



THE B SCHOOL

JANSONS SCHOOL OF BUSINESS

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

JSB News

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Issue V

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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



Was it not unbounded conviction which made the renowned psychologist-philosopher William James, to utter: The best use of life is to spend it for something that outlasts it! Such is the strength of faith in one's ability, and it is this unshakeable gospel that will shape and configure the lives of many MBAs. In the two years of MBA education, every aspiring manager-to-be will come face to face with opportunities that will allow them to create things of lasting impact and importance.

For this, the MBA student must be sensitive and responsive to the changes that are happening around him or her, and must be willing to face them head-long. It is tough, but it is enriching, and rewarding too. Let me remind you of Dolly Parton, "The way I see it, if you want the rainbow, you gotta put up with the rain."

Have a Great Future!

International Memberships

JSB is a member of **AACSB** International – the Association to Advance Collegiate Schools of Business. **AACSB** International is a membership association of educational institutions, business, not-for-profit and government organizations devoted to the advancement of higher education in business administration and management.

JSB is a member of **ACBSP** – Association of Collegiate Business Schools and Programs. **ACBSP** is a leading specialized accreditation association for business education, supporting, celebrating, and rewarding teaching excellence. **JSB** has already initiated the process of getting accredited by **ACBSP** and its application for candidacy for accreditation has been accepted by **ACBSP**.

E-Week Events

JSB, in association with NEN, celebrated the E-Week during 6-13 February, 2010. There were more than 10 different events, such as The Buck Stops Here, Outboxed-Outfoxed, Shooting Stars and Best of Waste. The events would start after the regular classes, and would go well into late evenings. Students had the

opportunity to meet an entrepreneur each day of the E-Week.

This high-voltage week has had a lasting impression in the minds of 2010 and 2011 batches of students.



Alumni Reunion

ALUMNI MEET 2010 – Back to Nest.....was the first alumni meet of JSBians, which was organized on Sunday, February 28, 2010, in an effort to reunite the JSBians who have flown away to the promising land of the corporate.

The event was inaugurated with lighting of the *diya* by the Vice Chairman Mr. T.N. Thirukumar and the CEO Mr. S. Mohan at Padmam

Auditorium. The meet saw students from the first batch (2004) onwards, and it was reunion of sorts, since many were meeting for the first time since leaving their alma mater.

The meet went on till 8:00 pm, and the alumni bade us goodbye, with their hearts and minds brimming with the pleasant thoughts of the ALUMNI MEET 2010.



Value Added Courses

On **“Banking”**, for students of Finance by Mr. P. Mohan, Principal, Staff Training College, Lakshmi Vilas Bank

On **“Intellectual Property Rights”**, for 2010 Batch students by Mr. C.G. Kumar, Advocate, Coimbatore

Executive Interaction Programmes

January 10, 2010	Mr. P. Mohan, Principal, Staff Training College, Lakshmi Vilas Bank, Karur
February 06 & 07, 2010	Mr. P. Mohan, Principal, Staff Training College, Lakshmi Vilas Bank, Karur
February 06, 2010	The First day of the E-Week celebration Chief Guest: Mr.Rajesh Kumar, Founder and Director of FACE, Coimbatore
February 07, 2010	The second day of the E-Week celebration Chief Guest: Mr. Suren Vikash, Founder of "Thunk India", Coimbatore
February 08, 2010	The Third day of the E-Week celebration Chief Guest: Mr. A.Muruganandam, Social entrepreneur, Coimbatore
February 09, 2010	The fourth day of the E-Week celebration Chief Guest: Mrs. Sujatha Krishnan, CEO of Suvai Foods, Coimbatore
February 10, 2010	The Fifth Day of the E-Week celebration Chief Guest: Mr. Tripat P. Singh Entrepreneur & Venture Capitalist, Bangalore
February 11, 2010	The Sixth Day of the E-Week celebration Chief Guest: Mr. Raja, Consultant , NEN, Coimbatore
February 20, 2010	Mr. Oommen Abraham, Vice President-Corporate HR, Cavin Kare Private Limited, Chennai
February 21, 2010	Rotary Club of Coimbatore Uptown organized Youth Leadership Programme, "RYLA"
February 27, 2010	Mr. R. Srinivasan, CFO & Adviser, UCAL Fuel System Ltd., Chennai
March 02, 2010	Mr. S. Gopalakrishnan, Chief Counselor, DISHA
March 06, 2010	Mr. K. Ravi, CFO, ROOTS GROUP, Coimbatore
March 10, 2010	Ms. Lata Ramaseshan, R K Swamy BBDO, Chennai
March 15, 2010	Mr. K. S. Ramesh, Executive Director & CEO (Retd.), CavinKare Private Ltd, Chennai
March 17, 2010	Mr. Satheesh Krishnamurthy, Brand Consultant, Chennai

Book of the Season

Don't Sprint the Marathon by V Raghunathan, HarperCollins, Noida, 2010

“Our preoccupation with the textbooks is probably a pointer to our pre-occupation with the finishing line – namely exams – rather than a focus on the trail – the process of learning”



“Our conventional wisdom of scrambling for a good start in life; imagining the career as failed just because one didn't get the initial flying start or that one promotion.....is flawed. In reality, one can redefine one's life anytime – the earlier, the better.....”

