



# EMERGING LEADERS FOR EMERGING ECONOMIES



THE  
**GREAT LAKES**  
EDGE



## Globally Benchmarked Curriculum

- » Constantly updated and globally benchmarked curriculum with focus on key emerging areas including Digital Business, Analytics, Artificial Intelligence and Machine Learning



## Extensive Industry Engagement

- » Over 150 Leaders, Industry Experts and CXOs globally share their perspectives with students every year



## Pioneer in Analytics

- » First B-School in India to offer specialization in Analytics for full time MBA programs
- » Great Lakes Analytics faculty consistently featured among the top analytics academicians in the country



## Constant Innovation

- » Pioneer in introducing innovative initiatives such as the one year MBA Program, Karma-Yoga and Analytics specialization
- » Became the first B-School in India, to introduce AI & ML as full-time specialization to ensure that students are future ready



## Global Alumni Network

- » 13,000+ Great Lakes Alumni spread over 30+ countries provide a great lifelong network of leaders across industries and geographies

# ABOUT GREAT LAKES

Great Lakes Institute of Management is a premier business school dedicated to shaping Business-Ready leaders for the dynamic corporate landscape. Established in 2004 by Padma Shri awardee Late Dr. Bala V. Balachandran, the institute has swiftly risen to prominence as one of India's top ranked and most innovative business schools. It is among select schools in India to gain AMBA and AACSB "Double Crown" global accreditations attesting to the quality and relevance of our programs. It is also in the NBA Tier 1 Category of leading schools in the country.

Led by exceptional academic faculty, steered by an outstanding advisory council, and buoyed by international collaborations, Great Lakes has embraced innovation as a cornerstone of its identity, consistently staying ahead of the evolving needs of businesses and the community. This commitment is evident in the institute's groundbreaking initiatives, such as being the first in India to introduce full-time specializations in Analytics, AI, and Machine Learning to establishing South Asia's first LEED platinum certified Green Campus. The globally benchmarked programs with their focus on continuous innovation and applied learning ensure that the students are Business-Ready from Day 1.

## ACCREDITATIONS



## RANKINGS



# CONSISTENTLY INNOVATIVE

## The School of Firsts

Among the first to introduce 1 year MBA Program in India

Among the few Indian B-Schools with Global Faculty

First B-School to introduce Analytics specialization

First to introduce AI & Machine Learning in MBA

First to introduce Karma Yoga Experiential Leadership Program

First Indian B-School with a LEED Platinum Rated Green Campus

*“You will learn the art of doing business and its impact on the community. The spirit of ‘Pioneering’ is a part of our DNA.”*

### **Late Dr. Bala V. Balachandran**

Founder, Great Lakes Institute of Management  
J. L. Kellogg Distinguished Professor of  
Accounting and Information Management



# DEAN'S MESSAGE

When you ask yourself, "Where should I go for my MBA?" the answer is quite straightforward - a innovative b-school which will equip you with cutting edge skills to excel in a highly demanding industry.

Great Lakes Institute of Management is completing 2 decades of consistent innovation in management education. We pioneered in introducing technologies in MBA curriculum which are now dominating the business landscape, such as Analytics, AI and Machine Learning, even before they were widely adopted. And we did it at South Asia's first LEED Platinum Rated Sustainable Green campus.

What sets us apart is our commitment to provide an unmatched learning experience by bringing together international faculty, a consistently revised curriculum to match industry needs, and prestigious global accreditations - AACSB and AMBA accreditations - which testify the value of the Great Lakes MBA programs on a global scale.

If you truly seek to transform your career, Great Lakes is where your journey begins!

**DR. SURESH RAMANATHAN**  
Dean, Great Lakes Institute of  
Management, Chennai



# HIGHLIGHTS



## GLOBAL ASSOCIATIONS





## **THE PGDM ADVANTAGE**

The two year full time PGDM helps participants transform into **BUSINESS-READY MANAGERS** capable of responding to complex business requirements that arise in a changing global business environment.



