



# **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**

- » 15,000+ 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 top ranked business school with a vision to become an Academic Centre of Excellence that helps students and organizations navigate the economic, social and environmental challenges posed by a rapidly changing 21<sup>st</sup> century world.**

Great Lakes Institute of Management is a premier business school dedicated to shaping Business-Ready leaders for the dynamic corporate landscape. Established in 2010, the institute has swiftly risen to prominence as one of the most innovative business schools. In 2019, Great Lakes, Gurgaon received the prestigious AMBA, UK, accreditation and became the youngest Indian Business School to receive it.

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. The globally benchmarked programs with their focus on continuous innovation and applied learning ensure that the students are Business-Ready from Day 1.

Through teaching, research, and executive programs, the institute aims to foster managerial excellence and human capital development to meet the needs of the business world and create a sustainable society.

## 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





# HIGHLIGHTS

<b>2</b> Campuses in Chennai & Gurgaon	<b>3</b> Top International Accreditations	<b>4</b> International Research Conferences	<b>9</b> Centers of Excellence
<b>14</b> Collaborations with Leading Global Institutions	<b>25+</b> Visiting Faculty from likes of Stanford, Kellogg and Yale	<b>42</b> Thought Leaders on Academic Advisory Council	<b>46</b> Industry Titans on Business Advisory Council
<b>50+</b> Full Time Faculty	<b>90+</b> Prizes Won by Students at National Level in 2024-25	<b>100+</b> Industry Leaders interacted with students in 2024-25	<b>15K+</b> Alumni Network spread over 30+ Countries

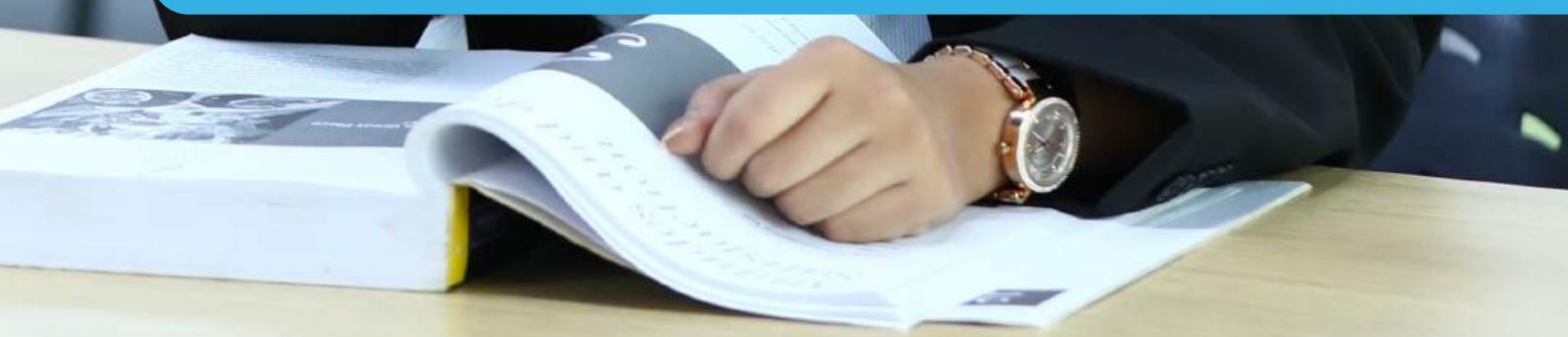
## GLOBAL ASSOCIATIONS





## 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 & 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



## Experiential Learning

- » Karma-Yoga, a unique transformational program to help participants develop leadership skills while having a lasting impact in nearby villages and improving the lives of thousands of people through a member of civil, medical, environmental and educational initiatives

# PROGRAM DESIGN

## TERM 1 - 3

MANDATORY CORE COURSES

## TERM 4 - 6

ELECTIVES

### CORE COURSES

#### TERM 1

- » Financial Accounting & Decision Making
- » Microeconomics
- » Marketing Management
- » Individual in Organization (OB I)
- » Statistical Methods in Decision Making (SMDM)
- » Communication I
- » Karma Yoga

#### TERM 2

- » Cost & Management Accounting
- » Macroeconomics
- » Marketing Management II
- » Production & Operations Management
- » Business Ethics & Corporate Governance
- » Communication II
- » Group in Organization (OB II)

#### TERM 3

- » Strategic Management
- » Business Research Methods
- » Financial Management
- » Optimization Techniques for Decision Making
- » Business Analytics
- » Business Law
- » Design Thinking
- » Human Resource Management

