



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 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 21st 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



RANKED AMONG TOP EMERGING B-SCHOOLS IN INDIA by NHRDN - 2019



RANKED AMONG ONE YEAR PROGRAMS by BW - 2020



RANKED AMONG TOP B-SCHOOLS IN INDIA by NIRF (Management Category 2023)

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 Program

First to introduce Karma Yoga Experiential Leadership Program

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

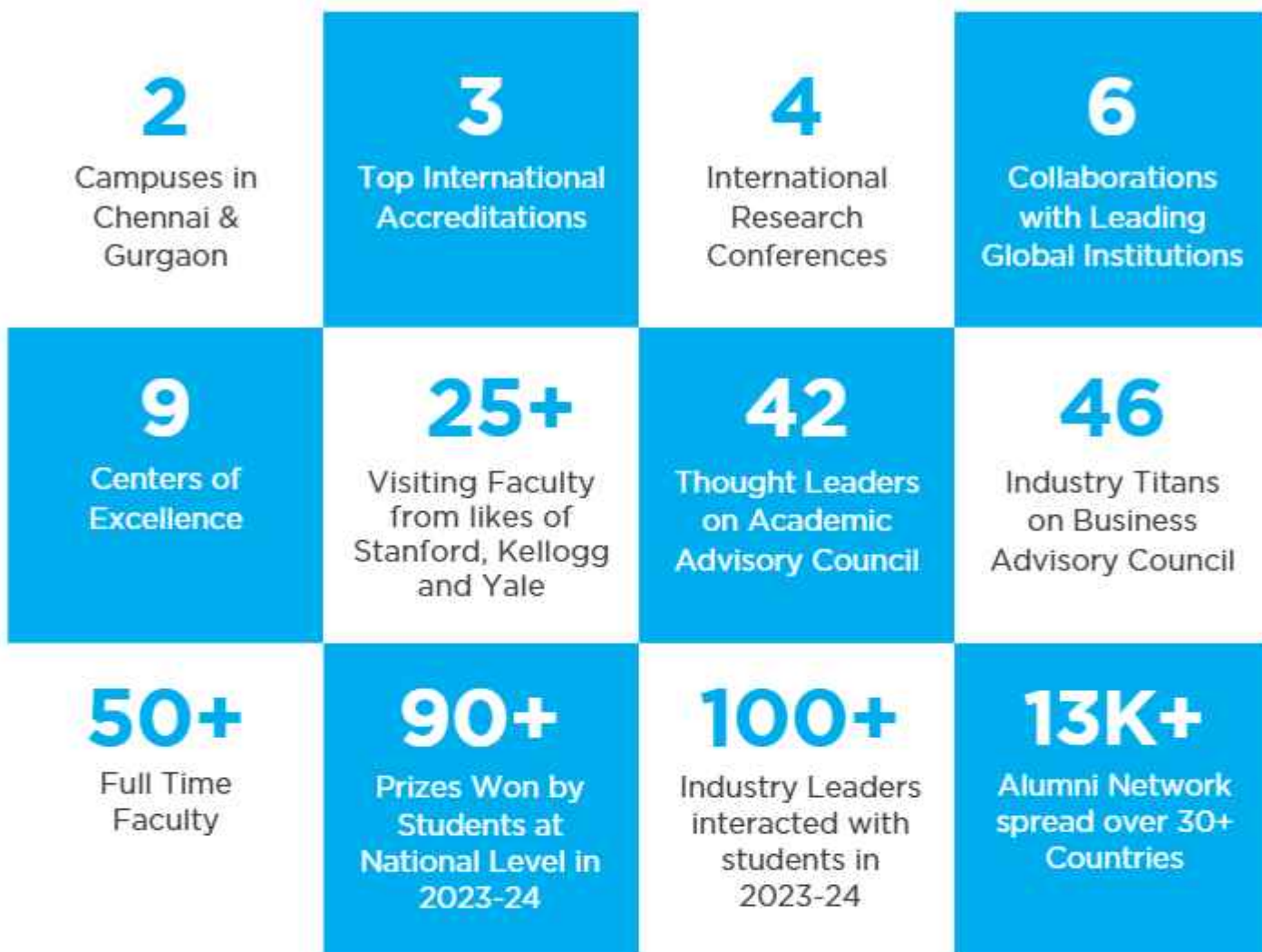
“You will learn the art of doing business and its impact on the community. The spirit of ‘Pioneering’ is a part of our DNA.”