## Unparalleled Learning Experience

- » Academic and professional achievers 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



## 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 students into competent business managers and decision makers ready to deliver from day-1



## Global Perspectives

- » 25+ international faculty from the likes of Kellogg, Stanford and 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
- » Japanese and Chinese (Mandarin) languages offered



## Experiential Learning

- » An opportunity to work on Live Projects, collect/analyse primary survey and secondary data
- » Karma-Yoga, a unique transformational program to help participants develop leadership skills while having a lasting impact in 27+ villages and improving the lives of thousands of people
- » Fully mentored Empirical Study

# PGDM CURRICULUM

**24**

Mandatory  
Core Courses

**120** hours

Group Activity  
Empirical Study

**60-90** days

Summer Internship  
Program

## CORE COURSES

### TERM 1

- » Business Communication
- » Business Statistics
- » Financial Accounting for Decision Making
- » Marketing Management
- » Micro Economics
- » Organizational Behaviour
- » Problem Solving and Abstract Thinking
- » Productions and Operations Management

### TERM 2

- » Business Environment, Law and Taxation
- » Business Research Methods
- » Financial Management I
- » Human Resource Management
- » Karma Yoga
- » Macro Economics
- » Optimization Models

### TERM 3

- » Business Analytics
- » Business Ethics and Leadership
- » Cost and Management Accounting
- » Financial Management II
- » IT for Managers
- » Strategic Management
- » Karma Yoga (Field Visits)

### TERM 4

- » Summer Internship

### TERM 5

- » Entrepreneurial Mindset
- » International Business

### TERM 6

- » Boardroom simulation

# PGDM ELECTIVES\*



## Finance

- » Applied Behavioral Economics#
- » Corporate Valuation
- » Experiential Trading
- » Financial Modelling
- » Financial Risk Analytics#
- » Financial Statement Analysis
- » Fixed Income Securities
- » Investment Banking
- » Management of Commercial Banks
- » Mergers and Acquisitions
- » Options, Futures and Derivatives
- » RIDE (Real Life Investment Decisions)
- » Security Analysis and Portfolio Management
- » Time Series Analysis



## Operations

- » Enterprise Resource Planning
- » IT Strategy and Consulting
- » Lean, Six Sigma and Operations Excellence
- » Logistics and Distribution Management
- » Production Planning and Control
- » Project Management
- » Risk and Resilience in Supply Chain
- » Service Operations Management
- » Supply Chain Management
- » Supply Chain Optimization#
- » Sustainable Operations
- » Theory of Constraints
- » Time Series Forecasting#



## Analytics

- » Business Applications of AI
- » Deep Learning
- » Financial Risk Analytics#
- » Marketing Analytics#
- » Natural Language Processing
- » Predictive Analytics for Management
- » Stochastic Modelling in Business
- » Supply Chain Optimization#
- » Time Series Forecasting#
- » Web and Social Media Analytics#



## Marketing

- » Applied Behavioral Economics#
- » Business to Business Marketing
- » Brand Management
- » Consumer Behaviour
- » Customer Relationship Management
- » Digital Marketing
- » Integrated Marketing Communications
- » Marketing Analytics#
- » Marketing Metrics
- » Retailing Strategies
- » Sales and Distribution Management
- » Services Marketing
- » Strategic Marketing
- » Web and Social Media analytics#



## OB/Strategy

- » Agile Organizational Designs
- » Design Thinking & Innovation
- » Indian Management Thought for Personal Effectiveness
- » Leadership and Management in a Digital Age
- » Negotiation and Bargaining
- » New Venture Planning
- » Strategic Organizational Behaviour

\*Cross-listed

\*Course design, curriculum and pedagogy are subject to revisions as and whenever deemed appropriate by the institute, and are thus subject to changes.

# 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 sensitized to the needs of the organization as well as the society.

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

## **Student Committees**

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



## Karma-Yoga

- » Karma-Yoga, Leadership Experiential Action Program, is a real life practical lab to learn and experience the power of transformational leadership with the key focus on empowering through on education, health, agriculture and small business.
- » It creates a mutual win-win situation for both - the villages get budding managers to enable them elevate themselves into their better selves, while the students acquire a first-hand understanding of what it means to transform them.

