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The  
Quarterly  
from  
JSB

# JSB *News*

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THE B SCHOOL

## JANSONS SCHOOL OF BUSINESS (Autonomous)

Approved by AICTE | Affiliated to Bharathiar University | Accredited by NBA  
An ISO 9001:2008 Certified Institution

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Rated at the A++ level by Business India  
[Best B-School Survey, 2014]

## VISION

To be a world class Business School developing competent and committed managers & entrepreneurs driven by values.



## QUALITY POLICY

JSB is committed to provide a learning environment of a high order to students in Management Science and transform them to be Competent, Skillful and Professional in serving the industry worldwide.



## MISSION

To enhance learning through experimentation and exploration by preserving eternal values.



JSB is a member of AACSB  
[The Association to Advance Collegiate Schools of Business]

# Chairman-Speak



**Rtn. MPHF. T.S. Natarajan**

*Greetings!*

Very glad to inform that JSB has secured the coveted Autonomous Status from the UGC this academic year. This is one more evidence of JSB's culture of shaking things up, and challenging the status quo. As a management graduate too, it is important that you take up new initiatives, not just for the sake of change, but for re-aligning yourself with the shifting stances of the corporate world. Let me assure you, no one has become worse just because of changing. However, remember what **Jean Chatzky** stated: "*Find the autonomy in your work. Autonomy is key to feeling good about the work you do, no matter what kind of work it is*"

***Control leads to  
compliance;  
autonomy leads to  
engagement.***

*~ Daniel H. Pink ~*

*Best Wishes!!!*

## PRATHISHTA '15

### A Festival of Induction for 2017 Batch

Date : 17-19 Aug, 2015

A 3-day Induction Programme was organised by the 2016 Batch of Students  
for Welcoming the New Batch

Workshop on

### Media Planning

**Resource Person :**

**Mr. Ramesh Kalyanaraman**

Vice President & Branch Head  
OMD India, Chennai

Batch : 2016 (IMC Students)

Date : 23-08-2015

Workshop on

### "Advertising: Consumer Insights and Creativity"

**Resource Persons :**

**Mr. Ravindran Solomon**

Creative Director & Consultant (ex-JWT)  
Chennai.

&

**Mr. M. Elango**

Vice President, Interface Communications / DraftfcbUlka Group,  
Chennai

Batch : 2016

Date : 05-09-2015



# EXECUTIVE INTERACTION PROGRAMMES

S.No.	Date	Resource Person	Designation & Affiliation	Topic	Batch
1.	19-07-2015	Dr. R. Shanmuga Sundaram	Manager, Dept. of Non-Banking Supervision, Reserve Bank of India, Chennai.	Non-Banking Finance Companies - Its recent provisions	2016
2.	31-07-2015	Mr. M. Suryasubrahmanyam	AGM Risk Management Solutions, Brickwork Credit Ratings, Bangalore	Mechanics of Credit Rating	2016
3.	01-08-2015	Mr. V. Varatharajan	Founder, Impact Analyst	Social Entrepreneurship	2016
4.	22-08-2015	Mr. K. P. Krishnamurthy	Corporate Head, Match Point Consultants, Chennai	Career Advancement	2016
5.	24-08-2015	Mr. Pratap Singh	Head - Marketing (Consumer Appliances), Elgi Ultra Industries Limited, Coimbatore	Consumer insights in Product management decisions	2016
6.	01-09-2015	Ms. T. Radhika	Assistant Vice President, Can Bank Factor Limited, Bangalore	Mechanics of Factoring Services	2016
7.	02-09-2015	Mr. R. Parvathinathan	Chief Manager, UTI Mutual Fund, Tiruppur	Developments in Mutual Fund Industry	2016
8.	07-09-2015	Mr. Saravanan Ramdoss	Chief Strategy Officer and Co-founder, Tricely, Coimbatore	Corporate Strategy : Concept to Execution	2016 & 2017
9.	14-09-2015	Mr. S. Dhruv Kumar	Founder & CEO, iCliniq.com, Coimbatore	Unsettle to Settle	2016
10.	21-09-2015	Mr. C. S. Venkateswaran	Practicing Company Secretary, Chennai	Capital Mobilisation - IPO, FPO, SME	2017
11.	28-09-2015	Mr. J. Selvam	Managing Director, EURO EXIM Services Pvt. Ltd., Tiruppur	Export Procedure and Documentation	2016
12.	29-09-2015	Mr. R. Rengarajan	CFO, L.G.Brothers Ltd., Coimbatore	Practical aspects of accounting in the industry	2017

## ACADEMIC ACTIVITIES

### Prof K.R.Senthilvelkumar

**Case Published:** "Poised for a Cross-over?", The Smart Manager, The Smart Manager Case Contest, Volume 14, Issue 4, Jul-Aug, 2015

### Prof K Srinivasan

**Conference Attended:** "Are you learning as fast as the world is changing?", organised by CII as part of CONNECT COIMBATORE 2015, Aug 13, 2015

**Master Teacher Programme Completed:** "The ISB Master Teacher Programme 2015", organised by Indian School of Business, Hyderabad, Aug 27- Sep 27, 2015

### Prof C Suriyaprakash

**Presentation at Workshop:** "Failure and loss - tapping into the physis in Organisations", International TA Conference, International TA Association, Sydney, Australia, Jul 29-Aug 1, 2015

**Workshop Attended:** "Movement Therapy" by Tripura Kashyap, Creative Movement Therapy Association of India, Asha Counseling and Training Services, Coimbatore, Aug 29-30, 2015

**Workshop Facilitated:** "I, We, It: Tools to Build Winning Organisations" at 'Saying Hello!' Regional Meet on TA and Human Development, Relations Institute of Development at UTC, Bangalore, Sep 26-27, 2015

**Paper Published (Co-authored):** "The Many Facets of Conflict: People, Systems, and Causes", along with Susan George, Transactional Analysis Journal 2015, Vol. 45(4) 270-275 DOI: 10.1177/0362153715608855, Oct 2015

We welcome your views / suggestions:  
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