



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 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



HIGHLIGHTS

2

Campuses in
Chennai &
Gurgaon

3

Top International
Accreditations

4

International
Research
Conferences

9

Centers of
Excellence

13

Collaborations
with Leading
Global Institutions

25+

Visiting Faculty
from likes of
Stanford, Kellogg
and Yale

42

Thought Leaders
on Academic
Advisory Council

46

Industry Titans
on Business
Advisory Council

50+

Full Time
Faculty

90+

Prizes Won by
Students at
National Level in
2024-25

100+

Industry Leaders
interacted with
students in
2024-25

15K+

Alumni Network
spread over 30+
Countries

GLOBAL ASSOCIATIONS

 **Frankfurt School**
of Finance & Management

German Excellence. Global Relevance.

 **SKEMA**
BUSINESS SCHOOL

 **université**
de BORDEAUX

 **HHL** LEIPZIG
GRADUATE SCHOOL
OF MANAGEMENT

 **PACE**
UNIVERSITY

 **University of**
HUDDERSFIELD
Inspiring global professionals

 **EDHEC**
BUSINESS SCHOOL

 **جامعة عجمان**
AJMAN UNIVERSITY

 **NUCB** GRADUATE
SCHOOL OF
MANAGEMENT
BUSINESS
SCHOOL

 **Ipag**
Business School

 **BBS**
BOLOGNA BUSINESS SCHOOLS



 **Manchester**
Metropolitan
University



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



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 2024-25

70+

Academic & Industry Visiting Faculty



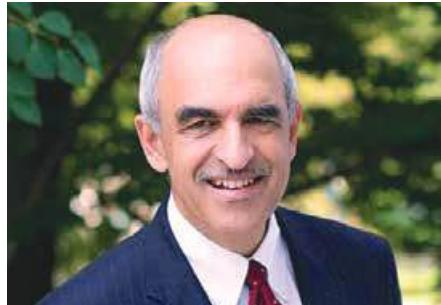
THE PROMINENT SPEAKERS

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



LATE 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

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, Frankfurt School of Finance and Management, HHL Leipzig Graduate School of Management, 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 managerial and leadership capabilities.



