

JANSONS SCHOOL OF BUSINESS

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

JSB News

The Quarterly from JSB

Apr - Jun 2011

Issue IX

CONTENTS

Chairman-Speak

Placement 2011

Our Mentor for ACBSP Accreditation, Dr. Bruce Corrie, visits JSB

JSB-SIFE

Book of the Season

Faculty-Speak

Faculty Information



THE B SCHOOL

Vision

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

To enhance learning through experimentation and exploration by preserving eternal values

Mission



Rated at
the **A++** level
by **Business India**
[Best B-School Survey, 2010]

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

Quality Policy

Chairman-Speak

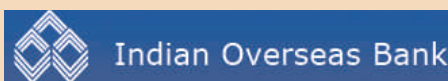
We keep moving forward, opening new doors, and doing new things, because we're curious and curiosity keeps leading us down new paths.

- Walt Disney



With every new experience, comes new learning. During your internships, you would have noticed the clear and thoughtful process of running an office. Business, after all, is order, sheer regimentation, doses of discipline and loads of curiosity. A curious person will discover things, and that by itself is nothing short of a miracle – for, the curious person never stops questioning! However, let me caution you, as Marie Curie would have: **“Be less curious about people and more curious about ideas.”**

Let the horizon of learning widen as you gather more experiences. **All the best!**



TATA CONSULTANCY SERVICES



Placement 2011

Thank You
Corporate India!

Our Mentor for ACBSP Accreditation, Dr. Bruce Corrie, visits JSB



MEMBER



Dr. Bruce Corrie, Dean, College of Business and Organizational Leadership, Concordia University, St. Paul, Minnesota, USA, visited JSB as the Mentor for the ACBSP Accreditation Process, on June 9, 2011. He spent the day in the campus, visiting our facilities and interacted with the faculty members.



JSB-SIFE



JSB is now a member of SIFE.

Students in Free Enterprise (SIFE) is an international organization that gives an opportunity for student members to develop their own localized business models, and work it out in their community. In this way, SIFE is a platform for students to try out new ideas of influencing and touching society in a positive way.

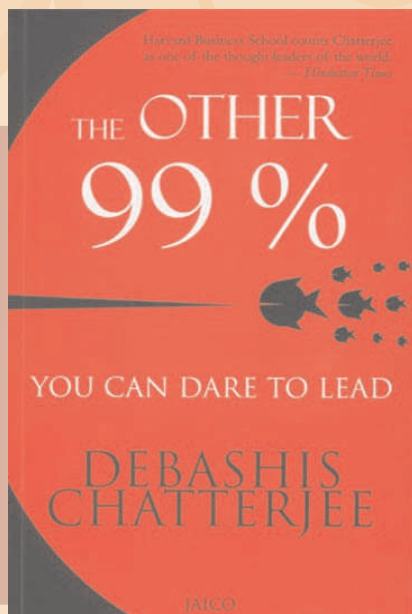
Every year, SIFE organizes competitions at the regional, national and international levels, wherein students' projects are evaluated.

Students from the 2012 Batch participated as Observers in the Regional and National Competitions held recently.

May find more information here: www.sife.org



Book of the Season



The Other 99%: You can dare to lead

By Debashis Chatterjee

Jaico, Mumbai, 2011

"Some studies claim that barely 1% of our genetic switchboard is usually switched on. Most of the times, the other 99% appears to be switched off. During an emergency....the sleeping genes are switched on.....This explains why some people display great capacity for physical effort during a crisis or extreme challenge"

Make learning an important organizational issue. Instead of asking, What I did today?, you can ask, "What did I learn to do differently today?"

Faculty-Speak

Prof. S. Gnanaharan on...

Rural Marketing Challenges

Product Market Mindset to Factor Market Mindset

David Packard very famously once observed that “marketing is too important to be left to marketing department”. A similar sentiment squares with the reality of the day as far Rural Marketing in India is concerned. For, its challenges as well as the opportunities are too big for any one department or breed of professionals. If one looks at the evolution of Rural Marketing in India, one can easily detect three distinct trends. If the first wave was all about rural produce marketing the second one concerned primarily with “input” marketing to the farmers. The third one saw the shift from inputs to “output” by urban marketers to rural people.

The current wave, still a “work in progress” calls for a shift from product market mindset to factor market mindset. That is, making the rural people market - ready by imparting right skills is the challenge ahead. Needless to say, this phase of the rural marketing would have a pronounced role for human resource people as the latter part of the earlier wave had a financial element in view of the growth of micro finance in the rural areas.

Faculty Information

Prof. R. PALANISAMY

- Co-authored "Working Capital Management", Organizational Management Journal, Vol.XXVI, No 4, Jan-March 2011
- Co-authored "Problems faced by Powerloom owners with respect to Somanur Cluster, Coimbatore, Tamilnadu State", Gyan Management, Volume 5, Issue 1, Jan-June 2011

Prof. S. GNANAHARAN

- Resource Person for a presentation on "Market Research – Connecting the Dots", June 23, 2011, at Tata Consultancy Services, Chennai
- Presented "Social Entrepreneurship in Management Education" at the Workshop on Market Solutions for Social Problems, June 24, 2011 at PWDS, Chennai
- Authored "The Money Doctor": a Tata Consultancy Services Smart Manager Case Contest Case Study, The Smart Manager, May-June, 2011

Prof. C. NATESON

- Co-authored "Indian Sugar Industry- An Economic Value Added Perspective", Gumbad Business Review, Vol.5, No.2, Jan -June 2010.
- Co-authored "Working Capital Management", Organizational Management Journal, Vol. XXVI, No 4, Jan-Mar 2011
- Co-authored "Problems faced by Powerloom owners with respect to Somanur Cluster, Coimbatore, Tamilnadu State", Gyan Management, Volume 5, Issue 1, Jan-June 2011

Prof. C. SURIYA PRAKASH

- Resource Person for a Workshop on "Action Learning" at the National Transactional Analysis Conference, May 6-8, 2011, ICTA, Chertala, Kerala
- Presented a paper on "Dharma-Karma And Transformational Leadership: Towards A Leadership Model Rooted In Eastern Philosophy For Sustainable Development In South Asia" at the 11th South Asian Management Forum, May 15-17, 2011, AMDISA, Kathmandu, Nepal
- Resource Person for Session 2 of Diploma in Counselling (TA & NLP) at Ain-o-Salish Kendra, Dhaka Bangladesh from June 7-16, 2011

Prof. V.PARVATHI

- Authored "Outsmarting Decision Paralysis", Stayfit, April 2011

Welcome Aboard!

Prof. C.N.S. Ramnath Babu, Assistant Professor, has over 13 years of corporate experience. He has a BE from NIT, Trichy and an MBA from BIM, Trichy. He has worked in both technical and service fields. His previous employers include Ispat Profiles India Ltd., Mico Bosch, Hindustan Motors Ltd., Reliance Petroleum and Vodafone Essar Cellular Ltd.

He joins JSB as a faculty in the Marketing area.

We welcome your views / suggestions:

jsbnews@jsb.ac.in



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

☎ : 0421-2336161-65 📠 : 0421-2334742 ✉ : info@jsb.ac.in

www.jsb.ac.in