

Oct - Dec 2011

# JSB News

The Quarterly from JSB

Issue XI



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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

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

**Vision**

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

**Mission**

To enhance learning through experimentation and exploration by preserving eternal values

- ☆ JSB is a member of **ACBSP** – Accreditation Council for Business Schools and Programs. JSB has already initiated the process of getting accredited by ACBSP and its application for candidacy for accreditation has been accepted by ACBSP.
- ☆ JSB is a member of **AACSB** – the Association to Advance Collegiate Schools of Business.

## Chairman-Speak



Many of us may remember this one-line inspiring story: *Every blade of grass has its angel that bends over it and whispers, 'Grow, grow!'* This is ultimately what decides how this human life is to be spent – how inspiring are we to the people around us? At the same time, we must also remember with gratitude those people who have prodded us, consciously or unconsciously, to ensure that we 'Grow & Grow'!

Every time we make an attempt to be better than what we are, we prove to ourselves the purpose of our birth. As Wolfgang von Goethe remarks:

***"Live dangerously and you live right."***

*Wishing You All Well !*

## 5th Graduation Day 2011



It was on a very happy and exuberant note that the Chief Guest of the 5th Graduation Day @ JSB, started his Graduation Day address on Dec 30, 2011. **Padma Shri K Raghavendra Rao, CMD of Orchid Chemicals and Pharmaceuticals Limited, Chennai**, stated upfront that we all lived in “interesting times” – an open, liberalized and a globalised world. And to boot this, he told the Graduates of the 2009 & 2010 Batches, that age was on their side, and they can look forward to nothing less than 50 years of work-life. And just imagine the things that they can fashion during this long innings, exclaimed Shri Rao.

The 150 Graduates listened with interest and rapt attention, when the Chief Guest narrated to them his secret of success – the **Power of Five**: *be passionate in your life, always have a pet project in mind, persevere, develop the ability to anticipate change, and always be open and be humble enough to learn from others.* The Graduation Day Address pepped up the Graduates, and Mr Rao, in his characteristically enthusiastic manner, wished them all the best in their career.



## Alumni @ JSB



**Mr. Tharani Prakash**  
(2009 Batch)

**Mr. S. Raja**  
(2008 Batch)

### Quiz Programme

Batch : 2012

Date : 08-10-2011

### A Career in Retailing for MBAs

Batch : 2012

Date : 17-12-2011



**Ms. G. Surya Saraswathy**  
(2009 Batch)



**Mr. S. Raja**  
(2008 Batch)

### Strategic Management

Batch : 2012

Date : 26-12-2011

## Executive Interaction Programmes

1	01.10.2011	<b>Mr. E. Vijay Balaji,</b> Centre Head, NIIT Limited, Coimbatore.	<i>Selling as a Career for MBAs</i>
2	02.10.2011	<b>Mr. AB. Sivakumar,</b> Manager-HR, Brakes India Limited.	<i>Trends in Management with specific focus on HR and Marketing</i>
3	03.10.2011	<b>Mr.Rangan Mohan,</b> Former President & CEO, Hinduja Global Solutions Ltd.,	<i>Customer Relationship Management</i>
4	03.10.2011	<b>Mr. AB. Sivakumar,</b> Manager-HR, Brakes India Limited.	<i>Performance Management, Role analysis and Balanced Score Card</i>
5	08.10.2011	<b>Mr.Dileep T Abraham</b> Sr. Vice President (Marketing - International Cargo Logistics Division), A V Thomas & Co Ltd.	<i>EXIM Procedure</i>
6	08.10.2011	<b>Mr. Ravi Solomon,</b> Partner, Salt Creatives.	<i>Consumer insights in Advertising</i>
7	09.10.2011	<b>Mr.Aylwin Jerome,</b> Consultant, Infosys Ltd., Mumbai.	<i>Career for MBAs</i>
8	09.10.2011	<b>Mr. Raja Rajan,</b> Associate Consultant, Infosys Ltd., Bangalore.	<i>Career for MBAs</i>
9	15.10.2011	<b>Ms. Colleen D'souza,</b> Regional Manager - HR Mercedes Benz India Ltd., Pune.	<i>My role as an HR Manager</i>
10	15.10.2011	<b>Ms.Santha,</b> Consultant in Social Sector	<i>Role of NGOs in the Rural Marketing</i>
11	15.10.2011	<b>Dr. Krishna Anand</b>	<i>Land Acquisition Bill and its implication for Business and Society</i>
12	12.12.2011	<b>Prof.A.V. Ramana Acharyalu</b> Professor of Strategy, TAPMI, Manipal.	<i>Industry and Competitor Analysis</i>

## Faculty-Speak

*Prof. C.N.S.Ramnath Babu on...*

### Distribution Channels

*Move Beyond Your Current Ones*

Looking beyond the obvious, discovering new ways of doing things and finding new distribution channels is essential in today's fluctuating economic climate.

"Channel innovation" is a way of identifying new ownable and sustainable channels of distribution that naturally fit within the consumer's lifestyle choices. There are only a select number of brands, products and services that fit within the everyday lifestyles of today's busy consumers.

Start to think where your company, business, brand and product attributes fit within the hierarchy of your customer's needs. Then think about how the customer interacts, and inherently, trusts your brand. Then look at where else your customer shops, visits and frequents.