### The Karma-Yoga Impact

**27+**

Panchayat villages under the project

**60+**

Village level events conducted annually

**5000+**

School-going children attended tuition classes, science clubs, etc.

**10000+**

People given individual medical attention so far



# LEARNING FROM DISTINGUISHED THOUGHT LEADERS

## Academic Elegance blends with Business Relevance

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 into future business leaders.

**25+**

International  
Visiting Faculty

**50+**

Full Time  
Faculty

**50+**

Globally acclaimed  
Thought Leaders  
Talks in 2023-24

**70+**

Academic &  
Industry Visiting  
Faculty

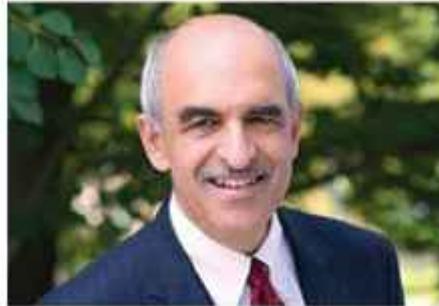


# THE PROMINENT SPEAKERS

Over the years, Great Lakes students have interacted with world-leading business and academic leaders.



**DR. RATAN TATA**  
Chairman Emeritus  
Tata Sons Ltd.



**DR. SRIKANT DATAR**  
Dean  
Harvard Business School



**SURESH NARAYANAN**  
Managing Director  
Nestle India



**INDRA NOOYI**  
Former Chairman and CEO  
PepsiCo



**KIRAN MAZUMDAR SHAW**  
Executive Chairperson  
Biocon & Biocon Biologics



**LAKSHMI NARAYAN**  
Co-founder, Emeritus  
Vice Chairman, Cognizant



**SUMANT PADMANABHAN**  
Group Head Professional  
Services - Americas, Adobe



**DR. PHILIP KOTLER**  
Professor Emeritus - Marketing  
Kellogg School of Management



**PROF. SUNIL CHOPRA**  
IBM Distinguished Professor of  
Operations Management,  
Kellogg School of Management

# INTERNATIONAL IMMERSION PROGRAM

At Great Lakes, we offer you a chance to develop global perspectives and learn international best practices through our international immersion opportunities.

The international immersion can be in the form of a dual-degree program if you're opting for IAE Bordeaux University School of Management, or a semester abroad program if you're opting for IÉSEG School of Management. These international immersion programs are designed to expose you to global markets, business practices and cultures, adding further value to your learning experience.



