

The Quarterly from Jansons School of Business

JSB NEWS

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**GREAT
PLACE
TO
STUDY**

FORBES INDIA
MARQUEE
GREAT INDIAN INSTITUTES 2018



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

Chairman-Speak



Rtn. MPHF. T. S. Natarajan

All of us, at some time or the other, would have faced a seemingly insurmountable hurdle, and would have decided it is best to give up. It is during testing times like these, that one must not lose one's sense of self-assurance. It is alright to take a small detour or a break, but it is never alright to completely move away from the hurdle that stops us from reaching our goal. You may find these beautiful and inspirational verses of **Edgar A. Guest** from the poem *Don't Quit – Keep Going*, helpful in journey:

*When Things go wrong, as they sometimes will,
When the road you're trudging seems all uphill,
When the funds are low and debts are high,
And you want to Smile but have to sigh.
When care is pressing you down a bit,
Rest, if you must, but don't you quit.*

Best Wishes!

The Ideators'19

All India Startup Business Plan Competition

THE IDEATORS'19

All India Startup Business Plan Competition

The Third Edition of All India Business Plan Competition **THE IDEATORS 2019**, in association with Nativelead Foundation, Madurai, was organised at JSB during 6 - 7 November 2019.

Around 81 business ideas from the students of 52 institutions across the country, pursuing pre-final year and final year Under Graduate programmes (Track 1) in engineering/ fashion/ design/ arts and science, and postgraduate MBA/PGDM (Track 2), and working professionals (Track 3) across the country, were received.

Out of 62 notable business ideas (T1-20, T2-37, T3-5) which were scrutinized and invited for the presentation, 45 Business Ideas on various verticals such as Education, Technology, Environment, Food and Nutrition were presented for the evaluation. The scrutinized business ideas were presented on November 6th, 2019 at the campus.

From these, the Best Ten business ideas were selected for the prizes.

Track 1:

First Prize Rs.50,000: Mr Sivaprakash, Kongu Arts And Science College, Erode, for the topic: HELPING HAND FOR HEARING IMPAIRED PERSONS

Second Prize Rs.25,000: Ms Sagarika Thareja, Kristu Jayanti College, Bangalore, for the topic: MOBILE APPLICATION for Online Counselling

Third Prize Rs.10,000: Ms Amsavarthini R, Gobi Arts & Science College, Gobi, for the topic: TERRACOTTA SANITARY NAPKIN INCINERATOR

Track 2:

First Prize Rs.50,000: Mr Nithyanandhan M, MAM B School, Trichy, for the topic: MANUFACTURING OF HAND GLOVES AND APRONS

Second Prize Rs.25,000: Ms Shilpa K Nayana, National Institute of Technology, Karnataka, for the topic: DIME WATERBOTTLES

Consolation Prizes Rs.10,000:

1. Mr. Keshav Prabhu & Team, SDMIMD, Mysore, for the topic: SHWASA - A SYMBOL OF LIVING
2. Mr. Viswanath S & Team, Madras University, Chennai, for the topic: IMPACT MEDICAL PRODUCTS
3. Ms. Nancy A & Team, Kristu Jayanti College, Bengaluru, for the topic: EL IMPRINTO
4. Mr. Mohammed Farhad & Team, Kristu Jayanti College, Bengaluru, for the topic: SWIFT LOGISTICS - TIME IS MONEY
5. Mr. Vinoth Kelvin T, PSNA College of Engineering and Technology, Dindigul, for the topic: KEL ORGANIC MASALA PRODUCT

A Workshop on Design Thinking Using NLP Techniques was organized for the participants on November 6th, 2019.

A Panel Discussion on “**The Start-up Eco-system: Challenges and Opportunities**” was organised on November 7th, 2019.

The Ideators'19

All India Startup Business Plan Competition

THE IDEATORS'19

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TEDxJSB
Theme : Ripples

TED^x JSB
x = independently organized TED event

TEDxJSB: the Second Edition

TEDxJSB, the second edition of the independently organised TED event of JSB was held on Saturday, December 14, 2019 at Padmam Auditorium, Jansons School of Business, Coimbatore from 10:00 AM to 4:00 PM.