#### TERM 4

- » Strategic Management II
- » Financial Modelling

# PGDM ELECTIVES\*

## Marketing

- » Digital Marketing
- » Product & Brand Management
- » Sales & Distribution Management
- » Marketing & Retail Analytics<sup>#</sup>
- » B2B Marketing
- » Consumer Behaviour
- » Web & Social Media Analytics<sup>#</sup>
- » Customer Relationship Management
- » Services Marketing
- » Integrated Marketing Communication

## Finance

- » Financial Statement Analysis & Valuation
- » Wealth Management
- » Security Analysis & Portfolio Management
- » Fintech<sup>#</sup>
- » Financial Management for Developing Marketing Strategy
- » Mergers & Acquisitions
- » Derivatives & Financial Risk Management
- » Banking Management
- » Behavioural Economics and Finance
- » Project Finance

## Analytics

- » Business Intelligence
- » Machine Learning
- » Marketing & Retail Analytics<sup>#</sup>
- » Fintech<sup>#</sup>
- » Deep Learning & Natural Language Processing
- » Web & Social Media Analytics<sup>#</sup>
- » Financial Risk Analytics
- » Big Data & Cloud Analytics for Managers
- » Demand Planning & Forecasting<sup>#</sup>
- » HR Analytics<sup>#</sup>

## Operations

- » Enterprise Resources Planning
- » Services Operations
- » Project Management
- » Supply Chain Management
- » Internet Business
- » Demand Planning & Forecasting<sup>#</sup>
- » Business Excellence for Comparative Advantage

## Human Resource

- » Talent Acquisition
- » Performance Management
- » Negotiation & Bargaining
- » Leadership
- » Compensation Management
- » HR Analytics<sup>#</sup>

## Open Electives\*

- » Contemporary Pricing Strategies
- » Game Theory & Public Policy
- » Managing Business in a Multicultural Context

<sup>#</sup>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.

## **Live Industry Projects**

» Live Industry Projects provide 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. It provides first hand management exposure to the student, and pragmatic sustainable business solutions to the company.

## **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 orphans and women through education, green environment, cleanliness and tree plantation drives.
- » 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**

Village schools assisted

**32**

Karmabhoomis (Villages)

**2500+**

School-going children to access tuition classes, science clubs, and educational activities, etc.



# 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 2024-25

**70+**

Academic & Industry Visiting Faculty



# THE PROMINENT SPEAKERS

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



**SURESH NARAYANAN**

Managing Director,  
Nestle India



**VIJAY GOVINDARAJAN**

Coxe Distinguished Professor,  
Tuck School of Business at  
Dartmouth



**PROF. SUNIL CHOPRA**

IBM Distinguished Professor of  
Operations Management,  
Kellogg School of Management



**INDRA NOOYI**

Former Chairman and CEO,  
PepsiCo



**KIRAN MAZUMDAR SHAW**

Executive Chairperson,  
Biocon & Biocon Biologics



**LAKSHMI NARAYAN**

Co-founder, Emeritus  
Vice Chairman, Cognizant



**DR. PREETHA REDDY**

Vice Chairperson,  
Apollo Hospitals Enterprise



**NITI KHOHLA**

Global Head - People Analytics  
& Business Impact,  
Novartis International



**DR. RAJA DUTTA**

Country Head - Devices &  
Services Partnership, South East  
Asia and India, Google Singapore

# INTERNATIONAL IMMERSION PROGRAM

Great Lakes offers international immersion, student exchange and dual degree programs with leading institutions across the US and Europe. Some of our partner institutions include EDHEC Business School, Manchester Metropolitan University, IÉSEG School of Management, HHL Leipzig Graduate School of Management, Rutgers Business School, University of Bordeaux and more. Get an opportunity to learn and experience diverse global business environments, engage with international faculty, collaborate with multicultural peer groups, and develop a truly global perspective that strengthens your



