

JSB

The Quarterly from JSB

NEWS

Issue XX | Jan - Mar 2014

Chairman-Speak
Milaap'14
ConSight'14
The Illumina

INSIDE

Interaction with Alumnus
Executive Interaction Programmes
Academic Activities of
Faculty Members



THE B SCHOOL



JANSONS SCHOOL OF BUSINESS

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

Karumathampatti, Coimbatore - 641 659

Phone: 0421-2336161-65 | Fax: 0421-2334742 | E-mail: info@jsb.ac.in

www.jsb.ac.in

Rated at the **A++** level by Business India
[Best B-School Survey, 2013]

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.

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

MISSION

JSB is a member of AACSB

[The Association to Advance Collegiate Schools of Business]

Chairman-Speak



Rtn. MPHF. T.S. Natarajan

“Challenges are what make life interesting, and overcoming them is what makes life meaningful.”

— Joshua J. Marine

In this journey called 'LIFE', one encounters not just paved roads and leveled pathways, but also rugged elevations, bottomless chasms and insuperable groves. During these trying times, it is important to keep reminding ourselves that surmounting such hurdles are significant, for they prove to ourselves the inner strength that we have.

In this New Year, let there be more such hurdles, and may you all have enough resourcefulness and *métier* to overcome them successfully.

May we all begin this New Year 2014 with a great thought:

“Three things you cannot recover in life: the WORD after it's said, the MOMENT after it's missed and the TIME after it's gone. Be Careful!”

Milaap '14

5th Alumni Meet @ JSB



Milaap '14, the Fifth Alumni Meet @ JSB, was organized on Feb 22 & 23, 2014, at Padmam Auditorium. These two days served as an opening for rejuvenation, renovation and reminiscence for the JSB alumni and students. On Feb 22, alumni from the 2004 to 2011 Batches were invited. The day started with a screening of the activities that had happened during the last decade. The alumni were reminded of the wonderful moments they had here.

During the forenoon and afternoon sessions, workshops were organized, wherein the alumni made sure they shared their corporate experiences with the current batches of students. It was a very insightful session, with workshops on various sectors like Retail, Finance, Banking, Service, Advertising and Social Networking. Besides these, there were also smaller sessions on Soft Skills and Interview Techniques. *On the first day, Milaap '14 team unveiled the Inaugural issue of the bi-annual Alumni magazine, christened, JSB Connect.* In the evening, a pleasant entertainment programme was arranged, and the alumni participated in all of them with great enthusiasm.

Feb 23, 2014, the second day of Milaap'14, saw the current batches of students warmly welcoming the alumni of the 2012 & 2013 batches. The day was peppered with formal and informal interactions between the students and the alumni. Such interactions helped the students to appreciate and understand the nuances of an entry-level career in a variety of verticals. There were many stimulating games and activities, and the alumni totally felt at home. The second day ended with a cultural extravaganza.

On both the days, a healthy and sumptuous lunch and dinner were served. The alumni were also very glad to meet their teachers at JSB, and recount those moments they had in their classrooms. In all, the alumni looked forward to mentoring a new batch of students next year. It was their privilege to give back to their Alma Mater.



ConSight'14

An event by MARE - The Marketing Club of JSB



ConSight'14, a market research based event organised at Jansons School of business, Coimbatore during Feb. 22- 23, 2014, consisted of 5 different events. After the registration process, which collected the demographic details, all participants were directed to play the games conducted in 5 different stalls. The following were the Research Games:

TWIST YOUR THOUGHTS: An event conducted to identify the gap between the brand image and the brand identity of the Nano Twist by showing the advertisement of Tata Nano and Tata Twist. Direct questions were asked to find this gap and to find the results.

GIVE ME MORE: Give Me More is the event conducted to study the Ranking and Rating of different health drinks (Complan, Boost, Horlicks) wherein three different tasks were given. When a respondent completes a task s/he can earn a vote. The votes were on Nutrition, Health, Variety, Taste, etc. Later all these earned votes were assigned to the Health drinks.

ODD MAN OUT: Odd Man Out is an event conducted to find the preference of respondent in soft drink and Fast Food restaurant categories. The respondent's choice of the soft drink brand was found on being asked to select, by throwing a ball on the preferred brand of soft drink. Then they were provided with a drink in the preferred category and checked out whether the respondent was able to identify the taste of the brand that he/she preferred.

