



THE B SCHOOL

The Quarterly from JSB



NEWS

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# 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, 2010)

## Vision

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



## Mission

To enhance learning through experimentation and exploration by preserving eternal 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

## CHAIRMAN-SPEAK



Notwithstanding the surfeit of materials on “Career Success”, most of which make 'Success' look like a contrived blueprint that can be achieved in a blink of an eye, it is important that today's youth are made to believe that 'Success' is the process of having a wonderful experience going for, getting, and having what one wants.

With the world becoming more and more competitive, it becomes necessary for youngsters to know that they should not give in to ephemeral achievements. Success, then, is one of the most personal experiences that one goes through, and let it not be decided by others.

*“Success has a simple formula:  
Do your best !”*

*- SAMEWING*



## PRARAMBH



The new students of the 2013 Batch were given a bio-sterous, yet warm, welcome by the students of the 2012 Batch, during the Induction programme, that was rightly dubbed, PRARAMBH – a new journey unfolds.

Held during August 24 to 26, 2011, it was replete with interesting games and activities, that not only served as ice-breakers, but also proved to be the launching pad for establishing a long-term meaningful relationship between the two batches of students. The induction programme by the senior batch was whiff of relief for the nervous first year students.



The programme was so designed that it included formal components like self-introduction, to informal agenda like the Buddy System. In all, the 3-day programme also served as a curtain raiser for the new students – what to expect from the course and what is expected of them.



*Induction for  
the 2013 Batch*

*- A New Journey Unfolds*



# INDUCTION WITH ALUMNI



Twenty alumni (from the 2008 Batch) spent two interactive days (Aug 27 & 28, 2011) with the current batches of students. The students of the 2013 Batch thoroughly enjoyed the Special Induction session with the alumni.



# ALUMNI @ JSB



Mr. A Abilash & Mr. G Yaagneshwaran (2009 Batch) addressed the students of the 2012 Batch on Sep 18, 2011. The topics discussed during this interactive module included Branding, Services Marketing and Work-life expectations.



## SAMBANDH



### Two-day Spoken English and Computer Basics Training Camp for VIII students of Chellappampalayam Panchayat Union Middle School, Arasur (August 7 & 14, 2011)

Twenty students from Standard VIII of Panchayat Union Middle School, Chellappampalayam, Arasur, visited the JSB campus on Aug 7 & 14, 2011, as part of a Two-day camp, to get trained in Spoken English and Basics in Computer Application. At the end of the two-day camp, every school student was given a Certificate of Appreciation and a Dictionary.



### Independence Day at Ponnakkanni Panchayat Union Middle School (August 15, 2011)

A group of volunteers from the 2012 Batch, made their way into the remote and rural village of Ponnakkanni in Sultanpet Taluk. It was Independence Day, and JSBians wanted to spend the day with the 85 children at the Middle School there. With a plethora of games and activities, that were exciting and stimulating, the school students thoroughly enjoyed the half-day that the volunteers spent at the school. Prizes were given to winners, and all the students were given stationery.



## CLUBS

- ▶▶ Quiz on Indian MNCs
- ▶▶ Rapid Fire on Global Retail Industry
- ▶▶ IPL Bidding
- ▶▶ Banking Quiz
- ▶▶ Impact of Culture in Advertisement
- ▶▶ Prayog - The Finance Quiz
- ▶▶ Let's Negotiate
- ▶▶ ANNUNCIO
- ▶▶ Mix and Match
- ▶▶ Survivor
- ▶▶ Developing BTL Campaign for Kids Wear Outlet
- ▶▶ Team Building
- ▶▶ International Marketing Quiz



## THE FINANCE CLUB



PROMETHEUS' 11

## THE QUIZ CLUB



## THE HR CLUB



## THE MARKETING CLUB



## EXECUTIVE INTERACTION PROGRAMMES

July 29, 2011

**Captain R Vijayakumar, VSM (Retd)**

Executive Director

Madras Management Association

August 06, 2011

**Mr. P Mahesh Babu, BE, MS**

Head-Stores and Inward Logistics

ElgiEquipments Limited, Coimbatore

August 17, 2011

**Prof. S Srinivasan**

Former Head, Dept. of English

PSG CAS, Coimbatore

September 17, 2011

**Mr. Balaji Chakravarthy**

Senior Vice President – Sales & Marketing

Maples ESM Technologies, Chennai

September 19, 2011

**Mr. K P Krishnamurthy**

Head

Matchpoint Career Consultants

September 24, 2011

**Mr. B Shivakumar**

Managing Director

YESCO Flow Control Engines





## FACULTY-SPEAK

**Prof. V. Parvathi on...**

# Job Sculpting

*The New Mantra of Retention*

We know that the paradigm of job is shifting, it's getting challenging day by day. The evidence is all around us. Job descriptions are increasingly deficient as a guide to what people are actually expected to achieve.