JSB's vision is to be a quintessentially practical Business School, developing managers and entrepreneurs who would be game-changers in management and leadership practices. Our objective is to provide a learning environment conducive to nurturing this vision in all our stakeholders. TEDxJSB was a significant milestone in that direction.

It is indeed a moment of pride for us to host the TEDx event for the second time in a row. The response from the speakers and guests has been fantastic and overwhelming, just like our maiden edition last year. And we are immensely grateful for that.

The Theme

The theme of the event was 'RIPPLES'. RIPPLES spread out when a single pebble is dropped into water. The RIPPLES linger even after the pebble settles down on to the floor beneath.

Our lives being an ocean, information and other daily experiences create incessant ripples in our minds and hearts. Actions of individuals can have far reaching effects on themselves, others and the planet. We may not know how far our ripples would reach. But it is of no doubt that sustained actions create huge waves one day in the ocean of life. The talks in this edition of TEDxJSB created such ripples in the minds and hearts of the audience!

The Programme

TEDxJSB 2019 was a full day event, with three sessions on different sub-themes. The first session was 'Drops', where the talks featured how individuals face the challenges of life and inspired others through the ripples these individual drops created. The second session was titled, 'Waves'. Here we had talks that focused on topics that called for action that lead to social transformation - going beyond ripples and creating waves. The last session was 'Flow' which explored topics that transcended known frontiers into unknown territories.

Each session had 3 to 4 talks, of which one of the talk was a pre-recorded TED talk.

The talks were interspersed with music medley, dance and mime skits presented by the students of JSB. These gave a refreshing thought break to the audience in between the talks. It also gave them time to mull over and digest the ideas presented in the talks.

The event was witnessed live by an invited audience of guests from various walks of life, and was live streamed on YouTube Live and Facebook Live and was watched by many from outside the campus.

The Speakers and the Talks

TEDxJSB had speakers from different walks of life sharing some of the significant ways in which they created ripples around them. They shared ideas that transformed their lives, and potentially that of others around them. They were not superheroes flying around with a cape. But were ordinary individuals accomplishing extraordinary feats in their own ways.

In the true TED spirit of 'ideas worth spreading', the diversity of ideas speakers brought to the stage was impressive – from storytellers to a stand up comedian, a leadership coach to a runner!

There were 8 live speakers and 3 pre-recorded TED talks.

TEDxJSB was a unique learning experience. It was possible due to the collective team work of all pillars of JSB – leadership, faculty, staff and students. Having successfully organized the event during the last two consecutive years, we look forward to our next edition.



TEDxJSB
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Speakers

Ms. Saru PK	Psychotherapist, Counsellor, Transactional Analyst
Mr. Venkatesan R	Consultant Engineer, Long Distance Runner
Mr. Balaji Vijayaraghavan M K	Marketer, Comedian & Carnatic Music Enthusiast
Mr. Navaneeth V Ganesh	Start Up Entrepreneur, Asia's Record Holding Motivational Speaker
Ms. Kalpana Tataavarti	Gender Inclusion Specialist, Women Leadership Coach
Ms. Mangalam Senthil C	Engineer, Trainer, Story Teller and Counsellor
Ms. Preethi S	Student, JSB
Ms. Vanithamani Arulvel	Story Teller



Ms. Saru PK



Ms. Mangalam Senthil C



Mr. Venkatesan R



Ms. Preethi S



Mr. Navaneeth V Ganesh



Ms. Kalpana Tataavarti



Mr. Balaji Vijayaraghavan M K



Ms. Vanithamani Arulvel



Leadership Development Programme

Outbound Training for 2021 Batch

The students of the 2021 Batch had a day filled with stimulating exercises, adventurous activities, reflective debrief sessions and fun-filled games at Breakthrough-India, Anaikatty, Coimbatore, on Wednesday, November 13th 2019 as part of an Outbound Training on 'Leadership Development'. The program was focused on the following objectives:

Challenge students to set goals and work towards it

Seize opportunities to excel

Work together by supporting each other proactively

Overcome fears and being bold to innovate

Learning the significance of managing professional and personal life

A group of 83 students and 4 members of the faculty reached the campus at 9:40 in the morning and the non-stop excitement continued well over 5:30 in the evening. The students walked through a rope course and zipped through a zipline at 30 feet height. They played scores of indoor games which involved lot of running around and need to coordinate, collaborate and strategise as a team. After every game/activity the facilitators debriefed their experiences with insightful inquiry and reflection questions. Students were able to connect the experience with lessons for life on effective leadership. And need not mention, they had loads of fun every moment.



Alumni Interaction Programme

*Ms. Infanta Kristi,
(Alumnus - 2017 Batch),
Deputy Branch Manager,
ICICI Bank.*

*Batch : 2020
Date : 13-10-2019
Time : 12.00 noon to 1.30 PM
Venue : Lecture Hall 6*



EBSCO Orientation Programme

*Mr. T. S. Nanda Lal,
Training Manager - South India,
EBSCO Information Services India Pvt. Ltd.
New Delhi.*

*Batch : 2021
Date : 17-10-2019
Time : 9.30 AM to 11.00 AM
Venue : Lecture Hall 6*



Executive Interaction Programme

S. No.	Date	Resource Person	Designation & Affiliation	Topic	Batch
1	01-10-2019	Mr. R. Seshadri	Former Managing Director, Anugrah Madison Advertising Pvt. Ltd., Chennai.	Profile of Rural Consumers and Contemporary Case Studies on some successful Rural Marketing Strategies	2020 (RM Students)
2	14-10-2019	Mr. K. Nagaraja Kumar	Consultant - L&T, Retired Senior General Manager - L&T, Chennai.	AAA and Green supply chains	2020 (SCM & Logistics Students)
3	14-10-2019	Mr. K. Nagaraja Kumar	Consultant - L&T, Retired Senior General Manager - L&T, Chennai.	Evaluation of interview performance of students and tips to enhance the talent of selling yourself	2020 (SCM & Logistics Students)
4	19-10-2019	Mr. K. U. Srinivason	Partner & Principal Consultant - Strategy, Connecting Dots Strategic Consulting, Chennai.	Customer Relationship Management	2020 (CRM Students)
5	11-11-2019	Ms. Prachi Bawari	Associate Director (HR), CRISIL - An S&P Global Company	Employee Engagement *	2020 (HR Students)

* Virtual EIP

Academic Activities

Prof. C. Nateson

Paper Published (Co-author): A Study on Efficient Market Hypothesis in IT Consulting and Software Sector in Indian Stock Market, Asian Journal of Multidimensional Research (AJMR), ISSN: 2278- 4853, Vol-8, Issue 12, December 2019.

Prof. J. Rangunatha Raghavan

Certified Energy Auditor: Awarded by Bureau of Energy Efficiency, Government of India, December 2019.

Prof. C. Suriyaprakash

- **Workshop Attended:** Leadership, Breakthrough-India, Anaikatty, Coimbatore, November 13, 2019.
- **Workshop Facilitated:** Developmental Transactional Analysis for Counsellors and Coaches, Ipdidah, Delhi, November 23-24, 2019.
- **Workshop Facilitated:** Developmental Transactional Analysis for Counsellors and Coaches, Ipdidah, Delhi, December 7-8, 2019.
- **MOOC:** The Science of Happiness (Verified Certificate Course) 9 weeks, UNIVERSITY OF CALIFORNIA, via edX, December 2019.
- **Paper Published (Co-Author):** Research into the Relationship between Ego States and Neuroticism among Indian Males and Females, International Journal of Transactional Analysis Research & Practice, Vol 10, No 2, November 2019.

Prof. P. Renukadevi

Paper Published (Co-author): A Study on Efficient Market Hypothesis in IT Consulting and Software Sector in Indian Stock Market, Asian Journal of Multidimensional Research (AJMR), ISSN: 2278- 4853, Vol-8, Issue 12, December 2019

We welcome your views / suggestions :
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