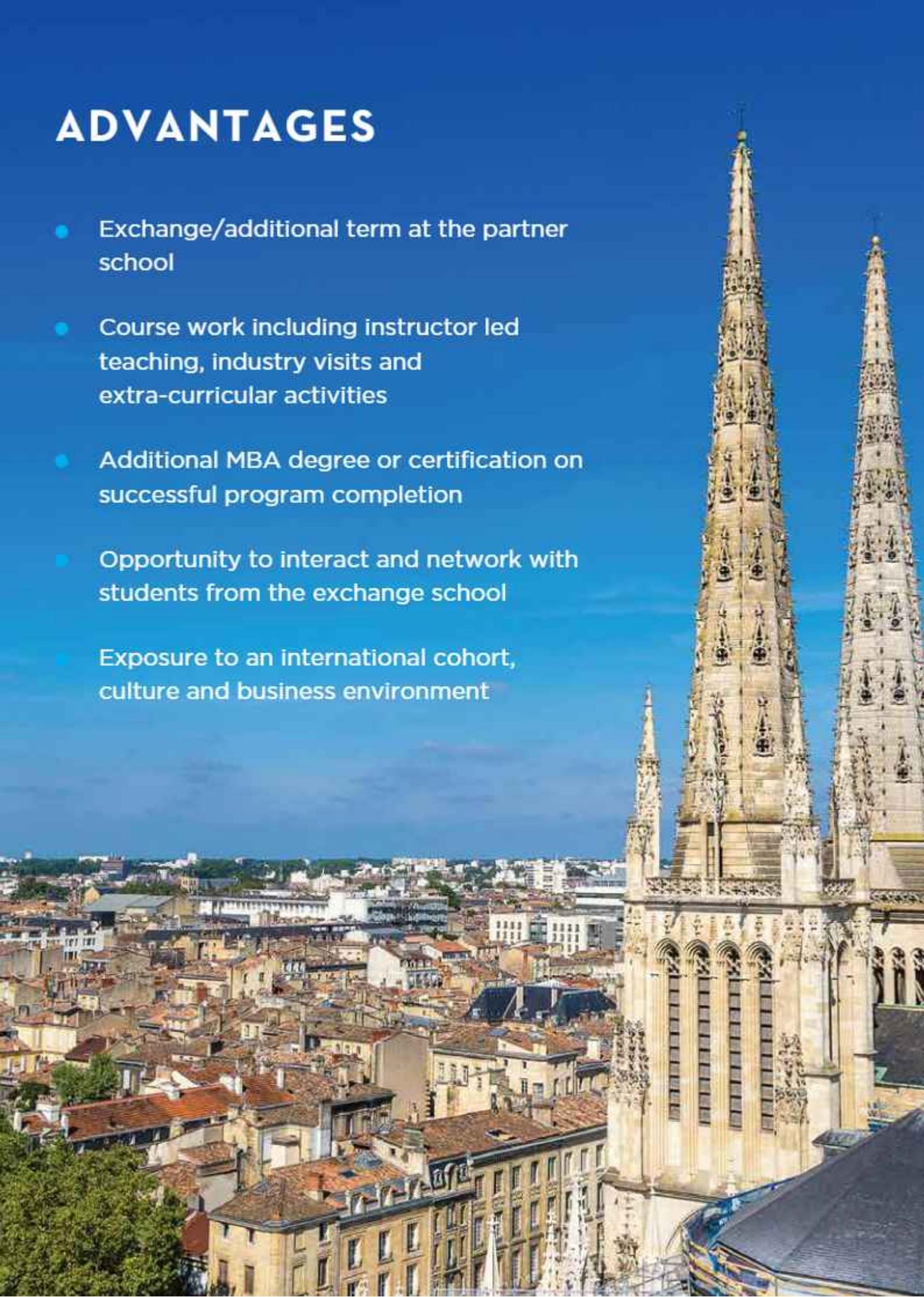
Dual MBA from IAE Bordeaux, University School of Management, Bordeaux, France



Semester Abroad at IÉSEG School of Management, Paris & Lille, France

# ADVANTAGES

- Exchange/additional term at the partner school
- Course work including instructor led teaching, industry visits and extra-curricular activities
- Additional MBA degree or certification on successful program completion
- Opportunity to interact and network with students from the exchange school
- Exposure to an international cohort, culture and business environment





