



JSB News

The Quarterly from Jansons School of Business

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THE B SCHOOL

JANSONS SCHOOL OF BUSINESS (Autonomous)

Approved by AICTE | Affiliated to Bharathiar University | Accredited by NBA
An ISO 9001:2008 Certified Institution
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Rated at the A++ level by Business India
[Best B-School Survey, 2015]

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.



To enhance learning through experimentation and exploration by preserving eternal values.

MISSION

JSB is a member of AACSB
[The Association to Advance Collegiate Schools of Business]

Chairman-Speak



Rtn. MPHF. T.N. Natarajan

**“Adopt the pace of nature:
her secret is patience.”**

~ Ralph Waldo Emerson

Greetings!

If you look around yourself, you will see that people are so busy, restless and unsatisfied. Have you ever thought about why this is so? In this hedonistic world, it is not just greed that is the harbinger of your discontent; it is impatience!

A person who develops the ability of forbearance, lives a peaceful and fulfilling life. Let not impatience take a toll on your ability to think and act. Always remember these wise words of **Patricia Akins**: "Before you make a life changing decision, think on it for 24 hours."



All the Best !

Case Conference 2016 : In Collaboration with The Case Centre, UK

Date : May 23-24, 2016

Jansons School of Business organised Case Conference 2016 in collaboration with The Case Centre, UK during May 23-24, 2016. Eminent Professors from several B-Schools in the country presented the cases authored by them in the Case Contest on Day 1. Dr. Sanjeev Prashar, Professor – Marketing, Indian Institute of Management, Raipur chaired the Marketing Management Track presentations and Dr. S.S.Ganesh, Professor, Amrita School of Business, Coimbatore chaired the Human Resource Management Track presentations. All the cases shortlisted for the presentation in Case Conference 2016 are to be published in the forthcoming edition of 'CASTLE' – The Case Journal of Jansons School of Business.

Dr. Sanjeev Prashar and Dr. S.S.Ganesh provided their expert inputs on Case Development in their respective sessions in the Case Workshop organised on Day 2. Rtn. PHF.T.S Natarajan, Chairman, Jansons Foundation presided over the Valedictory Function of Case Conference 2016 organised in the evening of Day 2 and Dr. Vikram Ramakrishnan, MBBS, FRCS, MBA (INSEAD), Advisor, CS Academy, Coimbatore was the Chief Guest. Sri. T.N. Thirukumar, Vice Chairman, Jansons Foundation, Prof. S. Mohan, CEO, Jansons Institutions and Prof. N. Chandrasekaran, Director, Jansons School of Business, graced the occasion.

 **The following is the list of winners of the Case Contest** 

Track	Prize	Case and the respective Author
Track 1: Marketing Management	First Prize and Cash Award of Rs. 50,000	The Making of an Indian Film – John Snow and his right move By Dr.Ganes M Pandya , T A Pai Management Institute (TAPMI), Manipal
	Second Prize and Cash Award of Rs. 30,000	Will Beedi Industry go up in smoke? A Case Study By Dr.T.Dheepa , Prof. R. Mohan and Dr.G.Barani , Kongu Engineering College, Erode
	Third Prize and Cash Award of Rs. 20,000	Green Valley Coconut Oils (GVO) By Prof. Cris Abraham Kochukalam , Prof. Maurice Jason Peters and Sibi K.Joseph Berchmans Institute of Management Studies, Changanassery, Kerala
Track 2: Human Resource Management	First Prize and Cash Award of Rs. 50,000	Aligning HRM Practices with employee expectations – A herculean task at Axiom BPM By Dr.Vidya Suresh and Prof. Kundhavai Santharam , Thiagarajar School of Management, Madurai
	Second Prize and Cash Award of Rs. 30,000	SBI: No more the laid-back giant By Prof. Jaidev Poomath Kochi Business School, Ernakulam
	Third Prize and Cash Award of Rs. 20,000	To be or Not to be By Dr. R. Radha , Ramaiah Institute of Management Studies, Bangalore

ACADEMIC ACTIVITIES

Prof C Nateson

PhD Public Viva-Voce of Candidate: Prof. R. Palaniswamy, under his Supervision, Jansons School of Business, Coimbatore, Apr 9, 2016

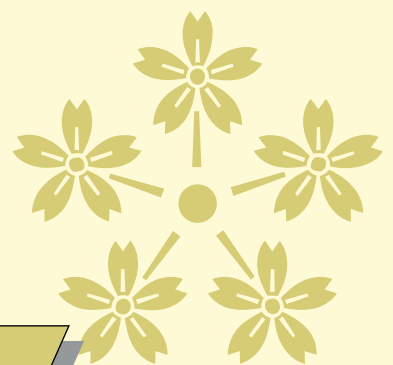
Prof D Swamy

Resource Faculty: Invited by the MBA Department, Madanapalle Institute of Technology & Science (Autonomous), as an expert for the Mock NBA Accreditation, Apr 2, 2016

Attended Programme: Module-1 of Ind-IB 2016-2017 Programme, organised by Academy of International Business (AIB) India Chapter, at IIM, Indore, Apr 20-21, 2016

Prof C Suriyaprakash

Workshop Attended: "Stewardship for New Emergence: Stage 2", organized by TISS, Mumbai and Auroville Foundation, Unity Pavilion, Auroville, Apr 3-6, 2016



We welcome your views / suggestions:

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