# 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



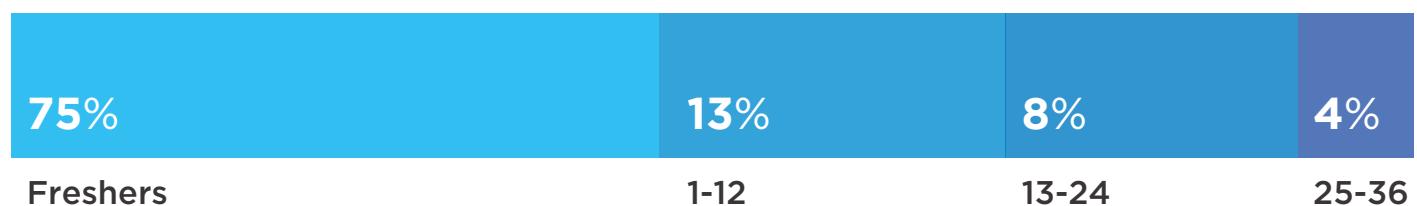


# BATCH PROFILE PGDM 2025-27

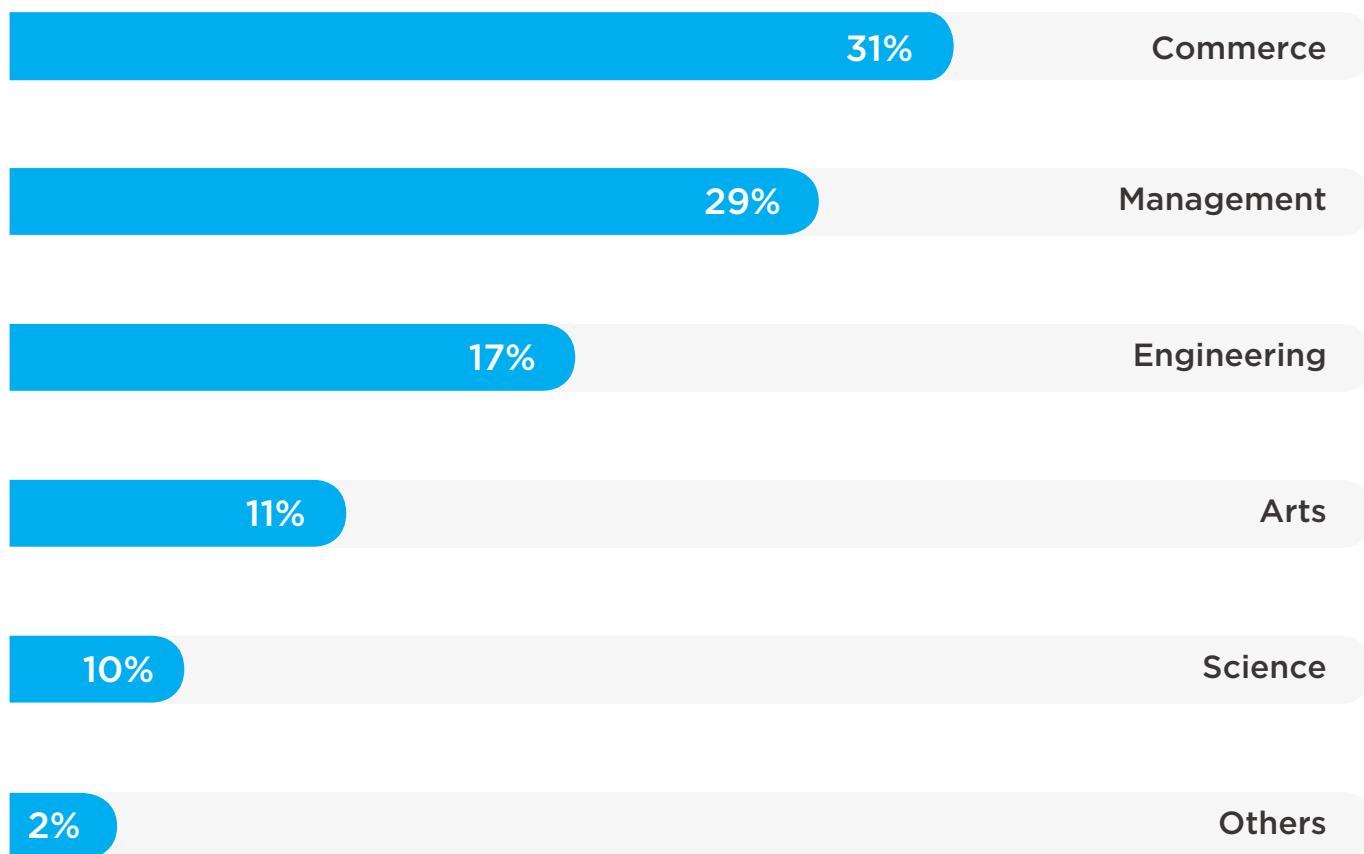
**22** Years  
Average Age

**44%**  
Female Students

## WORK EXPERIENCE (in months)



## UNDERGRADUATE SPECIALIZATIONS



# PLACEMENT REPORT PGDM 2025

**22.7** LPA

Highest Domestic CTC

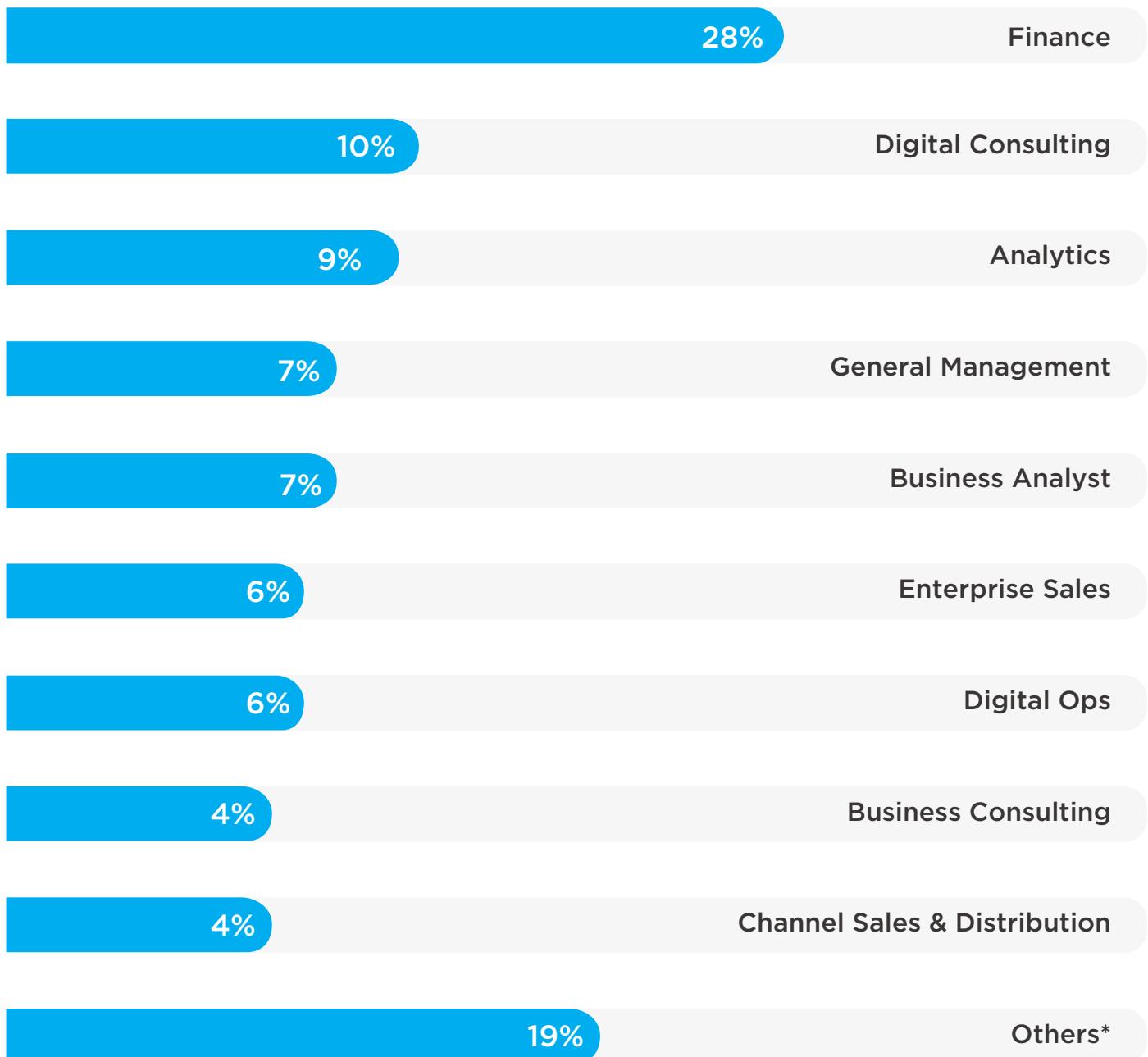
**17.6** LPA

Average CTC for Top 10%

**11.8** LPA

Average CTC

## FUNCTIONAL CLASSIFICATION



\*Presales, Strategy, Account Mgmt, Sales & Marketing, Functional Consulting, Prod Mgmt, Ops

# LIST OF RECRUITERS\*

- » Accenture ATC
- » Airtel Africa
- » Anarock
- » Bank of America
- » Berkadia
- » Cognizant
- » CRISIL
- » Deloitte USI
- » Federal Bank
- » Gartner
- » Genpact
- » Great Learning
- » HCL Technologies
- » HDFC Bank
- » Hyundai
- » Infosys
- » JLL Business Services
- » Kohlberg Kravis Roberts (KKR)
- » Kotak Mahindra Bank
- » KPMG India
- » KPMG KGS
- » LTIMindtree
- » Niva Bupa Health Insurance
- » PricewaterhouseCoopers
- » Royal Enfield
- » SAR Group (Livguard)
- » Tiger Analytics
- » VE Commercial Vehicles
- » Vedanta Resources
- » WNS Vuram