Hiring good people is tough but retaining can be even tougher. Particularly in the case of GEN Y, which is achievement-oriented and well groomed to take up challenging responsibilities. They are also the ones who give up and eventually quit.

Ever wondered why? Often times employees leave the organisation saying they are dissatisfied with the organisation or the compensation when in reality the employees leave as the task does not match their life interest. Is there a way to connect? Yes there is and that is through Job Sculpting.

Job sculpting involves creating a customized career path in order to retain talented employees. It's all about aligning career goals. It is a creative new approach to job designing. It is an art of matching people to jobs that allow them to express their life passion.

It's not about matching with what they are good at; but matching with what makes them happy. Simply because, happiness translates into commitment and commitment nurtures engagement and this keeps them from quitting.

In the knowledge economy Job Sculpting is worth the effort, for after all, a company's most important asset is the energy and loyalty of its people!

## BOOK OF THE SEASON

### How to be a Social Entrepreneur , Make Money and change the World .

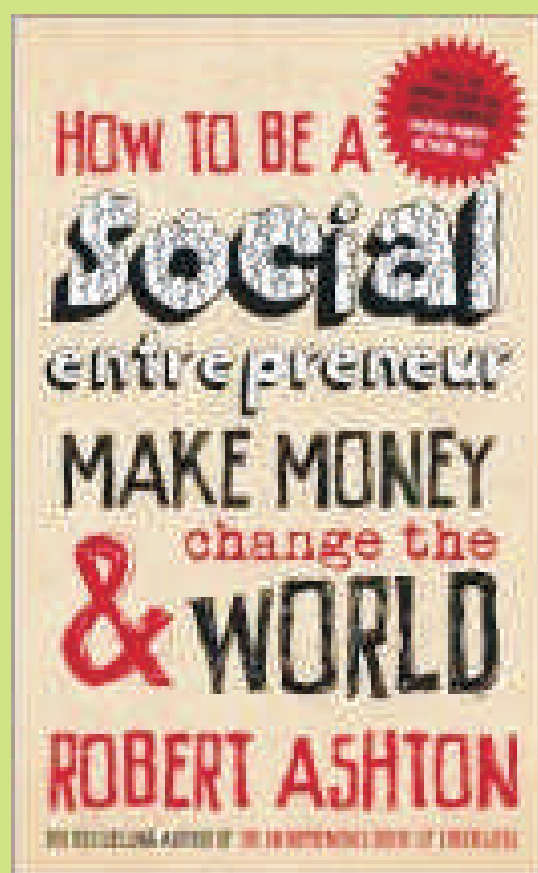
By Robert Ashton

Times Group Books, New Delhi, 2011

ISBN 978-81-265-2982-7

Is this book, trying to challenge the episteme that if you are socially conscious, you cannot make money? Or still further, you 'should' not make money, if you are, even remotely 'philanthropic'? Well, in a way, this book does question this association, but it is more of a 'guide' on how to be a social entrepreneur, rather than get into a theoretical argument!

**“A social entrepreneur is usually someone with a real, urgent passion to change something they feel strongly about”**, says Ashton. Replete with examples, the book throws light on the entrepreneurial styles that go along with social entrepreneurship. Say, for example, a person may feel that he / she has to right the gross injustice in society or may care about water wastage, etc. In all, an entrepreneur's previous experience decides what provokes him/her to start a social enterprise. Enterprising read!



## FACULTY INFORMATION

### PROF. SADASIVAM

#### Publication - Book:

Turmeric Pricing Risk: Assessment and Management Marketing, Lambert Academic Publishing GmbH. Co., August 2011

### PROF. C. SURIYA PRAKASH

Part of VP Research & Innovation, TSTA Exams at the World TA Conference, organized by EATA, ITAA, APPHAT, during 4th to 10th July, 2011

### PROF. V. PARVATHI

#### Workshop:

SYMLOG, organized by Amrita Business School, on 1st July, 2011

#### Conference:

Gibal Manufacturing Systems & Management, organized by Coimbatore Institute of Technology, on 3rd August, 2011

#### Publication- Magazine:

“The Mind Game”, The Business Enterprise, August 2011





We welcome your views / suggestions:

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**Infinite Learning**



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