

JSB News

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THE B SCHOOL



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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.



Chairman-Speak



Every time one sees youth in full force and energy, one is reminded of the Shakespearean adage: We have some salt of our youth in us. It is heartening to see today's youngsters, vying with each other and with this traditional world, to create for themselves a place of pride. They have taken to their hearts that youth comes but once in a lifetime.

All these are clearly indicative of the steadfast and unswerving attitude of the youth. To accomplish things of lasting value, and to be a transformational agent in society, are the very articles of faith that today's youth follow diligently. Aren't we all reminded of the fire that Oliver Wendell Holmes spoke of:

Through our great good fortune, in our youth, our hearts were touched with fire. It was given to us to learn at the outset that life is a profound and passionate thing.

Ashraya Pravesh

Induction for the 2012 Batch

Aashraya Pravesh – “**Entering into a New World**”, was the theme of Induction 2012, which was held on **26th & 27th August 2010**. The first day had formal events that began at 2.30 pm. The freshers were given an introduction about the various Student-run Clubs at JSB. The 2012 Batch were asked to introduce themselves. The latter part of the day witnessed a cultural extravaganza, hosted by the 2011 Batch.

The second day of Induction started at 9 am. The 2012 Batch was divided into twelve teams of ten members each. Various team events like Collage (Business Idea Generation), Know Your World (Treasure Hunt, followed by Quiz), Tabloo (Ice Breaker), India 2050 (where the 2012 Batch were asked to design models and portray how India would be in 2050) and AD-ZAP were organized. India 2050 was a special event that was presided over by Vice-Chairman, Mr.T.N.Thirukumar and the CEO, Mr Mohan. The day saw an enthusiastic participation from 2012 Batch. At the end of all events, feedback was received. The buddy list for this batch was announced.



QUANTUM
From Knowledge to Information

Quantum

A Students' Weekly

During the Induction programme for the 2012 Batch, the students of the 2011 Batch released the first issue of **Quantum – Information in Your Way**, the student-run weekly that captures the latest in the world of business, and informs JSBians about the past, current and future events at JSB.

Interaction with Alumni

Learning from Experiences



Mr.Murali Krishnan, JSBian of the 2008 batch, visited the campus on 11th August, 2010, and interacted with a set of 2011 Batch students. He works for Mahindra & Mahindra - Farm Equipment Division, Bangalore. He emphasised the need to be adaptive, have a sense of application (of knowledge learnt in textbooks) and asked them to be proactive in nature. These, he considered, to be the three key attributes for succeeding in today's

corporate world. He screened a couple of inspiring video clips to motivate the students and reiterated how handicaps can become strengths, and how problems could become opportunities.

Mr.Tharani Prakash, JSBian of the 2009 Batch, who works for Axis Bank's FOREX Department - Coimbatore, spent his time with the 2011 Batch students in the finance stream, on 28th August, 2010. During the interaction, students were exposed to the nuances and dynamics of FOREX operations in a bank. Starting with the basics of FOREX operations, Mr.Tharani took the enthusiastic group of students to the complex world of exchange rate mechanism/determinants and the quotations of pricing FOREX currencies. The session came to an end after he challenged the group of students to solve a couple of basic problems on buying and selling in the foreign exchange market.



Sambandh

Improving Lives and Livelihoods

This is a programme that was kick-started in July 2010. Sambandh means "relationship" and this programme includes visiting old age homes and orphanages, and spending time with the inmates. The activities planned and being carried out this year include:



- ✿ Teaching English
- ✿ Teaching Games
- ✿ Conducting Drawing Competitions
- ✿ Conducting Sports Events



Yoga @ JSB

Wellness for the 2012 Batch

During **Sep 14th to Oct 1st, 2010**, Yoga sessions were conducted for the 2012 Batch. Conducted between 6.45 am and 8.00 am, the



sessions taught the students the basics of



asanas and served as an introduction to Pranayama (the breathing exercises). Tips on improving concentration and advice on food intake were also a part of the programme.

Workshop on Advertisement

September 18, 2010

Students of the 2011 Batch, with Integrated Marketing Communication and Consumer Behaviour papers as electives, were the audience for the one-day workshop by **Mr. Ravindran Solomon, Partner, Salt Creatives, Chennai**

The core idea behind this workshop was to throw light on understanding the needs / desires of various categories of customers - women, kids and men, and how those have changed over a period of time.

