official email-id of the recommender. The recommendation letter will be collected from the final selected student's recommenders and it must be submitted online

All your queries regarding admission process can be sent to us at [admissions.pgdm@greatlakes.edu.in](mailto:admissions.pgdm@greatlakes.edu.in)

## Admissions Calendar

Issue of application starts from : 24<sup>th</sup> September 2015

Last date of submission for cycle 01 : 29<sup>th</sup> February 2016

Last date of submission for cycle 02 : 31<sup>st</sup> March 2016

# FEE STRUCTURE 2016-18

## PGDM 2016-18 Fees

	Cost in INR (Twin Sharing Accommodation)
Tuition & Academic Fees	660,000
Admission & Program fees	355,000
Accommodation	315,000
Food*	145,000
<b>Total</b>	<b>1,475,000</b>
PLUS	
Alumni Subscription	5,000
Attire	5,000
Caution Deposit	10,000

\* Non vegetarian food is optional and will be charged extra

## Fee Structure - International Students

	Cost in USD
Tuition & Academic Fees	22250
Accommodation	5100
Food*	2,600
<b>Total</b>	<b>29,950</b>
PLUS	
Alumni Subscription & Attire	200
Caution Deposit	300
<b>Total</b>	<b>500</b>

### NOTE:

1. The course is approved by AICTE
2. It is mandatory for all students to possess a laptop as per Institute Specifications
3. Accommodation will be provided on twin sharing basis
4. The above amount includes fees for certain non-academic aspects like catering, skill development, admission processing etc which are outsourced at the discretion of the Institution. The related amounts are paid to the respective service providers directly on behalf of students with the Institute facilitating and coordinating these services
5. Refund Policy: As per AICTE norms, all refund requests will be processed only after commencement of the program
6. Disputes whatsoever arising, if any, with the Institution / Service provider as the case may be will be subject to jurisdiction of courts in Chennai only
7. Tentative program dates - Registration and commencement of program: First week of July 2016

# KEY DATES

## Two Cycles of Admissions - PGDM

Great Lakes will have two cycles of interviews, one in March 2016 and the second in April 2016. The city-wise dates for each cycle are given in the table below.

### First Cycle

- Eligibility Criteria**
1. All GMAT Takers [GMAT 2014, GMAT 2015 and GMAT 2016 (exams to be taken on or before the 29<sup>th</sup> of February 2016)]
  2. All CAT 2015 / 2014 scores
  3. All XAT 2016 / XAT 2015 scores
  4. CMAT 2015 scores
  5. MAT 2015 scores

City	Delhi	Bangalore	Kolkata	Mumbai	Chennai	Hyderabad
Date for PI	5 <sup>th</sup> & 6 <sup>th</sup> Mar '16	5 <sup>th</sup> & 6 <sup>th</sup> Mar '16	5 <sup>th</sup> & 6 <sup>th</sup> Mar '16	12 <sup>th</sup> & 13 <sup>th</sup> Mar '16	12 <sup>th</sup> & 13 <sup>th</sup> Mar '16	12 <sup>th</sup> & 13 <sup>th</sup> Mar '16
Day	Sat and Sun	Sat and Sun	Sat and Sun	Sat and Sun	Sat and Sun	Sat and Sun
No. of days	02	02	02	02	02	02
Deadline for Cycle One	29 <sup>th</sup> February 2016					

### Second Cycle

- Eligibility Criteria**
1. All CAT 2015 takers
  2. All XAT 2016 takers
  3. GMAT takers who give their exam in March 2016

City	Delhi	Bangalore	Mumbai	Chennai
Date for PI	23 <sup>rd</sup> April 2016	23 <sup>rd</sup> April 2016	24 <sup>th</sup> April 2016	24 <sup>th</sup> April 2016
Day	Sat	Sat	Sun	Sun
No. of days	01	01	01	01
Deadline for Cycle Two	31 <sup>st</sup> March 2016			

Note: Kolkata & Hyderabad are not PI centers for PGDM Cycle 2

# STUDENTS SPEAK

“GREAT LAKES PROVIDES YOU WITH A  
**WORLD CLASS  
FACULTY**

BASE WHICH GUIDES YOU ON A  
WELL-STRUCTURED CURRICULUM IN A  
BREATH-TAKING CAMPUS AND HELP  
YOU TRANSFORM INTO BUSINESS-READY  
MANAGERS. WHAT ELSE CAN ONE  
ASK FOR? ”

Vidhi Gupta

ASSOCIATE CONSULTANT- DIGITAL SERVICES,  
L&T INFOTECH  
PGDM CLASS OF 2014

“ BESIDES LEARNING FROM THE BEST OF THE  
PROFESSORS AND AN EXCELLENT INDUSTRY  
INTERFACE, WHAT I LIKE MOST ABOUT  
GREAT LAKES IS ITS EMPHASIS ON