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

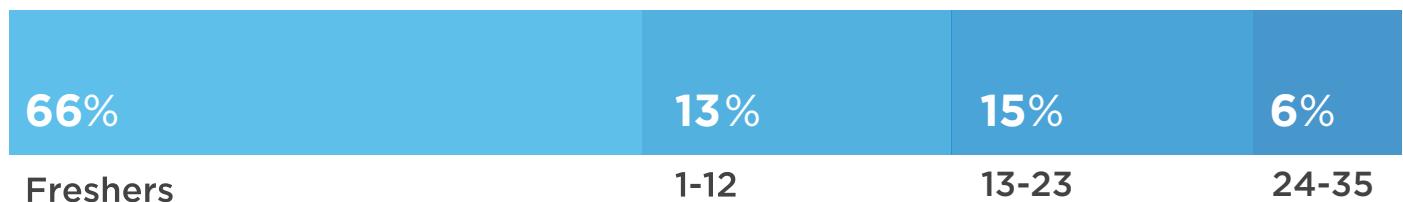
368

Batch size

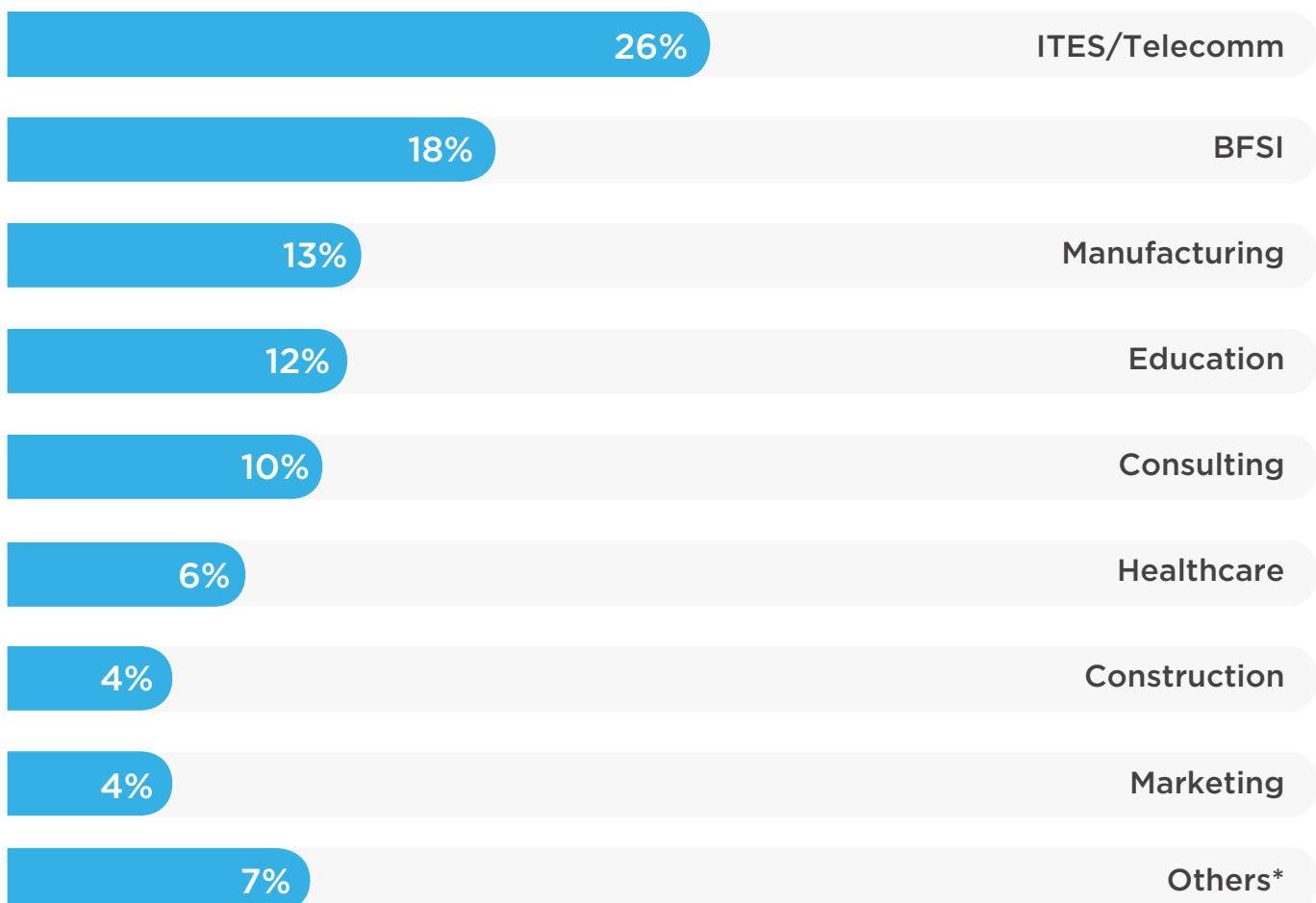
35 %

Female

WORK EXPERIENCE (in months)



INDUSTRY DIVERSITY (PRE MBA)