Successful advertisements were screened, along with some failed ones, with a view to drive home the point on what constituted a winning communication. One day earlier, students were given topics and asked to prepare commercials, which were screened on the day of the workshop. Discussion on the advertisements prepared by the students was the final part of the workshop.

Executive Interaction Programmes

S.No.	Date	Speaker	Organisation	Topic
1.	28.07.2010	Mr. Gibson G Vedamani Executive Director - Retail	Kirtilal Kalidas & Co.	Retailing in India
2.	07.08.2010	Mr. R Sankar CEO	C&S Retail	Sales Management
3.	11.08.2010	Mr. Pradeep Philipose Former Country Head	Sharadha Terry Products Ltd.	Emerging Trends in Modern Marketing
4.	20.09.2010	Mr. K. P. Krishnamurthi Head- Corporate	Match Point	Career Opportunities in HR and Finance



Faculty Information

✿ Prof. S. Gnanaharan & Prof. R. Palanisamy

Acted as Resource Persons – Faculty Development Programme at Venkateswara Institute of Information Technology and Management, July 17, 2010.

✿ Prof. R. Palanisamy

Participated in National Level Faculty Development Programme on **Work Life Balance** conducted by Jain University in Bangalore, September 18, 2010.

✿ Prof. C. Suriyaprakash

Participated in International Programme on **Eric Berne Centenary Conference** conducted by International Transactional Analysis Association, Oakland, USA, during August 9-17, 2010.

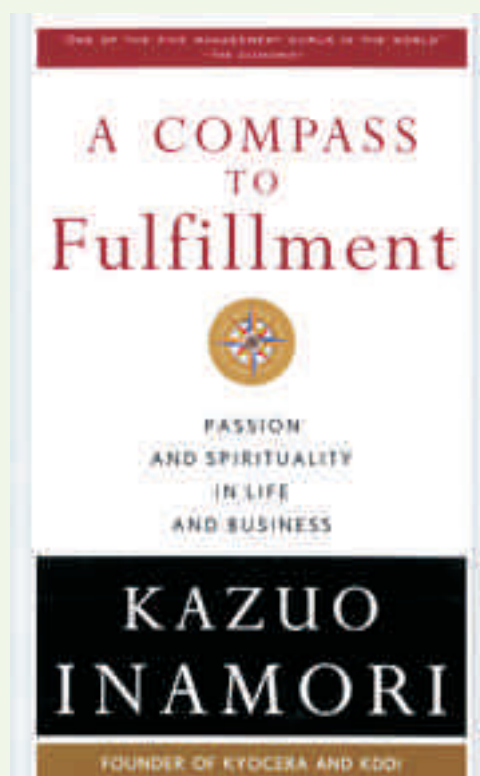
Book of the Season

A Compass to Fulfillment: Passion and Spirituality in Life and Business by Kazuo Inamori, Tata McGraw Hill, New Delhi, 2010

“I concluded that the moral and ethical guidelines that determine right from wrong, good deeds from bad, and permissible behavior from impermissible, could be applied directly to management-policy and decision making criteria.”

Be it the world of nature, or the arena of business, don't we all feel the boundless sense of curiosity and peace, when we devote ourselves completely to the task at hand? This, according to Kazuo Inamori, the founder of Kyocera and KDDI, Japan, is the meaning of the Buddhist precept, **Shojin** – “to fully focus on the task before you”. Inamori's first person narrative of his trials and tribulations during his younger days in Japan, brings to fore the need to be passionate and sanguine. In this book, he tackles the question of why and how it is difficult, yet important, to be both spiritually-rich and personally-plentiful. And, of course, the issue of what it means to do business in a world that often anoints scandalous deals, running in billions, is also well attacked.

In his world view, both life and business are simple; it is we who make them complicated. Giving the reader many examples from his personal life, the author aims to state the sacredness of the place we work, and firmly believes that God permeates our workplace. Besides talking about the Kyoto Prize (the Japanese Nobel Prize) that he was instrumental in bringing out, Inamori also delineates his own stand on a variety of issues like the essentiality of leadership, how to treat employees, importance of family, an encouraging work culture, need for gratitude, among others. After all, having seen the ups and downs in the world of commerce, Inamori is convinced that having wrong morals leads people astray. Enlightening read!



“It does not matter what one's occupation is. Hard work in one's profession, regardless if it is shrine carpentry, cabinetmaking, tailoring, farming, fishing, and so on, is the means for refining our souls and elevating our character. Fostering an understanding of what it means to work should be a major focus of the education system.”

Club Activities

For the period July - September, 2010, the following were the activities of the Students' Clubs:





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