# BATCH PROFILE PGDM 2024-26

**1.3** Years  
Average Experience

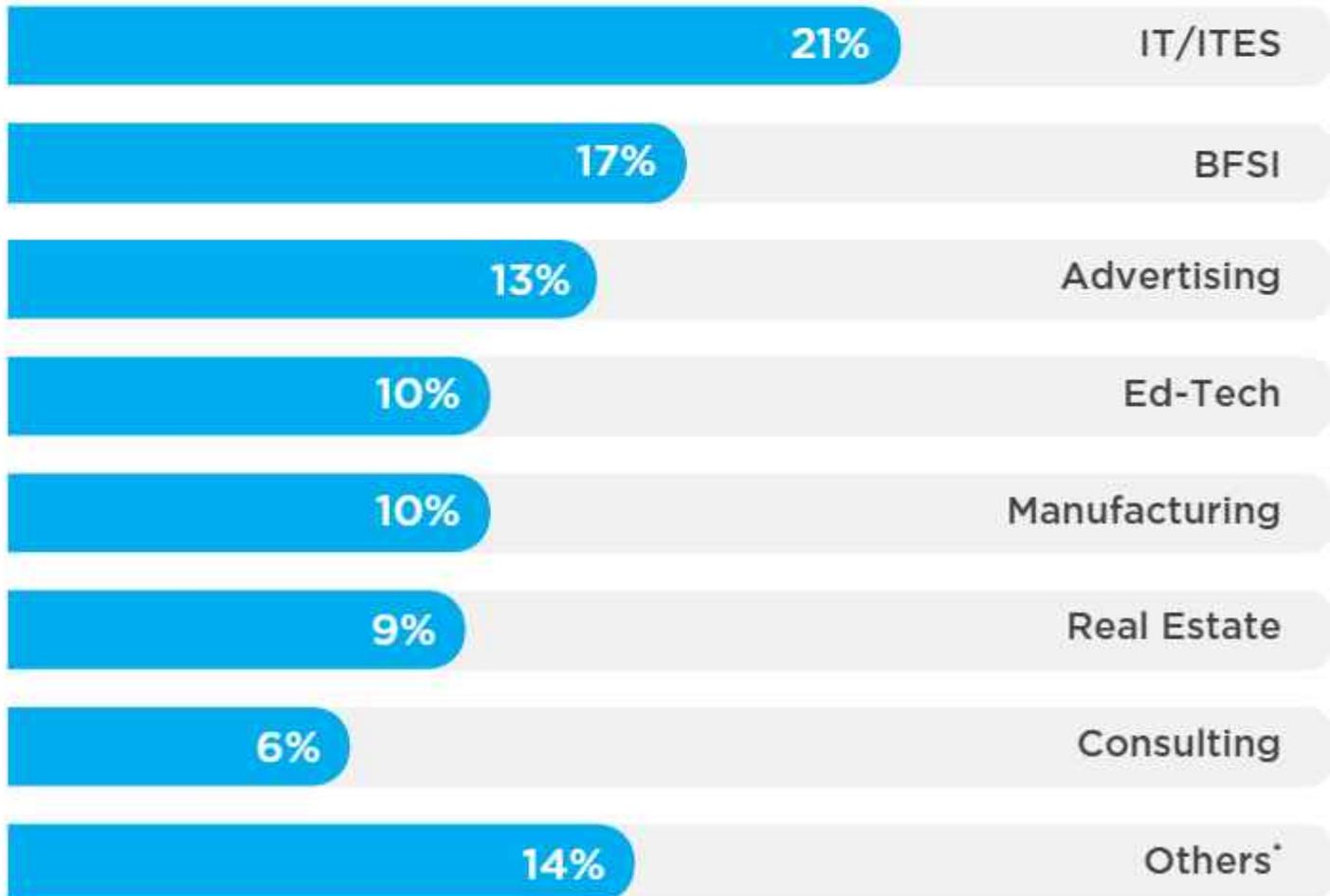
**356**  
Batch size

**30%**  
Female

## WORK EXPERIENCE (in months)



## INDUSTRY DIVERSITY (PRE MBA)



\*Agriculture, Healthcare, Oil & Gas, FMCG, Textile, Telecom, Hospitality, Power etc.