The opportunity to create new markets, tread in uncharted waters, and gain new ground is an essential and much-needed way to look at business growth in today's times. Not only is it a sound business strategy, but who knows, you might just uncover a whole new sustainable revenue stream that can become the benchmark for future business.



## Book of the Season

*Inclusive Growth: A Challenging Opportunity*  
All India Management Association  
New Delhi, 2011, ISBN 978-8323-101-5

*"The impact of economic growth has now cascaded into literally every nook and corner of our country"*

**Mr. Rana Kapoor** (MD & CEO, YES Bank)

Essentially a pot pourri of interesting ideas that were discussed at the 38<sup>th</sup> National Management Convention, organized by AIMA, this small book is a worthy attempt to "unearth the probable approaches" for India to achieve "an all inclusive growth".

Straddling across the realms of Infrastructure, Sustainability, Healthcare and Technology, among others, this compilation is targeted at a group that would want a quick understanding of how policy makers and business people look at India's growth patterns. There is enough and more lessons for readers on how to appreciate and take cognizance of the changes that are taking place in areas like banking, education, etc.

Insightful and useful!

*"If we cannot make people curious about what our organization does, it's going to cost a lot of money to sell what we are trying to sell"*

**Mr. Rajiv Bajaj** (MD, Bajaj Auto)



## Faculty Information

### Prof. S. Gnanaharan

- **Project :** "A Study on the NTFPs for Value Addition in Tamil Nadu", done for *ADI Network*, DATA, Madurai.

### Prof. P. Sadasivam

- **Publication :** "Why Am I Buying It, Neuro Marketing - The Art of Selling to a Person's Brain", *The Business Enterprise*, November, 2011.

### Prof. K.R. Senthivelkumar

- **Participation in MDP:** "Brand Management", organized by *Bharathidasan Institute of Management*, October 14 - 15, 2011.

### Prof. S. Karthikeyan

- **Resource Person :**
  - Spoke on "Trading Strategies For Commodities", Commodity Investor Awareness Programme, organized by Nanayam Vikatan along with Aditya Trading Solutions, October 9, 2011, Madurai.
  - Spoke on "Investor and Information", Regional Investor Seminar, organized by National Stock Exchange of India Ltd and Securities and Exchange Board of India, October 22, 2011, Tiruchirapalli.
  - Spoke on "Trading Strategies For Commodities", Commodity Investor Awareness Programme, organized by Nanayam Vikatan along with Aditya Trading Solutions, November 13, 2011, Chennai.
  - Spoke on "Trading Strategies For Commodities", Commodity Investor Awareness Programme, organized by Nanayam Vikatan along with Aditya Trading Solutions, December 11, 2011, Erode.
  - Spoke on "Capital Market Trends and Prospects for Research", 4<sup>th</sup> International Conference on Emerging Financial Markets, organized by PSG Institute of Management & CIBER, Florida International University, December 29, 2011, Coimbatore.
- **Publication :**
  - "Technical Analysis", *Naanayam Vikatan*, October 2011 – December 2011 (Every 15 Days)

## Faculty Information

### Prof. C. Suriyaprakash

● **Resource Person:**

- Chair, Technical Session on Innovation in Rural and Women Entrepreneurship, National Conference on Innovation and Management, organised by PSGR Krishnammal College for Women, Coimbatore, September 29, 2011.
- Conducted TA 101-Internationally Accredited Introductory Course in Transactional Analysis, Saying Hello! 2011 Regional Meet on TA and Human Development, organised by Asha & Relations, at MEC, Hosur, October 8-9, 2011.
- Resource Faculty for Facilitation and Evaluation, Diploma in Counselling (TA & NLP), Dhaka, Bangladesh, organised by Ain-o-Salish Kendra, Dhaka, Bangladesh and Asha Counselling and Training Services, Coimbatore, November 18-26, 2011.
- Resource Faculty for Action Learning at Navgati, Bangalore, December 1, 2011

**Publication:**

- "Ethics in Organizations: My Eastern Philosophical Perspective", *Transactional Analysis Journal (International)*, 41:2, April 2011.

### Prof. V. Parvathi

● **Conducted Workshop:**

- "Employee Engagement" for Branch Managers of Thulasi Pharmacies India (PVT) Ltd., October 21, 2011.

● **Publication:**

- "Bossology", *The Business Enterprise*, October, 2011.
- "Pitching an Idea", *The Business Enterprise*, November, 2011.
- "Toxic Emotions at Work and What can be done about them", *The Business Enterprise*, November, 2011. (Book Review)
- "A Mid Career Nightmare", *The Business Enterprise*, December, 2011.
- "Monday Blues and Career Crashes", *The Business Enterprise*, December, 2011.

## Welcome Aboard!

**Prof. M. Balathandayuthapani** has 12 years of corporate experience in the areas of corporate sales and channel sales in the media industry, namely with naukri.com, and The Hindu. He has handled interactive sessions for final year MBA student on career prospects during his stay with naukri.com. His areas of interest include Service Marketing and E-Commerce.

He joins JSB as a faculty in the Marketing area.

We welcome your views / suggestions:

[jsbnews@jsb.ac.in](mailto:jsbnews@jsb.ac.in)



Infinite Learning



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Karumathampatti, Coimbatore - 641 659

☎ : 0421-2336161-65    📠 : 0421-2334742    ✉ : [info@jsb.ac.in](mailto:info@jsb.ac.in)

[www.jsb.ac.in](http://www.jsb.ac.in)