



THE B SCHOOL

The Quarterly from Jansons School of Business

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# JSB NEWS



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Ranked 16th in South Zone

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

**GREAT PLACE TO STUDY**

FORBES INDIA  
**MARQUEE**  
GREAT INDIAN INSTITUTES 2020

## 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, 2020

**JSB is member of AACSB** (Association to Advance Collegiate Schools of Business)



## Chairman - Speak

Rtn. MPHF. T. S. Natarajan

With pandemic still lingering, a quote from John Maxwell came to my mind, which am sharing here: "Perseverance draws sweetness out of adversity. The trials and pressures of life and how we face them often define us. Confronted by adversity, many people give up while others rise up. How do those who succeed do it? They persevere.



*They find the benefit to them personally that comes from any trial. And they recognize that the best thing about adversity is coming out on the other side of it. There is a sweetness to overcoming your troubles and finding something good in the process, however small it may be." As Maxwell says, there is "sweetness" added to determination that we must all enjoy!*

*Best Wishes !*

### Prof. D. Swamy

**Participation in Virtual Conference:** Athenaem 2020, organised by Bharathidasan Institute of Management, Tiruchirapalli, Nov 21, 2020

**Participation in Virtual Conference:** Academy of International Business (AIB) Conference 2020, organised by AIB India Chapter and IIM, Visakhapatnam, Dec 20-22, 2020.

### Prof. J. Rangunatha Raghavan

**Received International Qualification:** Six Sigma Master Black Belt Card from Indian Statistical Institute (Registration Number: ISI/2020/MBB32/09), Oct, 2020

### Prof. Devi Premnath

**Resource Person for Webinar:** “ How can Marketing Foster Business Growth in 2020” organised by Mount Seena College of Arts and Science, Affiliated to Calicut University, Akalur. P.O, Palakkad, Oct 28, 2020

**Completed Online Course:** “Business Branding with Personality: Build An Authentic Brand”, Udemy, Nov 5, 2020.



We welcome your views / suggestions :  
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