# ADMISSIONS PROCESS

## STEP 01



Online Application available on [www.greatlakes.edu.in](http://www.greatlakes.edu.in)

## STEP 02



Make a payment of INR 2200 at [application.greatlakes.edu.in](http://application.greatlakes.edu.in)

## STEP 03



### Fill the online application.

Candidates have the option of either applying to Great Lakes, Chennai or Gurgaon campuses separately or to both the campuses through the common application form by selecting the appropriate option in the registration form.

## STEP 04



Initial Screening and AI Invite by e-mail

## STEP 05



AI Interview and PI Invite by e-mail

## STEP 06



Personal Interview

## STEP 07



Final Shortlisting and Offer Letters by e-mail

## STEP 08



Offer Acceptance and Initial Fee Payment

## STEP 09



Document Verification

## STEP 10



Course Registration and Orientation

## STEP 11



Course Commencement

# PGDM 2026-28 ELIGIBILITY

## EDUCATION



**Bachelor's degree** or equivalent in any discipline from a recognized institution with an academic track record of 50% 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 2026

## SCORES ACCEPTED



GMAT 2023 or later  
CAT# 2024/25  
XAT# 2025/26

## NOTE:

#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 2026-28\*

Program & Academic Fees	Indian Students (INR)	International Students (Dollar)
Tuition & Academic Fee	8,30,000	20,000
Program Fee	5,05,000	11,000
	<b>₹ 13,35,000</b>	<b>\$ 31,000</b>
<hr/>		
Other Charges		
Accommodation Charges (Twin Sharing AC)*	6,32,000	7,200
Caution Deposit (Refundable)	10,000	100
Alumni Subscription	5,000	100
<b>Total</b>	<b>₹ 19,82,000</b>	<b>\$ 31,000</b>

## \*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 laptops 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. Based on availability single room accommodation may also be offered on optional basis with additional charges
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 Gurgaon only.

# 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.

**15000+**

Alumni

**300+**

Alumni in CxO and Leadership roles

**30+**

Countries

## NOTABLE ALUMNI



### YESHWANT BABU

*Class of 2013*

Lead Product Data Scientist, Google



### DEEPESH CHATTERJEE

*Class of 2013*

Vice President - Digital Transformation and Strategic Solution, HSBC



### ROBIN RAJAN

*Class of 2015*

Associate Director - Delivery (International), HelloFresh



### PIYUSH KANT

*Class of 2012*

Manager, Sales and BD - ANZ and Oceania region, Dow Jones



### STUTI GANDOTRA

*Class of 2013*

Senior Manager, Market Development - Middle East, Asia & Australia, Wärtsilä



### BHAIRAW KUMAR MANDAL

*Class of 2013*

Cofounder & CEO, Enerture Technologies Pvt Ltd

# PGDM EXPERIENCE



**Dr. Vikas Prakash Singh**, Director - PGDM, talks about how Great Lakes PGDM is custom-tailored for future industry needs, and why Great Lakes is becoming a preferred destination for recruiters to hire high potential management professionals.



Watch the video  
[bit.ly/PGDMexperience](https://bit.ly/PGDMexperience)

PGDM Co22 Alumni, Dhaval, Investment Banking Analyst, Bank of America and Surya, Solution Advisor, Deloitte, describe how participating and winning competitions helped them bag PPI's, and unlocked their careers in Consulting.



Watch the video  
[bit.ly/BaggingPPIs](https://bit.ly/BaggingPPIs)



**Harish Kumar** (Co2020), Marketing Manager, Volvo Trucks, talks about his summer internship experience at Nissan Motors where he spent his summer learning new things, and facing unique challenges.



Watch the video  
[bit.ly/SummerInternshipStory](https://bit.ly/SummerInternshipStory)

PGDM Alumni, **Yash Gupta, Associate Consultant at ZS Associates** and **Vaishnavi Dharwadkar, Technical Lead at Incedo**, talk about their experience taking part in several B-school competitions and hackathons and how they leveraged them to land their dream roles.



Watch the video  
[bit.ly/CrackingHackathons](https://bit.ly/CrackingHackathons)





**Gurgaon Campus:**  
Near Bilaspur Chowk, NH-8,  
Gurgaon-122413, Haryana