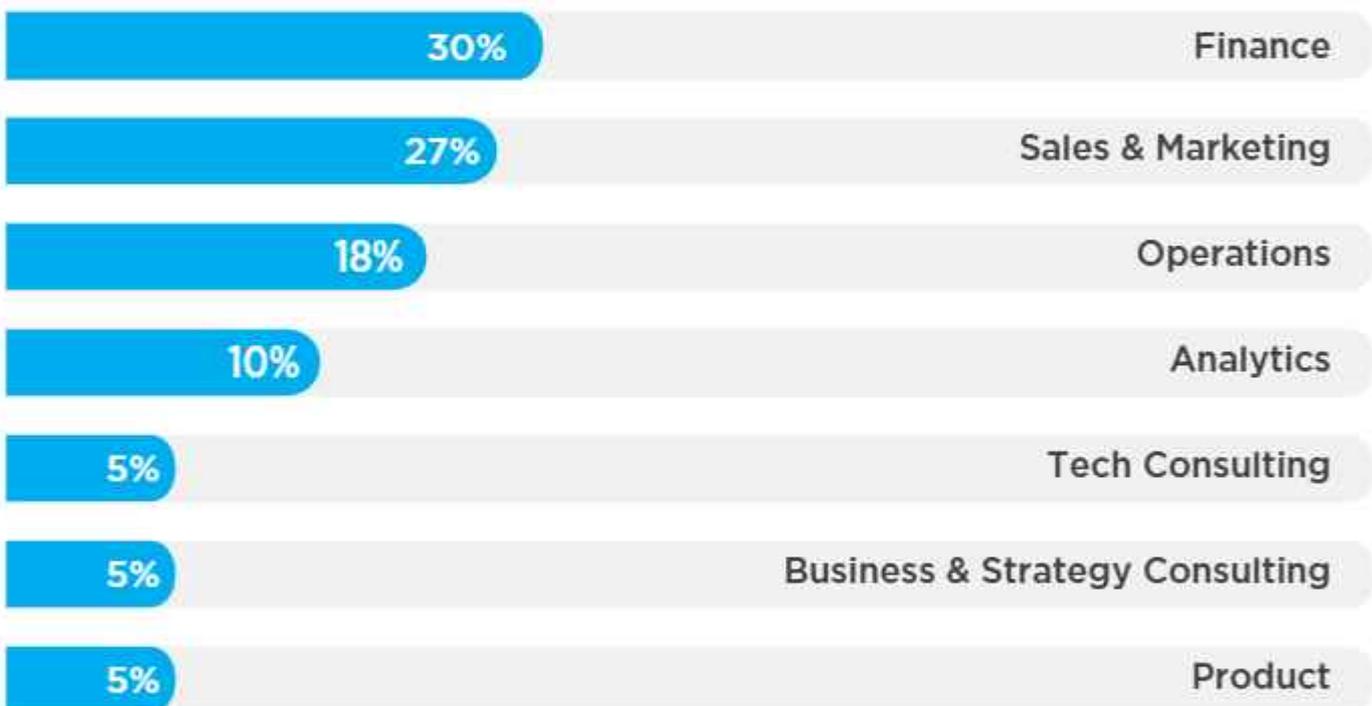
# PLACEMENT REPORT PGDM 2024

**37** LPA  
Highest Domestic CTC

**23.8** LPA  
Average CTC for Top 10%

**15.1** LPA  
Average CTC

## FUNCTION-WISE ROLES OFFERED



## DIVERSE PROFILES OFFERED\*

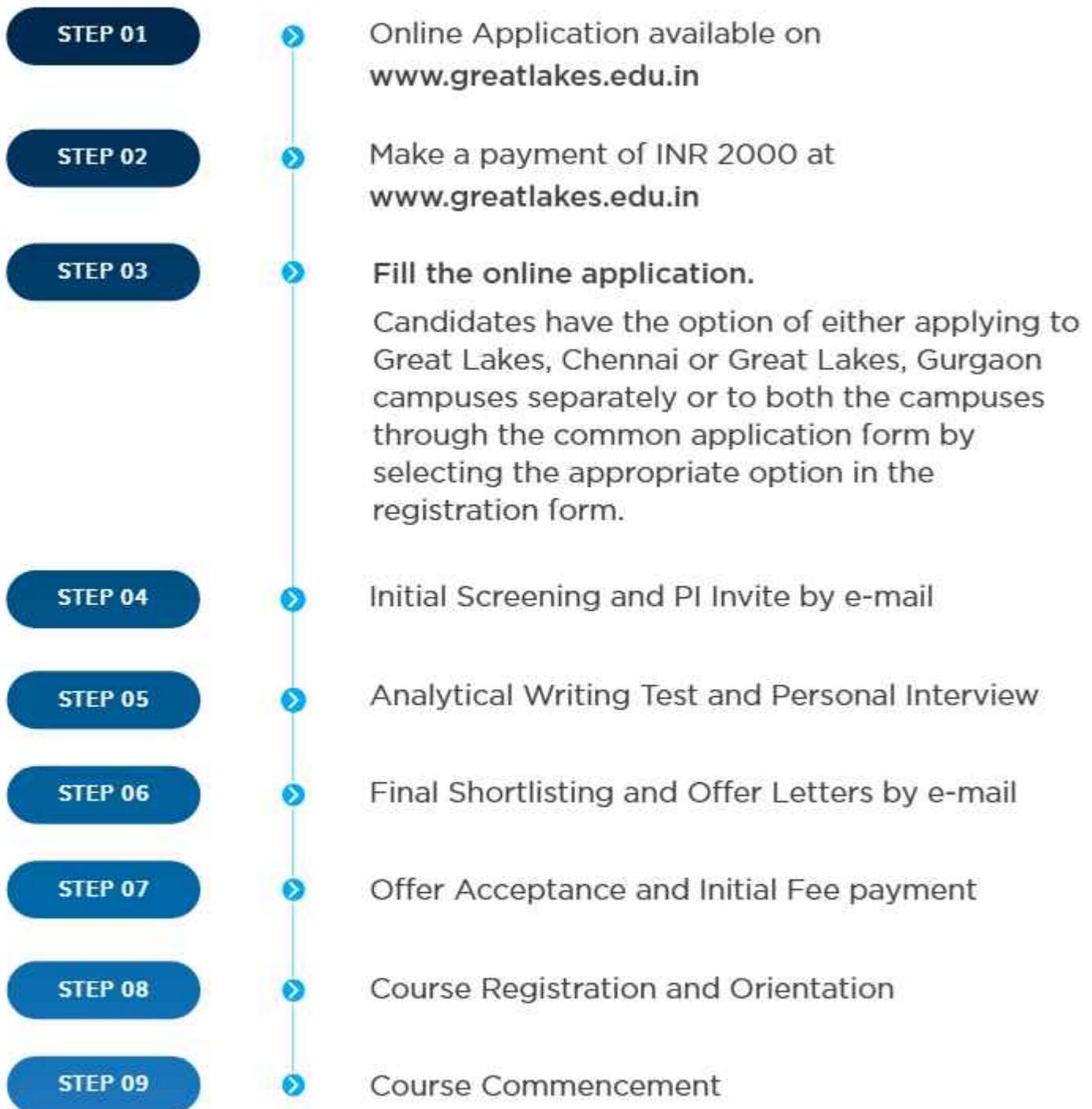
- » Product Manager
- » Project Manager
- » Business Analyst
- » Knowledge Analyst
- » Financial Analyst
- » Process Control Analyst
- » Consultant
- » Marketing MT
- » Customer Success Manager
- » Supply Chain Consultant

# LIST OF RECRUITERS\*

- » Accenture
- » Aditya Birla Capital
- » Adobe
- » Adroit Aquatech Pvt Ltd
- » African Industries
- » Agilisium
- » Airtel
- » Arcesium
- » Axis bank
- » Axtria
- » Beghou Consulting
- » Berger Paints
- » Black Berry
- » Bosch Limited
- » CAMS
- » CISCO
- » City Union Bank
- » Client Associates
- » Comviva
- » Crisil
- » Daimler
- » Dell Technologies
- » Deloitte - USI
- » Deloitte India
- » EID-Parry
- » EY India
- » Ford
- » Fedex
- » FIITJEE
- » Genpact
- » GE Aerospace
- » GE Healthcare
- » Godrej Capital
- » Go Yubi
- » GoDigit
- » Hero Fincorp
- » HCL Technologies
- » HDFC Life
- » HP
- » HSBC
- » Hexaware
- » ICRA
- » IDBI Bank
- » ICICI Bank
- » Infosys BPM
- » ITC
- » IDFC First Bank
- » JK Fenner
- » Jean Martin
- » Kotak Bank
- » Kotak Life Insurance
- » Kynhood
- » LAM Research
- » Lenovo
- » Maersk
- » LatentView Analytics
- » Mphasis
- » Muthoot finance
- » Make My Trip
- » Nippon paints
- » Niva Bupa
- » NSL Hub Brane
- » Ovalede
- » Paques
- » PayPal
- » Preferred Square
- » Propel
- » PwC
- » Quadrant Knowledge Solutions
- » Schlumberger
- » Sobha Reality
- » Standard Chartered
- » Tata Advanced Systems Limited
- » Tata Communications
- » Tiger Analytics
- » TVS Credit
- » Vivriti Capital
- » Wells Fargo