Late Dr. Bala V. Balachandran

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



HIGHLIGHTS



GLOBAL ASSOCIATIONS



Cornell University



Executive Education





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
- » Statistical Methods in Decision Making
- » Marketing Management I
- » Individuals in Organization (OB I)
- » Micro Economics
- » Karma Yoga
- » Communication I

TERM 2

- » Cost & Management Accounting
- » Optimization Technique for Decision Making
- » Marketing Management II
- » Groups in Organization (OB II)
- » Macro Economics
- » Business Ethics & Corporate Governance
- » Communication II

TERM 3

- » Financial Management
- » Business Analytics
- » Design Thinking
- » Strategic Management
- » Business Research Methods
- » Production & Operations Management
- » Business Law
- » Human Resource Management

TERM 4

- » Business & Financial Modeling
- » Strategic Management II

PGDM ELECTIVES*

Finance

- » Financial Statement Analysis & Valuation
- » Financial Management for Developing Marketing Strategy
- » Banking Management
- » Wealth Management
- » Mergers & Acquisitions
- » Derivatives & Financial Risk Management
- » Security Analysis & Portfolio Management
- » FinTech
- » Behavioural Economics & Finance
- » Project Finance

Analytics

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

Marketing

- » Digital Marketing
- » Consumer Behavior
- » Sales & Distribution Management
- » Marketing & Retail Analytics
- » B2B Marketing
- » Product & Brand Management
- » Web & Social Media Analytics
- » Customer Relationship Management
- » Services Marketing
- » Integrated Marketing Communication

Operations

- » Enterprise Resources Planning
- » Supply Chain Management
- » Services Operations
- » Strategic Sourcing & Procurement
- » Business Excellence for Competitive Advantage
- » Project Management
- » Internet Business
- » Demand Planning & Forecasting

Human Resource

- » Talent Acquisition through Employee Value Proposition
- » Total Rewards for Retaining Talent
- » Strategic Negotiations
- » Creating High Performance & Agile Organisations
- » Emotional Intelligence for Leadership
- » HR Analytics

Open Electives*

- » Game Theory & Public Policy
- » Contemporary Pricing Strategies

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 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.



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 KHOSLA

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 Institute of Management offers an International Immersion Program in collaboration with IÉSEG School of Management, Paris.

Great Lakes Institute of Management offers 4 weeks of International Immersion at Paris and Lille, France, for developing International Business skills. This program, in collaboration with IÉSEG School of Management, Paris, is offered to both – the one year program students and the two year PGDM (Post Graduate Diploma in Management) students.



ADVANTAGES

- Four weeks of additional term at Paris and Lille campuses of IÉSEG School of Management (February to mid March)
- 96 hours of course work including instructor-led teaching, industry visits and extra-curricular activities
- Exposure to International Management with a focus on Europe, and Emerging Technologies
- Opportunity to interact and network with students from IÉSEG Paris and Lille
- Exposure to an international cohort, culture and business environment





