

The Quarterly from Jansons School of Business

JSB News

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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, 2017]

Vision

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



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 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.

Mission

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

Chairman-Speak



Rtn. MPHF. T.S. Natarajan

Greetings!

I chanced to come across a very interesting quote: **People who wonder whether the glass is half empty or half full are missing the point – the glass is refillable!** What an interesting way of looking beyond the obvious! My wish for you is that you must develop this useful ability to see beyond what is usually considered apparent and evident. This is a skill that can be learnt, provided you are inquisitive enough.

“ You get in life what you have the courage to ask for. ”

- Oprah Winfrey -

May you all be happy and prosperous!

Good Luck!

The Ideators'18

All India Startup Business Plan Competition

The Second Edition of the “The Ideators” – an All India Startup Business Plan contest ended in great style with 6 student teams from two tracks (UG & PG) emerging as winners. The Awards ceremony was held at Jansons School of Business, Coimbatore on Feb 7, 2018.

Jansons School of Business, in association with Nativelead Foundation, announced “The Ideators '18” contest for students and mainstream startups in December 2017. 36 entries from UG track and 30 entries from PG track were received from various parts of the country. Amongst which 29 entries from UG track and 24 student entries from PG track were shortlisted for the second round. The Qualifier round was held on Feb 6, 2018 at the Jansons School of Business, Coimbatore. The final round (Decider round) of the event was held at the same venue on Feb 7, 2018. Participants were from many reputed institutions across India, including Bhavan's Vivekanda College, Hyderabad, GITAM Vishakapatnam, Great Lakes Institute of Management, Chennai, Kirtoskar Institute of Advanced Management Studies, Karnataka, PSG Institute of Management, Coimbatore, Thiagarajar School of Management, Madurai, MOP Vaishnav College for Women, Chennai, ICAR National Academy of Agricultural Research Management, Hyderabad and Kongu Engineering College, Erode.

A panel discussion on the topic “**Startups-Opportunities and Challenges**” was held as part of the event. The following were the panelists:

Mr. V.Arun Kumar, Founder – Zucca Pizzeria, Coimbatore

Mr. Gijs Spoor, Ashoka Fellow & Social Entrepreneur, Auroville

Mr. M.Balamurali Senthil, Chairman & CEO – KM World, Madurai

Ms. M.Deepa, Founder & CEO, Some More Foods, Tirupur

Mr. Sivarajah, Founder & President of Nativelead Foundation moderated the panel discussion.

The panelists shared their success stories and provided valuable insights to the budding entrepreneurs who were present in the event.

Mr. K. Premnath, Founder, Point Perfect Technology Solutions, Coimbatore, was the Chief Guest for the valedictory function. In his address to the participants, he shared his thoughts about the start-up concepts and the need for the passion and perseverance for success in entrepreneurial journey. He then presented the awards to the winners.

UG Track

First Prize of Rs.50,000/-

Kongu Engineering College, Erode

Second Prize of Rs. 30,000/-

Pandian Saraswathi Yadav Engineering College, Madurai

Third Prize of Rs.20,000/-

Kongu Engineering College, Erode

Consolation Prizes of Rs.10,000/- each

Pandian Saraswathi Yadav Engineering College, Madurai
Bhavan's Vivekananda College, Hyderabad.

PG Track

First Prize of Rs.50,000/-

MOP Vaishnav, Chennai

Second Prize of Rs. 30,000/-

ICAR-NAARM, Hyderabad

Third Prize of Rs.20,000/-

Bhavan's Vivekananda College, Hyderabad.

Consolation Prizes of Rs.10,000/- each

Great Lakes Institute of Management, Chennai
Vasavi Vidya Trust, Salem.

Mr. T.N.Thirukumar, Vice-Chairman, Jansons Foundation presided over the event. The event was graced by **Mr. S. Mohan**, CEO of Jansons Institutions, along with the students & faculty members of Jansons School of Business.

The MBA students of Jansons School of Business co-ordinated the competition, panel discussion and the valedictory function.

An Intercollegiate Talent Fest

The Inaugural edition of Inter Collegiate Talent Fest “SRUJANA” ended in great style with Engineering and Arts & Science students from as many as 28 colleges from across Tamil Nadu participating in the event. Winners were rewarded with the total cash prizes of around Rs. 2,00,000/-, in the Awards ceremony that was held at Jansons School of Business, Coimbatore on March 9, 2018. **The cash prizes were sponsored by the apparel brand JDC.**

Srujana had a variety of events: BEST MANAGER – CHANAKYA (Flagship Event), General Quiz – inQUIZitive, MARKETING – Hawkers, PHOTOGRAPHY – Carpe diem, CULTURALS - Nutso (4Events) and IPL auction bidding. The Preliminary and Qualifier rounds were held on March 8 and Final rounds of all the events were held on March 9. Participants came from many institutions across Tamil Nadu.

Mr. Suresh Sambandam, the Founder and CEO Orange Scape Technologies Private Limited was the Chief Guest for the Valedictory function. His keynote address was inspirational and informative. He shared his insightful ideas on the uniqueness and growth of Tamil Nadu as a state. He presented the awards to the Winners.

The following teams won the 1st and 2nd Prizes:

BEST MANAGER (CHANAKYA): Ms. Rukhia Khader from PSGR KRISHNAMMAL College won the 1st Prize of Rs. 15,000.

