

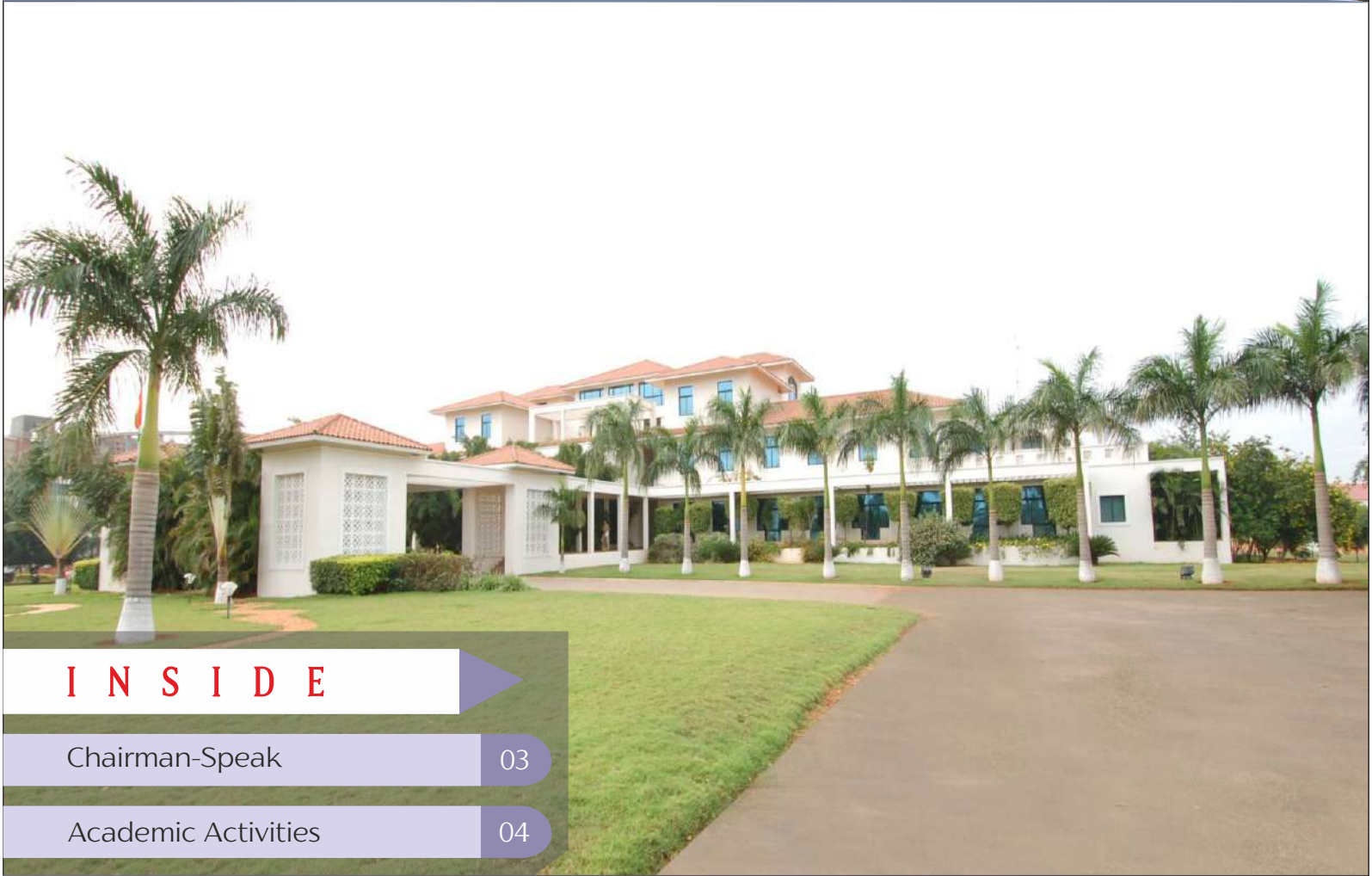


THE B SCHOOL

The Quarterly from Jansons School of Business

ISSUE 50  
JUL-SEP 2021

# JSB NEWS



## INSIDE

Chairman-Speak 03

Academic Activities 04



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

## 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



Ranked 16th in South Zone

Outlook-ICARE Rankings of India's Best B-Schools 2021





## 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

*Questions, if rightly worded and appropriately asked, can have a lasting bearing on you. Interestingly, I too came across six questions, that are simple to ask oneself, but completely changes you, once you introspect to answer these:*

- ▣ *What went well today?*
- ▣ *What did I learn today?*
- ▣ *How did it change my thinking?*
- ▣ *What can I improve upon tomorrow?*
- ▣ *How can I make a difference for someone today?*
- ▣ *What kind of impact did I have?*

Just remember to be at peace with yourself, as William S. Burroughs says: *"Your mind will answer most questions if you learn to relax"*.

Best Wishes!

## Academic Activities

### Prof. D. Swamy

**Attended Online Workshop:** “Teaching International Marketing”, organised by Academy of International Business (AIB) South Asia Chapter, 15-16 September, 2021

### Prof. Devi Premnath

**Resource Person for Webinar:** “A Complete Knowhow about Research Methodology”, organised by Mount Seena College of Arts and Science (Affiliated to University of Calicut), Akalur, Palakkad, 30 July, 2021

**Resource Person for Webinar:** “Road Map after Graduation”, organised by Rajiv Gandhi Memorial Govt Arts and Science College, (Affiliated to University of Calicut), Attapady, Palakkad, 6 August, 2021

**Resource Person for Faculty Development Programme:** “Nuances of Article Writing”, conducted by Sree Narayana Guru College, Coimbatore, 10 August, 2021

### Prof. P. Renukadevi

**Completed Online PG Program:** “Post Graduate Program in Artificial Intelligence and Machine Learning”, offered by McCombs School of Business, The University of Texas at Austin, August 2021.



THE B SCHOOL

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