**INTERNATIONAL  
RESEARCH  
CONFERENCES**

WHERE WE GET TO MEET OUR STUDENT  
COUNTERPARTS FROM VARIOUS COUNTRIES.  
IT IS A WONDERFUL PLATFORM FOR  
NETWORKING AND LEARNING. ”

Saloni Lakhotia

ASSOCIATE ANALYST- E&Y  
PGDM CLASS OF 2015

“ ONE OF THE GREATEST LEARNING GREAT  
LAKES CURRICULUM PROVIDES IS THE  
LANGUAGE MANDARIN. TODAY, IF I MEET  
SOMEONE FROM CHINA, I CAN ACTUALLY  
STRIKE A CONVERSATION WITH THE  
OTHER PERSON IN MANDARIN WHICH  
PROVIDES ME A

**GREAT GLOBAL  
ADVANTAGE.”**

Swathi Krishna Vinay

SR. ANALYST- FINANCIAL ANALYSIS, DELL  
PGDM CLASS OF 2015

“ AT GREAT LAKES, THERE IS NEVER A  
DULL MOMENT – OUR SCHEDULES ARE  
PACKED NOT JUST WITH CLASSES BUT A  
LOT OF WORKSHOPS, GUEST LECTURES,  
CASE STUDIES, LIVE PROJECT AND SO ON.  
THE STUDENT RUN COMMITTEES ARE  
ANOTHER HIGHLIGHT, WHICH GIVES YOU A

**FIRST-HAND  
EXPOSURE**

OF ALL THE CHALLENGES OF CORPORATE  
LIFE. ”

Malhar Lakdawala

CONSULTANT, GREAT PLACE TO WORK INSTITUTE  
PGDM CLASS OF 2015



## Contact Us

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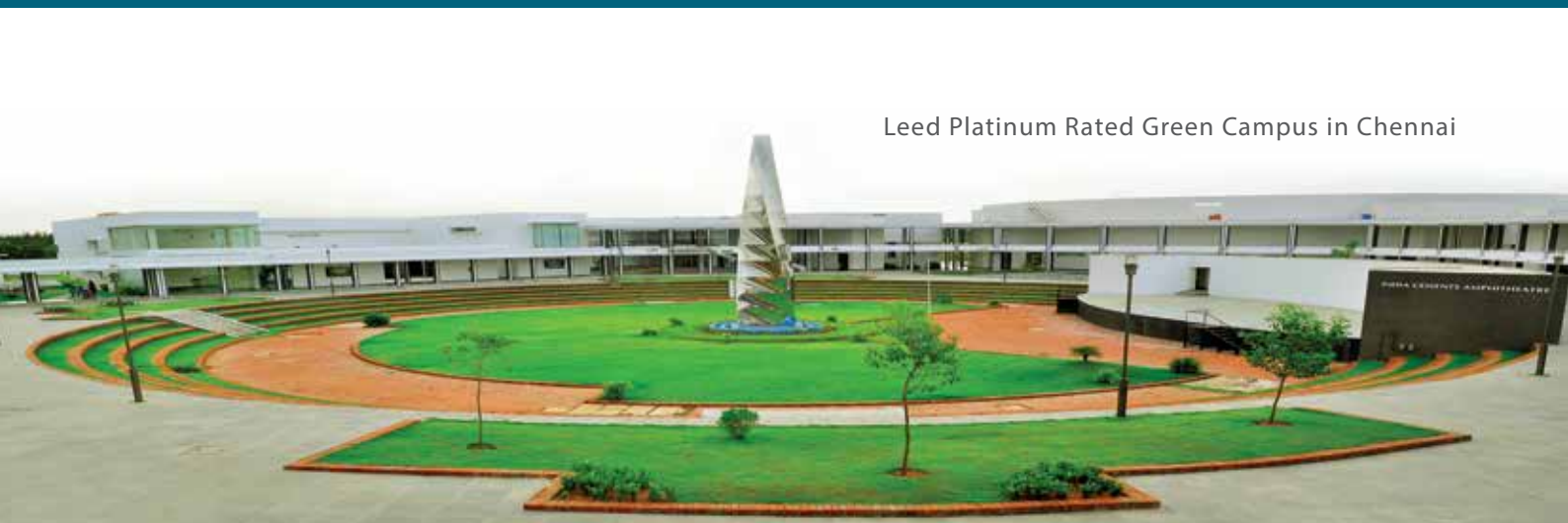
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ASSOCIATIONS



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