While critiquing the modern system of schooling in India, Raghunathan, an academic who has also had stints in the corporate world, attempts to unearth and bring to light the serene philosophy behind education. The point is that no such philosophy scaffolds the education system in India, which is all the more interested in churning our students who can crack any test and prove themselves brilliant. And, in the bargain, the child loses its ability to 'think', the parents forget to instill the habit of 'reading', and the schools hijack the need to 'awaken the intelligence of the student'. Thus, contemporary India faces the challenge of making every child a sprinter (say, a 100m dash), while what should ideally happen is to the prepare the child for a marathon, and teach him/her the virtues of patient, tolerance and forbearance.

Replete with first person narratives and examples, from Ashwini Nachappa, Narayana Murty, GM Rao to Warren Buffet, Raghunathan has highlighted the need for parents to take and make life easy. They must instill in them nuances of our value system and ensure that they do not needlessly pressure them to 'perform' in exams. All in all, what is essential is that children grow up to be good citizens, who enjoy the process of learning. Kindling read!

Adieu!

Prof R Chandrasekaran (Prof RC) was with JSB for over seven years. Prof RC was handling papers in Operation Research and Production. We wish him good luck for his future!

Faculty Information (January 2010 and June 2010)

Prof R. PALANISAMY

- ◆ Presented a paper on “Optimal Portfolio Investment Strategy, using Nifty 50 and nifty junior” in the Second National Conference on Emerging Trends in Business Strategies Information Systems on 12th Feb.2010 at Thiagaraja's School of Management, Madurai.

Presented a paper, entitled “Impact of store size on impulse purchase with reference to Coimbatore” in a National Level Conference on Global Economy: Paradigms Practices Problems and Prospects on 25th February 2010 at Park Global School of Business Excellence, Coimbatore.

“Optimal Portfolio Construction: Sharpe Single Index Model”, Journal of Public Financial Management, 3 (1), Jan-June 2010.

“Applications of Statistical tools in Library and Information Science Research”, SALIS Journal of Information Management and Technology, 1(1), Jan-June 2010

Prof C. NATESON

- ◆ “Disinvestment in Indian Public Sector Units: An Event Analysis”, Treasury Management, 11 (2), February 2010 (Co-authored).

“Optimal Portfolio Construction using the Single Index Model”, Portfolio Organiser, 11(2), February 2010 (Co-authored).

Welcome On Board!

Prof C Suriyaprakash is an Internationally Accredited Teaching and Supervising Transactional Analyst (TSTA) in the organisational field, he is a Master Practitioner in NLP. He has over two decades experience in the industry, teaching MBAs, industrial training, counselling and consultancy. He joins us as Professor of Human Resources Development, and will be handling papers in HR.

Prof S J Sanu comes to JSB with over four years of exposure to the securities market, with a brief stint in academics. His broad areas of interest include Equity Research and Financial Accounting. He will be handling papers in Finance at JSB.

Prof D. SWAMY

- ◆ “Export and Import Trends in Gems and Jewellery Industry”, ICFAI Reader, 13(2), February 2010, (co-authored)

Prof P. SADASIVAM

- ◆ Organized Rotary Youth Leadership Awards (a Leadership program in association with Rotary Club of Coimbatore Uptown) for students of 2011 Batch, on 21st February 2010.

Prof K.R. SENTHILVELKUMAR

- ◆ “Managing Success” was republished in 'Jetwings', an onboard magazine of Jet Airways in February, 2010 (originally published in 'The Smart Manager' in 2009)

Participated in The Global Accreditation Conference titled, “Regional Accreditation Conference, 2010, Bengaluru” conducted by SEAA and AACSB International in Bengaluru on Feb 22, 2010.

Prof T. SENTHILKUMAR

Participated in the two-day Conference on Emerging Financial Markets, organized by PSG Institute of Management, Coimbatore, during Jan 4-5, 2010

Prof V. PARVATHI

- ◆ “The Assessment Success Mantra”, EzineArticles.com, Jan 2010



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