DO OR DIE: This event was conducted to find the brand preference of professionals in FMCG and Apparel categories. When a respondent enters the stall they were given a situation and the respondents were asked to select the FMCG and the Apparel brands from the displayed products, based on one's preference to groom themselves as a professional person for attending a meeting.

FORTUNE CIRCLE: Fortune Circle was conducted with reference to three different products - key chains, coffee mugs, wallets - wherein these products were printed with 12 different zodiac signs and the respondents were asked to select a product from each category based on their preference. If the respondent preferred the products printed with signs other than his/her own, the reason behind the selection was asked and noted.

Around 275 participated in ConSight'14. Participants included students, alumni, faculty and staff.



The Illumina E-Node Business Expo

During Milaap'14 (Feb 22-23, 2014), student members of the Entrepreneurs' Club (E-Node), set up their first business expo, "THE ILLUMINA". It was designed to be a platform to experience the thrill of running a business venture.

The business expo was structured in such a way that there was participation from many students outside the club. A few businesses included selling bags, handicrafts, dress, among others. The most important lesson from this venture was that running a business was a very tricky act, and required a high level of flexibility in thinking and action.

At the end of the two days of the expo, the team came to terms with their own limitations, which would be shared in the further sessions of the club, with a view to overcome these. It was their first taste of how tough and demanding business was.

Interaction with Alumnus

25.03.2014

Mr. C. R. Arun
Think Tower
Coimbatore



Alumnus-2008 Batch

Executive Interaction Programmes

S. No	Date	Guest Name	Title
1	25.01.2014	Dr. V. Prasanna Bhat (Former MD-ITCOT & Advisor-Saudi Arabian Monetary Agency) CORPORATE ADVISOR - Shriram Group, Coimbatore	Practical aspects of Working Capital Management
2	25.01.2014	Dr. V. Prasanna Bhat (Former MD-ITCOT & Advisor-Saudi Arabian Monetary Agency) CORPORATE ADVISOR - Shriram Group, Coimbatore	Strategies followed in Industries
3	05.02.2014	Mr. Srinath Ganesan Program Manager- Governance Risk & Compliance- Products & Services Robert Bosch Engineering and Business Solutions Ltd., Coimbatore	Strategic Enterprise Management - An MNC Perspective
4	07.02.2014	Mr. Ashok R Sankethi Chief Executive Officer Kaybase International Chennai	Marketing Research Applications
5	13.02.2014	Mr. A. Narayanasamy & Mr. R. Vijay Daniel AVP & Regional Manager - Area Sales Bharathi Axa General Insurance	Distribution Management in FMCG & Services
6	27.02.2014	Mr. S. Suyampirakasam Ex-Banker & Currently Head - Credit & Finance Borg Energy India	How to Prepare a Project Report?
7	04.03.2014	Mr. K. Ravi Chief Financial Officer Roots Group of Companies Coimbatore	The Companies Act 2013
8	21.03.2014	Mr. S. Mohanakrishnan TQM Consultant Chennai	Total Quality Management

Academic Activities of Faculty Members

Prof K R Senthivelkumar

Article Published (in Tamil): "Puthumaiyilaiyel Verumai" in the Guest Column 'Brand' in The Hindu (Tamil), January 7, 2014.

Article Published (in Tamil): "Koottaniyil Nattam En?" in the Guest Column 'Brand' in The Hindu (Tamil), January 21, 2014.

Article Published (in Tamil): "Virpanai Yukthiyum Athan Sakthiyum" in the Guest Column 'Brand' in The Hindu (Tamil), February 11, 2014.

Article Published (in Tamil): "Nugarvorai Sendradaiya Noothana Valigal" in the Guest Column 'Brand' in The Hindu (Tamil), February 27, 2014.

Article Published (in Tamil): "Than Mudivai Thane Thedum Sootchumam" in the Guest Column 'Brand' in The Hindu (Tamil), March 13, 2014.

Article Published (in Tamil): "Angadiyil Malarum Brandugal" in the Guest Column 'Brand' in The Hindu (Tamil), March 27, 2014.

Prof T Senthil Kumar

Article Published (co-authored): "Shareholder wealth implications of bank merger announcements in India", European Journal of Economics Finance & Administrative Sciences, Issue 62, January 2014, pp. 49 – 60.

Paper Presented: 'A study on post-reform bank mergers in India: Implications on stock returns and efficiencies', Faculty Forum for Research Scholars, PSG Institute of Management, March 7, 2014.

We welcome your views / suggestions:

jsbnews@jsb.ac.in