

JSB NEWS

Issue XIII | Apr - Jun 2012

The Quarterly from JSB

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THE B SCHOOL

JANSONS SCHOOL OF BUSINESS

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



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.



Rated
'A★★'
(State Level-TN) &
'A' (National Level)
by
Credit Analysis & Research Ltd.

Rated at
the **A++** level
by
Business India
[Best B-School Survey, 2011]



“What we think determines what happens to us, so if we want to change our lives, we need to stretch our minds”

- Wayne Dyer

Chairman-Speak

Given a chance, would you do the same task the same way, or would lap up the opportunity to create a change? To change, and to be changed in the process, simply means that we, as educated human beings, are altering our destiny. To challenge the status quo requires energy of a very high order, and an unwavering commitment to the task. This requires grit, determination and a power-packed assiduous attitude.

Sometimes, changes may even engender an uncertain future, but, let us take refuge in the powerful words of **Andre Gide:**

“One doesn't discover new lands without consenting to lose sight of the shore for a very long time”

May you all be Change-Agents!

ACBSP



Jansons School of Business is awarded Initial Accreditation by the Accreditation Council for Business Schools and Programs (ACBSP), USA, for its MBA program, at the accreditation banquet, in the 2012 ACBSP Annual Conference, held during June 15 – 18, 2012, at hotel Baltimore Marriot Waterfront, Baltimore, Maryland, USA. On behalf of JSB, the accreditation certificate was received by our Vice Chairman, Mr. T.N. Thirukumar and by our CEO, Mr. S. Mohan. This accreditation is evidence that JSB is committed to providing the highest quality business education for its students. The initial accreditation is for a 10-year period.

ACBSP accreditation certifies that the teaching and learning processes within the business school at Jansons School of Business, Coimbatore, meet the rigorous educational standards established by ACBSP.

“Jansons School of Business, Coimbatore, has shown its commitment to teaching excellence and to the process of quality improvement by participating in the accreditation process,” said ACBSP Director of Accreditation Steve Parscale. “This accreditation is evidence that Jansons School of Business, Coimbatore, is committed to providing the highest quality business education for its students.”

ACBSP is a leading global specialized accreditation association for business education supporting, celebrating, and rewarding teaching excellence. Established in 1988, ACBSP is the only business accrediting organization for all associate, baccalaureate, and graduate degree programs.

Faculty-Speak

Prof. S.J. Sanu on...

Corporate Governance

A Roadway to Business Ethics

“Good Corporate Governance is about maximizing shareholder value on a sustainable basis while ensuring fairness to all stakeholders: customers, vendor-partners, investors, employees, government and society”

N.R. Narayana Murthy

The economic turbulence and mismanagement which gave birth to **Corporate Governance**, was viewed initially as a mechanism to protect the interest of internal stakeholders, and gained more grounds in its evolution. Now it is viewed as a mechanism to protect the interest of internal stakeholder and external stakeholders, including society. Corporate Governance is viewed as a way of doing business, protecting the interest of the larger group of stakeholders

Business ethics is a set of principles or reasons which would govern the conduct of business whether at individual level or collective level. Business ethics demands a practice which is morally correct as well as not hindering the prospects of internal stakeholders. Corporate Governance provides a road map where the market capitalization is capitalized without adversely affecting the rights of internal and external stakeholders. In a nutshell, corporate governance aims at maximizing shareholders wealth without entering into unethical business practices.

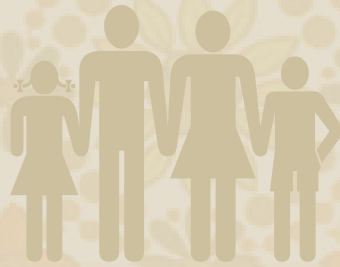
Book of the Season

Making Sense of People: *Decoding the Mysteries of Personality*

By Samuel Barondes

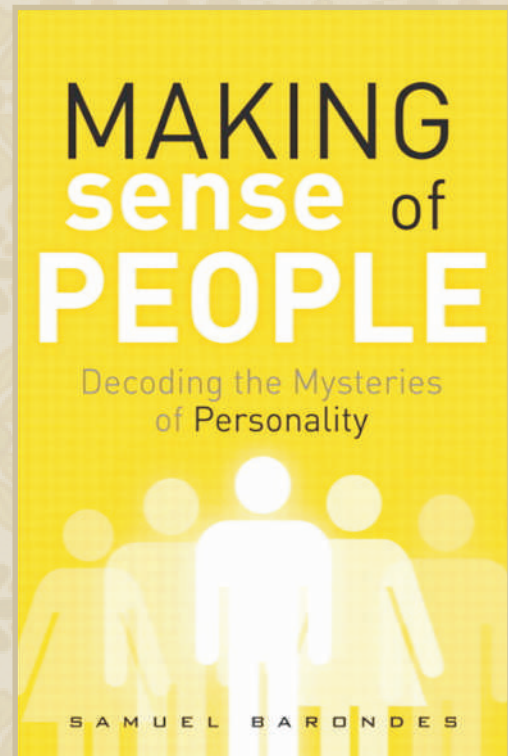
Pearson Education, New Jersey, 2012

ISBN-10: 0-13-217260-7



This book, at its core, once again raises the debate of Nature vs Nurture in human development. It is in the nature of humans to categorise the people around us. However, are we doing a good job of it, or do we even do it the right way?

Oftentimes, we simply listen to a person's story, and hardly take efforts to integrate it with our own critical faculties, states this veteran psycho-analyst. This work re-opens the debate with substantial and newer research findings, to boot. Interesting, but on expected lines.



"The innate ability to size people up is an amazing gift that we take for granted. With it, we form an instantaneous impression of the personality of everyone we meet."

Faculty Information

Prof S KARTHIKEYAN

Resource Person: Delivered lecture on *“Investment Ideas FY2013”* in a series of investor seminars organized by Coimbatore Capital Ltd and National Stock Exchange of India Ltd at Madurai, Tirunelveli, Tuticorin, Tiruchirapalli, Erode and Tanjore during April/May, 2012.

Resource Person: Delivered a lecture on *“Value Investing”* in a seminar organized by Securities and Exchange Board of India in association with National Stock Exchange of India Ltd at Chennai on May 7, 2012.

Prof C SURIYAPRAKASH

Participation in Workshop: Summer School in *Indian Psychology*, organized by Indian Psychology Institute, Pondicherry, May 27-June 26, 2012.

Prof R. KANNAN

Publication: Co-authored, *A Study on the Consumer Perception for Branded Fuels with special reference to Xtrapremium Petrol of Indian Oil Corporation Limited in Coimbatore City*, Srusti Management Review Journal, 5(1), January 2012.



We welcome your views / suggestions:
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Infinite Learning



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