BATCH PROFILE PGDM 2024-26

22 Years
Average Age

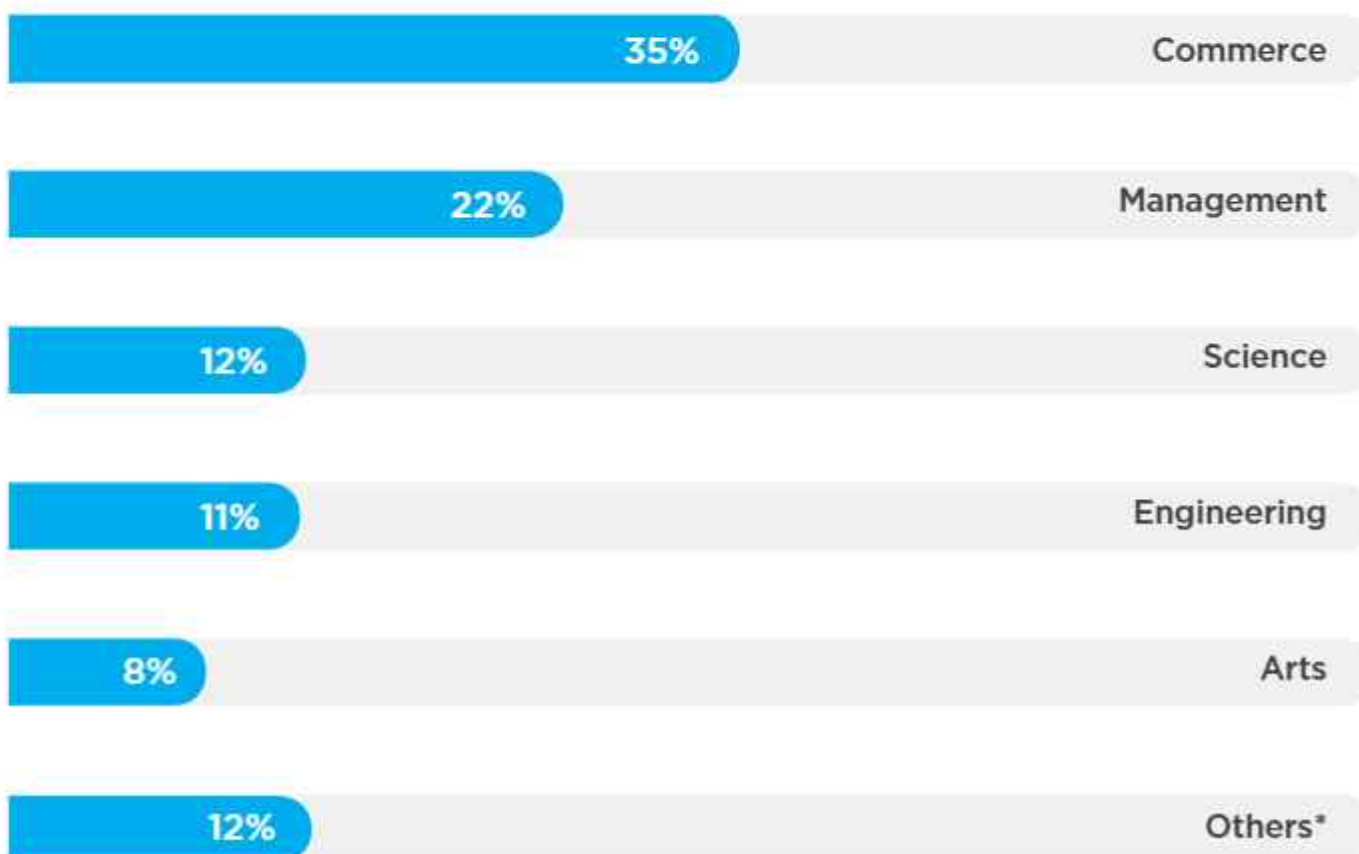
39%
Females

61%
Male

WORK EXPERIENCE (in months)