PLACEMENT REPORT PGDM 2025

39.3 LPA

Highest Domestic CTC

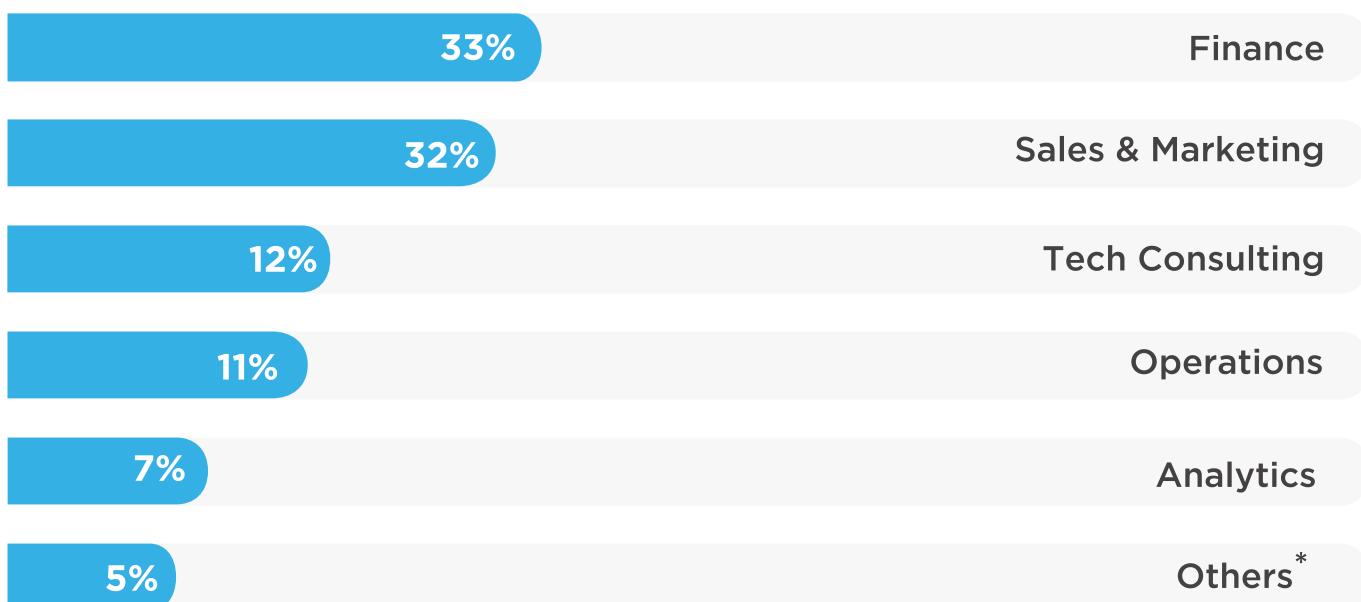
23.3 LPA

Average CTC for Top 10%

15 LPA

Average CTC

FUNCTION-WISE ROLES OFFERED



**Business & Strategy Consulting, Market Research, Product*

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

**Partial-List*

LIST OF RECRUITERS*

- » Accenture ATCI
- » Adani Wilmar
- » Airtel
- » Amazon
- » Axis Bank
- » Birla Precision Technology
- » BNY Mellon
- » Cisco
- » CRISIL Ltd.
- » Decathlon
- » Deloitte India & USI
- » EY India
- » Federal Bank
- » Gartner
- » Godrej
- » HCL Technologies
- » HDFC Life
- » Himalaya Wellness
- » ICICI Bank
- » IDBI Bank
- » Infosys
- » ITC
- » JP Morgan Chase
- » LTI Mindtree
- » Mahindra & Mahindra
- » MasterCard
- » Nestlé
- » PayPal
- » PWC
- » Standard Chartered
- » Tata Advanced System
- » VE Commercials
- » Wells Fargo



ADMISSIONS PROCESS

STEP 01



Online Application available on
www.greatlakes.edu.in

STEP 02



Make a payment of INR 2200 at
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 60% throughout.

WORK EXPERIENCE



0-3 Years

Freshers and candidates with strictly less than 36 months of work experience as on 30th June 2026

SCORES ACCEPTED



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

#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	10,25,000	20,500
Program Fee	5,78,000	12,000
₹ 16,03,000		\$ 32,500

Other Charges		
Accommodation Charges (Twin Sharing AC*)	6,32,000	7,500
Caution Deposit (Refundable)	10,000	300
Alumni Subscription	5,000	100
Total Fees	₹ 22,50,000	\$ 32,500

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; 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

THE ALUMNI NETWORK

Over the past 20 years, Great Lakes has prepared its students to succeed and inspire, shaping their careers for long-term success. Today, Great Lakes alumni hold several leadership roles in well-reputed corporations around the world.

15000+

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