

The Quarterly from Jansons School of Business

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THE B SCHOOL

JSB NEWS



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JANSONS SCHOOL OF BUSINESS

(Autonomous)

Approved by AICTE | Affiliated to Bharathiar University | Accredited by NBA

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Vision

To be a quintessentially practical Business School, developing managers and entrepreneurs who would be game-changers in management and leadership practices.

Mission

To enrich the learning experience by questioning assumptions, thinking deeply, and by creating avenues for hands-on enquiry, in an atmosphere of mutual respect, with an aim to serve business and society at large.

Quality Policy

Jansons School of Business 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.

Rated at the A++ level by Business India Best B- School Survey, 2020

Chairman - Speak



Rtn. MPHF. T. S. Natarajan

Working Smart

Interested to share about 'The five-hour rule' which focuses on enlightening an individual with reading and learning. The 5-hour Rule is earnestly followed by Bill Gates and Barack Obama. This rule was framed based on the life of Benjamin Franklin. Every day of Benjamin starts with about an hour of intensive learning. Having his learning as foundation, he crafted his personal goals and also, continuously review the progress. His deliberative learning has facilitated him in correcting himself and progress towards his goals.

In this context, I would like to cite a quote which I like is:

“The more that you read, the more things you will know, the more that you learn, the more places you'll go.” — Dr. Seuss

Five- hour rule means a systematic practice of allocating one hour a day on Monday to Friday. This principle is an effective way for working smarter towards success, since working harder at a stretch for length hours is not as effective as working smarter. This way of learning will develop your intellectual capacity and supports for your self-improvement.

Events

MIRA 2022

Induction for the 2024 Batch Students

The induction ceremony for the batch of 2024 "MIRA-2022" was conducted at Padmam auditorium from 22-24.09.2022. On the first day of the ceremony, the gathering was welcomed by the batch of 2023 followed by a note on the meaning of MIRA, "MIRA- the Ocean". The session continued with Tamil Thaivazthu.

After the welcome speech, the students of the 2024 batch were greeted with a video about the college and seniors. Subsequently, the batch of 2024 was divided into ten teams for team-building activities. Various indoor and outdoor activities like Tower Building, IPL Auction, Treasure Hunt, and, Tug of War were conducted with the idea of making the batch understand the power of working as a team.

After two and half days of various indoor and outdoor activities, the juniors were treated to a cultural extravaganza, which was followed by a feedback session. The batch of 2024 actively participated and shared their feedback



Events

MIRA 2022

Induction for the 2024 Batch Students



Orientation Programme for the 2024 Batch

Students of the batch 2024 underwent an orientation session on the 26-29.09.2022.

The students were briefed about the nuances of Managerial Communication.

A JAM (Just a minute) session was organised for the entire batch to exhibit their presentation skills. The students presented their views on diverse topics like "The person I admire the most", "If I have the power to make a change", "The power of No", "My dream", "The best part of my life, etc."

The event "Draw the picture without looking at it", was organised to make the students understand and apply the intricacies involved in group communication. The entire batch participated in all the events with a lot of zeal and interest.

The orientation session concluded with a Business Quiz Competition.



Alumni Interaction Programme (AIP)

Guest Speaker : Mr. Ganesh Kumar J
(Alumnus - 2012 Batch)
Manager HR,
Aathava Garments India (P) Ltd.,
(A Division of Chennai Silks)
Coimbatore

Date : 30.09.2022
Time : 9.30 AM to 11.00 AM
Venue : Padmam Auditorium
Batch : 2024



Guest Speaker : Ms. Jasmine
(Alumnus - 2012 Batch)
Founder and Psychotherapist,
Eliora - Counselling & Psychotherapy,
Trichy.

Date : 30.09.2022
Time : 11.30 AM to 1.00 PM
Venue : Padmam Auditorium
Batch : 2024



Guest Speaker : Ms. Kavya S
(Alumnus - 2018 Batch)
Senior Executive HR,
PwC India,
Bangalore.

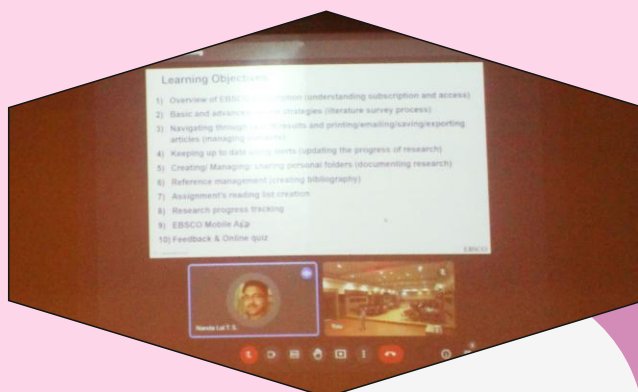
Date : 30.09.2022
Time : 2.30 PM to 4.00 PM
Venue : Padmam Auditorium
Batch : 2024



Online EBSCO Orientation Programme

Guest Speaker : Mr. T. S. Nanda Lal,
Senior Training Manager,
EBSCO Information Services (I) Pvt. Ltd.
New Delhi.

Date : 30.09.2022
Time : 4.15 PM - 5.15 PM
Venue : Padmam Auditorium
Batch : 2024



Academic Activities

Prof. Dr. C. Suriyaprakash

Facilitated Workshop: "Empowering Conversations" - 2-day training for HR team, Mahindra Leadership University, Nashik, 5-6 & 8-9.09.2022

Prof. Dr. J. Shanthilakshmi

Attended the People Matters Tech HR India Conference 2022 on 4-5.08.2022 on virtual Platform

Prof. Dr. Devi Premnath

ONLINE CERTIFICATIONS

Completed an Online course (Udemy) on "SAP for beginners course: SAP with ERP practice, course completed on 29.07.2022

Structural Equational modelling using AMOS, 16–20.08.2022, conducted by ASBM University, Bhubaneswar

PUBLICATIONS

Co-authored an article titled "The study on the usage pattern of OTT platform by women with special reference to Coimbatore city in the International Journal of Research and Analytical Reviews (IJRAR), Paper ID: IJRAR22C1968, E-ISSN – 2348-1269, P-ISSN-2349-5138, Volume 9, Issue 3, August 2022.



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We welcome your views / suggestions :
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