UNDERGRADUATE SPECIALIZATIONS



**Economics, Foreign trade, Hotel management, Pharma, Sports management, etc.*

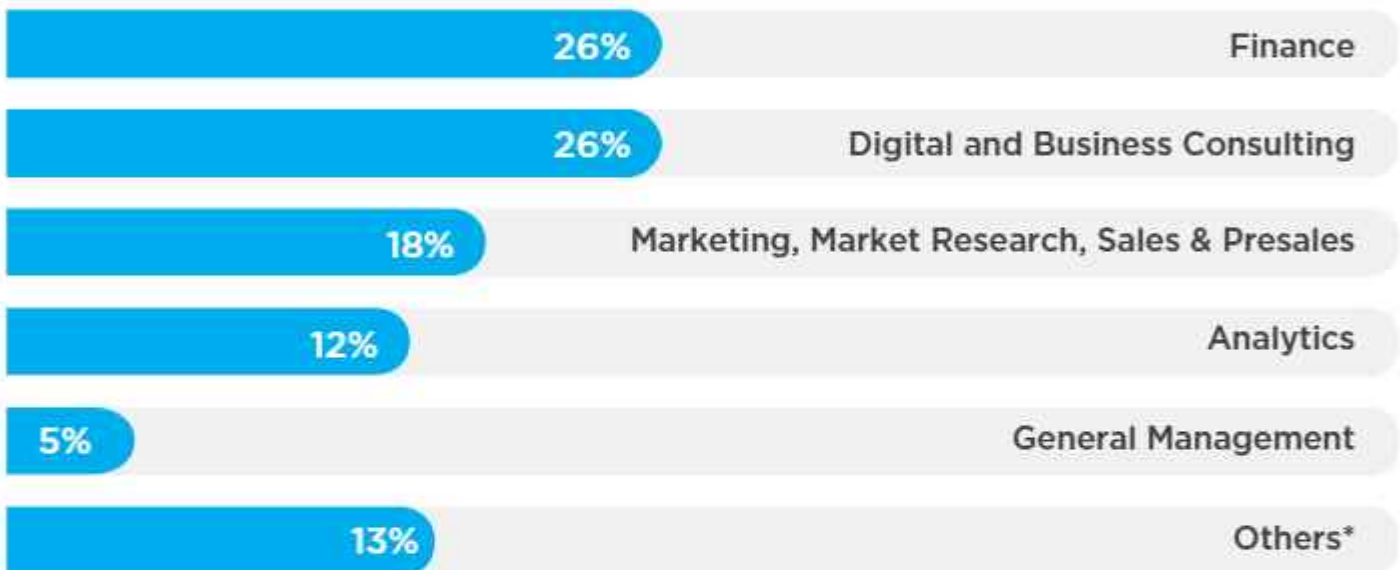
PLACEMENT REPORT PGDM 2024

22.5 LPA
Highest Domestic CTC

14.5 LPA
Average CTC for Top 25%

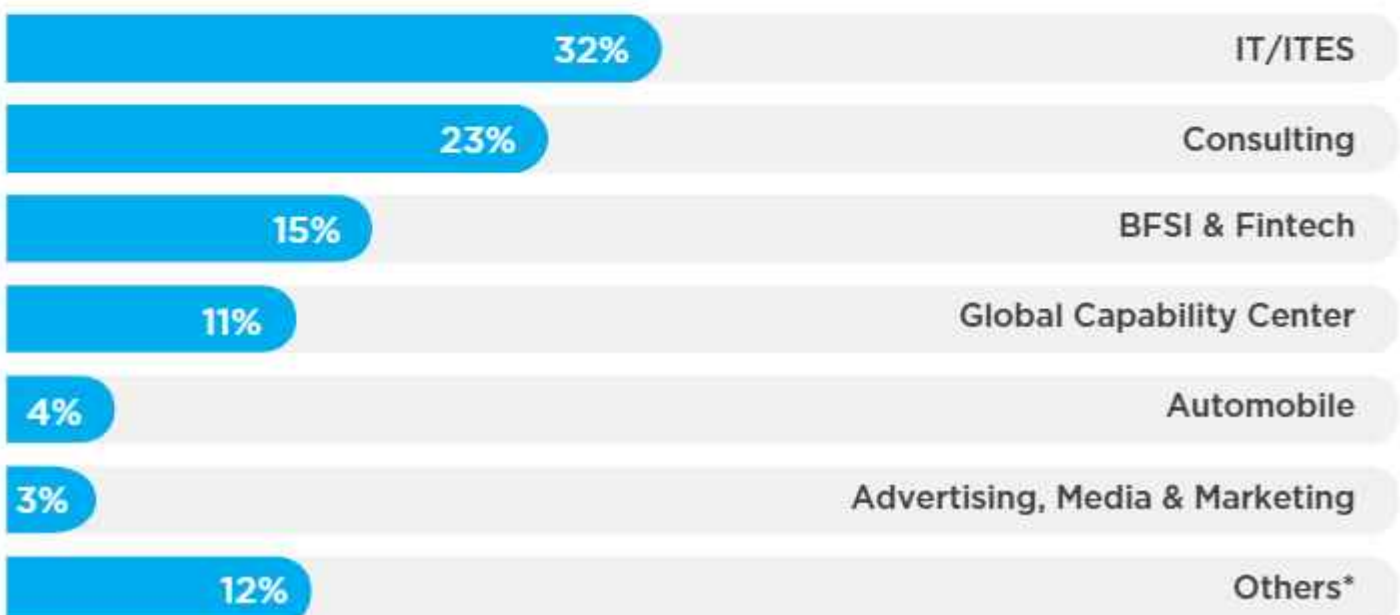
11.7 LPA
Average CTC

FUNCTION-WISE ROLES OFFERED



**Project Management, Business Development, Operations, Digital Ops, Strategy, Channel Sales & Distribution, etc.*

INDUSTRY-WISE ROLES OFFERED



**Market Research, Mining, Analytics, Healthtech, Real Estate, Telecommunications, Conglomerate, Publishing, Internet Business, FMCG & FMCD, etc.*

LIST OF RECRUITERS*

- » Accenture ATCI
- » Accenture OPS
- » Airtel Africa LLP
- » Arcesium
- » Axtria
- » Bank of America
- » Berkadia
- » Brane Enterprises
- » Cognizant
- » CRISIL
- » Daimler
- » Darashaw
- » DDB Mudra Group
- » Deloitte USI
- » Digit Insurance
- » DreamFolks
- » Droom
- » Escorts Kubota
- » EY India
- » Gartner
- » Genpact
- » Great Learning
- » Havells
- » HCL Technologies
- » Hyundai
- » IDBI Bank
- » Infosys
- » JM Financial
- » Kansai Nerolac
- » Kotak Mahindra Bank
- » KPMG India
- » KPMG KGS
- » LatentView Analytics
- » Marsh McLennan
- » Mindsprint Digital
- » Mphasis
- » Royal Enfield
- » TATA Technologies
- » Tiger Analytics
- » VE Commercial Vehicles
- » Vedanta Resources



ADMISSIONS PROCESS

- STEP 01** > Online Application available on www.greatlakes.edu.in
- STEP 02** > Make a payment of INR 2000 at www.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 PI Invite by e-mail
- STEP 05** > Analytical Writing Test and Personal Interview
- STEP 06** > Final Shortlisting and Offer Letters by e-mail
- STEP 07** > Offer Acceptance and Initial Fee payment
- STEP 08** > Course Registration and Orientation
- STEP 09** > Course Commencement

For all admissions related queries, please write to 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 30th 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	7,75,000	20,000
Program Fee	4,72,000	11,000
Total	₹ 12,47,000	\$ 31,000

Other Charges		
Accommodation Charges (Twin Sharing AC)*	5,88,000	7,200
Caution Deposit (Refundable)	10,000	100
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 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.
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



YESHWANTH 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

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



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

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





Contact Us

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