# ADMISSIONS PROCESS



For all admissions related queries, please write to [admissions@greatlakes.edu.in](mailto:admissions@greatlakes.edu.in)

# PGDM 2025-27 ELIGIBILITY

## EDUCATION



Bachelor's degree or equivalent in any discipline from a recognized institution with an academic track record of 60% throughout.

## WORK EXPERIENCE



**0-3 Years**

Freshers and candidates with strictly less than 36 months of work experience as on 30<sup>th</sup> June 2025

## SCORES ACCEPTED



GMAT 2022 or later  
CAT# 2023/24  
XAT# 2024/25

## OTHER APPLICATION REQUIREMENTS



Two Recommendations (provide email-ids of the recommenders, the recommenders would be contacted at a later date).

\*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.

# FEE STRUCTURE 2024-26

Program & Academic Fees	Indian Students (INR)	International Students (Dollar)
Tuition & Academic Fee	9,45,000	20,500
Program Fee	5,32,000	12,000
<b>Total</b>	<b>₹ 14,77,000</b>	<b>\$ 32,500</b>

Other Charges		
Accommodation Charges (Twin Sharing AC*)	5,88,000	7,500
Caution Deposit (Refundable)	10,000	300
Alumni Subscription	5,000	100

## NOTE:

1. Tuition fee is inclusive of reading material, including case studies, text books and online resources
2. The program is duly approved by AICTE
3. Students are compulsorily required to have their own laptop as per institute specifications
4. Given that the program is residential in nature, hostel facility is mandatory
5. \*Students will be provided with Twin sharing Air conditioned accommodation; however, based on availability, Triple Sharing accommodation may be provided and in such cases the charges would be lower and the difference refunded post the start of the program
6. Certain non-academic aspects like housing services, & catering services, etc., may be outsourced at the discretion of the Institution and the related charges are paid to the respective service providers on behalf of students with the institute facilitating and coordinating these services
7. All meals (vegetarian) are included in the above fees; non-vegetarian food is optional and will be charged extra
8. Refund Policy: As per AICTE norms
9. 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
10. Fees for PGDM 2025-27 will be updated shortly.

# THE ALUMNI NETWORK

Great Lakes, over a period of 20 years, has prepared its students to succeed and inspire while shaping their careers in the long run. Great Lakes alumni now hold several leadership roles in well reputed corporates around the world.

## 13000+

Alumni

## 300+

Alumni in CxO and Leadership roles

## 30+

Countries

## NOTABLE ALUMNI



**RAMYA BALAKRISHNAN**

*Class of 2007*

Global Director - Strategy & Ops, Meta (FB), USA



**HEMANT GROVER**

*Class of 2013*

Director - Technology, Xceedance



**AMISHA ARORA,**

*Class of 2015*

Head - Customer Activation & Marketing - South Asia, H&M



**HARLEEN KAUR**

*Class of 2016*

Associate Director - Marketing, Tata Digital



**RIDHIMA ARORA**

*Class of 2015*

Founder, Namhya Foods



**DIVYANSH NASA**

*Class of 2010*

Partner - Transaction Strategy and Execution, EY-Parthenon

**GREAT LAKES**

INSTITUTE OF MANAGEMENT, CHENNAI

*Global Mindset - Indian Roots*

### **Contact Us**

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✉ [admissions@greatlakes.edu.in](mailto:admissions@greatlakes.edu.in)

### **Chennai Campus:**

Dr. Bala V. Balachandar Campus, ECR Road,  
Chengalpattu District, Tamil Nadu - 603102