

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

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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, 2017

**JSB is member of AACSB**

Association to Advance Collegiate Schools of Business

**GREAT  
PLACE  
TO  
STUDY**

FEATURED IN  
**FORBES INDIA**  
**MARQUEE**  
GREAT INDIAN INSTITUTES 2018

## Chairman-Speak



Rtn. MPHF. T. S. Natarajan

When you are faced with a crisis in life, business or family, the most important source of strength for tiding over the problem, will be a mind that is unclouded and disciplined. It is of pivotal importance to develop and keep practicing the art of understanding rules or a code of behavior, so that one does not become whimsical and impulsive.

To be a good human being, it is necessary to appreciate the art of discipline. As is usually said, no one wins by hitting the ball out of the court!

Whenever you are not sure of why 'rules' are needed, just turn to the veteran business personality, Harvey Mackay: ***“It doesn't matter whether you are pursuing success in business, sports, the arts, or life in general: The bridge between wishing and accomplishing is discipline.”***

*Best Wishes!*

## Third Commencement Ceremony

*Congratulations to the Class of 2019!*

Jansons School of Business (Autonomous), Coimbatore, conducted its Third Commencement Ceremony on 27th April 2019 at its campus for the Class of 2019 (the third batch of students since the institution secured Autonomy Status from the UGC).

The Chief Guest, Shri R Dinesh, Managing Director, TVS Supply Chain Solutions Limited (formerly TVS Logistics Services Ltd) and Joint Managing Director, TV Sundram Iyengar & Sons Private Limited, delivered the Commencement Ceremony Address.

While addressing the MBA graduates of the Class of 2019, he said, as a country we are in the advantageous position of being in a rising economic cycle. The uniqueness of our country is that the customers have a strong value-for-money orientation, along with more a conservative financial outlook. This value-for-money orientation creates unique challenges that are very different from other developed nations. That is the reason why most of the multinationals tend to suffer a setback in India before they get a full understanding of the customer. If one understands the uniqueness of the Indian customers and develops a product or service to perfectly suit their requirements, that product or service can be taken very successfully to the rest of the world. Businesses that address this challenge gains the ability to grow profitably. Moreover, our economy is growing fast and the size of our economy is the real advantage for the businesses that want to set up shop in India.

He advised the young graduates to develop clarity of thinking and build the ability to articulate clearly what they want, in order to live happily. He also reiterated the importance of happiness in life and wished them a successful life journey.

The programme was presided over by Rtn. MPHF. T. S. Natarajan, Chairman, Jansons Foundation. The event was graced by the Guest of Honour, Shri M. Ponnuswami, Chairman & Managing Director, Pure Chemicals Company, and Pon Pure Chem Private Limited, Shri. T. N. Thirukumar, Vice Chairman, Jansons Foundation and Shri. S. Mohan, Chief Executive Officer, Jansons Institutions.

# Third Commencement Ceremony

*Congratulations to the Class of 2019!*



## Academic Activities

### Prof. C. Nateson

- External Examiner for B.Com:  
Conducted Capstone Project viva voce for B.Com Students at Vellore Institute of Technology, Vellore, April 6, 2019.

### Prof. J. Shanthilakshmi

- FDP Attended:  
'Case Method of Teaching', Indian Institute of Management, Tiruchirappalli, May 13-17, 2019.



We welcome your views / suggestions :  
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