QUIZ (inQUIZitive): Bannari Amman Institute of Technology won the 1st Prize of Rs. 15,000 & Kongu Engineering College won the 2nd Prize of Rs. 10,000.

MARKETING (Hawkers): SNS College of Technology won the 1st Prize of Rs. 15,000 & PSG College of Arts and Science won the 2nd Prize of Rs. 10,000.

PHOTOGRAPHY (Carpe diem): Rathinam College of Arts and Science won the 1st Prize of Rs. 10,000 & also won the 2nd Prize of Rs. 7,000.

SOLO DANCE: Mookambigai College of Engineering won the 1st Prize of Rs. 10,000 & Oxford Engineering College won the 2nd Prize of Rs. 7,000.

SINGING: Hindusthan Institute of Technology won the 1st Prize of Rs. 5,000 & Sri Ramakrishna College of Arts and Science won the 2nd Prize of Rs. 3,000.

TALENTINA: PSG College of Arts and Science won the 1st Prize of Rs. 15,000 & Sri Ramakrishna College of Arts and Science won the 2nd Prize of Rs. 10,000.

GROUP DANCE: Thiagarajar College of Engineering won the Special Prize of Rs. 12,000.

OVERALL CHAMPIONSHIP was won by PSG College of Arts and Science, Coimbatore.

The MBA students of Jansons School of Business co-ordinated the competition, events, awards and the valedictory function.

VIDAI '18

The 2019 Batch of students organised a fitting Farewell function for the Class of 2018 on
Sunday, March 25, 2018

EXECUTIVE INTERACTION PROGRAMMES

S.No.	Date	Resource Person	Designation & Affiliation	Topic	Batch
1.	30-01-2018	Dr. Ashokkumar Manoharan	Lecturer, Flinders Business School, Flinders University, Adelaide, South Australia.	Workforce Diversity and its Management: International Perspective	2018 (HR Students)
2.	01-02-2018	Mr. S. Athinarayanan	Senior Regional Manager CavinKare Pvt. Limited Chennai	Distribution Strategies in FMCG	2018 (SDM Students)
3.	05-02-2018	Dr. V. Prasanna Bhat	Former MD-ITCOT Former Advisor, Saudi Arabian Central Bank	An analysis of Indian Financial Structure	2019
4.	17-02-2018	Mr. Pratap Singh	Head - Marketing (Consumer Appliances), Elgi Ultra Industries Limited, Coimbatore	Corporate Expectations from MBA Graduates	2018
5.	17-02-2018	Mr. Pratap Singh	Head - Marketing (Consumer Appliances), Elgi Ultra Industries Limited, Coimbatore	Sales Management - Strategies for Planning & Execution	2018 (SDM Students)
6.	20-02-2018	Mr. Sriram Sankaran	Partner, Natesan Company, Director, Synchron Group, Coimbatore.	Entrepreneurship	2019
7.	20-02-2018	Mr. B. Karthi Kumar	Sr. General Manager (Commercial), Dalmia Cement Bharat Ltd., Dalmiapuram, Trichy.	Strategic Management in Indian Industry	2018
8.	20-02-2018	Mr. V. Deepakkumar	Executive Director, Merestone Properties Private Limited, Tirupur.	Entrepreneurship	2019
9.	24-02-2018	Dr. R. Shanmugasundaram	Manager, Department of Non-Banking Supervision, Reserve Bank of India, Chennai.	Practical Aspects of NBFCs	2018
10.	24-02-2018	Mr. C. V. Lakshmi Narayanan	Director, SLV Engineers.	Tools and techniques used by manufacturing and service industries to achieve operational excellence	2019
11.	26-02-2018	Mr. N. Pandiarajan	Regional Sales Manager, RR Kable Limited, Coimbatore	Sales & Distribution Managment in Consumer Durables	2018 (SDM Students)

ACADEMIC ACTIVITIES

Prof C.NATESON

PhD Viva Voce of Candidate: Mr. T. Sundareswaran (Part-time), under his supervision, Jansons School of Business, Coimbatore, Feb 9, 2018

Subject Expert in BOS: Board of Studies for Commerce discipline, Vellore Institute of Technology, Vellore, Feb 10, 2018

External Examiner for PhD Viva Voce: Mr. P. Ravichandran (Commerce), National College, Trichy, Feb 14, 2018

Subject Expert in BOS: Board of Studies for MBA Programme, Hindustan College of Engineering and Technology, Coimbatore, Feb 17, 2018

Prof C. SURIYAPRAKASH

Workshop Facilitated: 'Multi Level Learning' on theme 'Bridges and Walls: Roles and Boundaries', South Asian Association of Transactional Analysts, Vidyadeep College, Bangalore, Jan 6-7, 2018

Workshop Facilitated: Kick Start - Management Development Program, Uno Minda, NCR, Delhi, Feb 16, 2018

Workshop Facilitated: Kick Start - Management Development Program, Uno Minda, Pune, Feb 22, 2018

Workshop Facilitated: Transactional Analysis for Organisation Development, Infosys BPO, Pune, Mar 5-6, 2018

Workshop Attended: Psychodrama by Veda Drama, Germany, Asha Counselling and Training Services, Coimbatore, Mar 12-15, 2018.

We welcome your views /
suggestions:

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