



JSB News

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The Quarterly from JSB



JANSONS SCHOOL OF BUSINESS

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

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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

Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world.

- Harriet Tubman

One of the most difficult, but not impossible, acts, is to 'change oneself'. This act of changing oneself has to be a continuous one, for we now live in a world of flux.

There is a nice little story that was documented some 1000 years ago:

When I was a young man, I wanted to change the world.

I found it was difficult to change the world, so I tried to change my nation.

When I found I couldn't change the nation, I began to focus on my town. I couldn't change the town and as an older man, I tried to change my family.

Now, as an old man, I realize the only thing I can change is myself, and suddenly I realize that if long ago I had changed myself, I could have made an impact on my family. My family and I could have made an impact on our town. Their impact could have changed the nation and I could indeed have changed the world.

May you all enjoy this challenging journey of "Changing Yourself", for by doing this, we can "Change the World"!

Godspeed!

YUVAKARYA

A Social Project

Yuvakarya, a social project undertaken by a few students of the 2014 Batch, involved handling Spoken English sessions (for the last 6 months) for the 4th standard students of RC Primary School located at Karumathampatti.

As a way of concluding this project, 43 students of RC Primary School, accompanied by two faculty members of the school, were invited by JSB, to visit its campus on 18th December 2013. Motivational videos were shown, and a drawing competition was conducted as part of the last session. During the day, the students were exposed to using basic functions in computers, with each one of them being taught by one of the students from the 2014 Batch.

The students were provided lunch and evening snacks. They were dropped back at RC Primary School in the evening. As a token of love, each of the students was given a small gift.



EXECUTIVE INTERACTION PROGRAMME

Mr. David Solomonraj

Manager - Business Development, M/s. Chakiat Agencies Pvt. Ltd., Coimbatore

Topic : "Export Procedure & Documentation"

Date : 06-10-2013

ACADEMIC ACTIVITIES OF FACULTY

Prof C Nateson

Article Published (co-authored): "Trends and progress in corporate dividend of selected cement companies in India", Organisational Management Journal, Vol.XXIX.No.3, Oct-Dec 2013.

Served as Subject Expert: PSG College of Technology, as part of ISO Audit conducted by TUVSUD (an ISO organization), December 23-24, 2013.

Prof D Swamy

Paper Presented: "Supermarket Choice Criteria: A Factor Analysis Approach", 7th GLIM (Great Lakes Institute of Management) - NASMEI (North American Society for Marketing Education in India) International Conference on Marketing, GLIM, Chennai, December 27-28, 2013.

Prof K R Senthilvelkumar

Article Published (in Tamil): 'Brand Ennum Mayajalam', The Hindu (Tamil), October 8, 2013.

Article Published (in Tamil): 'Peyar Soottuvathu Sulabama?', The Hindu (Tamil), October 15, 2013.

Article Published (in Tamil): 'Brandin Ellaikkodu Ethu?', The Hindu (Tamil), October 22, 2013.

Article Published (in Tamil): 'Marath Thayara? Vettri Nam Pakkam', The Hindu (Tamil), October 29, 2013.

Article Published (in Tamil): 'Vaadikkaiyalarkalai Thakkavaikkum Vithagam', The Hindu (Tamil), November 4, 2013.

Article Published (in Tamil): 'Vilambarangalin Thakkam', The Hindu (Tamil), November 12, 2013.

Article Published (in Tamil): 'Rebranding Seiyyum Mayam', The Hindu (Tamil), November 19, 2013.

Article Published (in Tamil): 'Ethirparatha Vetri Eppadi Sathiyamakirathu?', The Hindu (Tamil), November 26, 2013.

Article Published (in Tamil): 'Payamae Jayam', The Hindu (Tamil), December 10, 2013.

Article Published (in Tamil): 'Thanithevaiyin Mahathuvam', The Hindu (Tamil), December 24, 2013.

Prof C Suriyaprakash

Workshop Attended: International Post Graduate Medical Training (IPMT) 2013 on "General Anthroposophy", Anthroposophic Medical Society, India Chapter at The Yellow Train, Coimbatore, October 20-27, 2013.

Keynote Address Delivered: "Wisdom Leadership", 35th Anniversary Conference of the Transactional Analysis Study Circle, Madras, Hotel Westin Park, Chennai, December 7, 2013.

Prof T Senthil Kumar

Article Published (e-format): "Effect of interest rate changes on stock returns of select Indian commercial banks", Arth Prabhand: A Journal of Economics and Management', Vol. 2, Issue 11, November 2013.

We welcome your views / suggestions:
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