

The Quarterly from Jansons School of Business

# JSB NEWS

ISSUE XL  
JAN - MAR 2019

## INSIDE



- Chairman-Speak
- Milaap 2019
- Srujana 2K19
- Ninaivugal 2019
- Alumni Interaction Programme
- Workshop on Entrepreneurship
- Workshop on NBFCs
- FDP on Bloom's Taxonomy
- Workshop on UAV
- Executive Interaction Programme
- Academic Activities



THE B SCHOOL

## JANSONS SCHOOL OF BUSINESS

(Autonomous)

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

Karumathampatti, Coimbatore - 641 659

Phone: 0421-2336161-65 | Fax: 0421-2334742 | E-mail: info@jsb.ac.in

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



## 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, 2017

JSB is member of AACSB  
Association to Advance Collegiate Schools of Business

## Chairman-Speak



Rtn. MPHF. T. S. Natarajan

Never give in to short-cuts in life, for they make you feel indecorous and discomposed. While you keep this mind, let me tell you something similar: Never, in your life, belittle anyone. Understand that you can learn something from everyone you meet.

This will make you less arrogant and prideful. Eckhart Tolle puts it succinctly: *“In essence, you are neither inferior nor superior to anyone. True self-esteem and true humility arise out of that realization.”*

*Best Wishes!*

## Milaap 2019

Milaap 2019, the JSB Alumni Meet was held at Padmam Auditorium on January 27, 2019. About 80 alumni had come for the event. The event started at 10.30 am with Alumni Network Interaction, and was followed by domain-specific student interaction with specific groups of Alumni. Job offers, experiences at corporate offices and internships were discussed. In the evening, there was a colorful cultural show by the current 2019 and 2020 Batches. The Alumni promised to strengthen the network in the coming years.



# SRUJANA

INTERCOLLEGIATE TALENT FEST  
FOR UG STUDENTS

**Srujana 2K19**, the flagship student-led event of Jansons School of Business was a grand success with a myriad of events being hosted by the students. Srujana 2K19, a two-day event, was held on March 7th & 8th, 2019. The event saw 274 students from 30 colleges across Tamil Nadu congregating in the campus. A whopping Rs.2,00,000 as cash prizes were given away for various events conducted.

The participating colleges include Central Law College, Salem, Kongu Arts & Science College, Erode, Sir Issac Newton College of Engineering & Technology, Nagapatinam, St. Joseph's College, Trichy, Jamal Mohammed College, Trichy, Bharathiyar College of Arts and Science for Women, Arignar Anna Government Arts and Science College, Karaikal, Dr. Mahalingam College of Engineering and Technology, Pollachi, and a few colleges from Coimbatore.



# SRUJANA

INTERCOLLEGIATE TALENT FEST  
FOR UG STUDENTS

The students of Sri Ramakrishna College of Arts and Science, Coimbatore, took home the Overall Trophy of Srujana 2K19. The prizes were distributed in the Valedictory Ceremony on March 8th, 2019.

The grand success of Srujana 2K19 is attributed to the excellent coordination and exemplary organising skills of the students of Jansons School of Business.



# Ninaivugal '19

Farewell for the 2019 batch | March 31, 2019



## Alumni Interaction Programme

Speaker: Ms. Durga,  
(Alumnus - 2010 Batch),  
Director,  
recruitinghub.com

Batch : 2020

Date : 8-2-2019 & 15-3-2019



## Workshop on Entrepreneurship

Batch : 2019 & 2020  
(Registered Students)

Date : 29-01-2019 to 01-02-2019

Time : 9.00 AM to 5.00 PM



## Workshop on NBFCs - Competitive or Complement to Banking

Resource

Person : Dr. R. Shanmugasundaram,  
AGM, RBI,  
Chennai.

Batch : 2019 (CB Students)

Date : 02-02-2019

Time : 9.30 AM to 5.00 PM





## FDP on Bloom's Taxonomy

### Resource

Person : Prof. B. V. Krishnamurthy,  
Expert in assessment,  
quality and accreditation.

Date : 02-02-2019 to 03-02-2019

Time : 8.30 AM to 4.30 PM



## Workshop on "UAV and its application in area of Marketing and Information Technology"

### Resource

Persons : Mr. G. Pravinrajasekar,  
Head, Administration &  
Marketing,  
AFI Technologies,  
Coimbatore.

Mr. L. Karthikeyan,  
Senior Instructor (Training)  
AFI Technologies,  
Coimbatore.

Batch : 2019 (Marketing & System  
Students)

Date : 06-02-2019

Time : 11.00 AM to 1.00 PM



## Executive Interaction Programme

S. No.	Date	Resource Person	Designation & Affiliation	Topic	Batch
1	14.02.2019	<b>Ms. Madhuri Pothuru</b>	Assistant General Manager - HR Cisco Systems Bengaluru	ABCDE model for training intervention	2019 TD Students
2	18.02.2019	<b>Ms. Ranjana Singhal</b>	Assistant General Manager - HR Cisco Systems Bengaluru	Mantras for Successful Entrepreneurship	2019 & 2020
3	19.02.2019	<b>Mr. Pratap Singh</b>	Head - Marketing (Consumer Appliances) ELGI Ultra Industries, Coimbatore	Sales and Channel Management	2019 SM & SDM Students
4	25.02.2019	<b>Mr. S. Sankar</b>	Regional Risk Officer M/s IVB Ltd. Coimbatore	Discussion on Credit Appraisal	2019 CB Students
5	04.03.2019	<b>Mr. N. Rengaraj</b>	Chief Financial Officer L.G.Balakrishnan & Bros Ltd Coimbatore	Leverages in Business	2020
6	14.03.2019	<b>Mr. Ashok R Sankethi</b>	CEO Kaybase Chennai	Marketing Research Applications	2020
7	20.03.2019	<b>Mr. V. Muralidharan</b>	Principal Consultant and Founder MaPS Retail Resources Chennai	Retail Management Decisions	2019 RM Students
8	21.03.2019 & 22.03.2019	<b>Mr. Sivarajah</b>	CEO Nativelead Foundation Madurai	Business Plan - components, preparation and presentation	2020

## Academic Activities

### Prof. C. Nateson

- **PhD Viva Voce of Candidate:**  
Mr. P. T. Muralidharan (Part-time), under his supervision, Jansons School of Business, Coimbatore, February 8, 2019
- **PhD Viva Voce of Candidate:**  
Mr. R. Thangaraju (Part-time), under his supervision, Jansons School of Business, Coimbatore, March 22, 2019

### Prof. C. Suriyaprakash

- **Workshop Facilitated:**  
Multi-Level Learning on theme 'Individual and Groups', South Asian Association of Transactional Analysts, Hotel Westin Park, Chennai, January 5-6, 2019
- **Corporate Workshop Conducted:**  
TA 101: Official International Introductory Course on Transactional Analysis, Abbott, Mumbai at Mussoorie, February 25-26, 2019

We welcome your views / Suggestions :  
[jsbnews@jsb.ac.in](mailto:jsbnews@jsb.ac.in)

