



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

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.

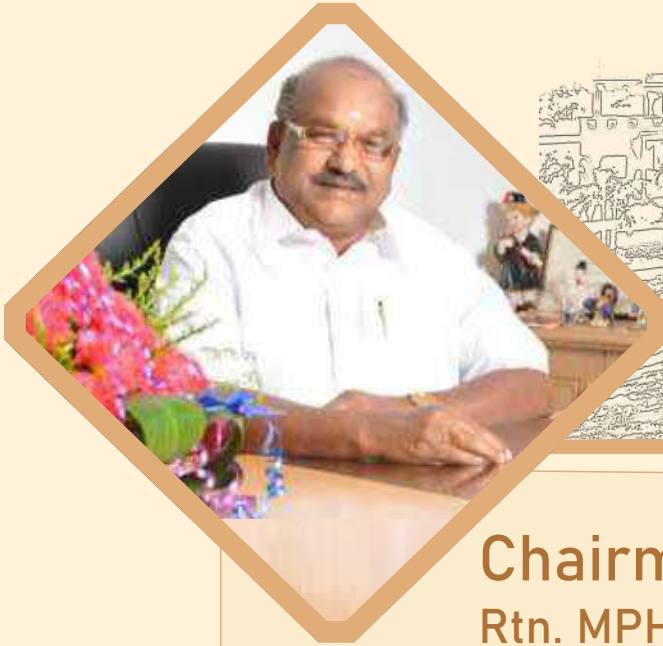
Mission

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



Chairman - Speak

Rtn. MPHF. T. S. Natarajan

There are certain traits, which if taught well, at an early age too, remain with you forever. Have enumerated below five such traits that you would do well to reminisce:

- *Remember that your smile can change the world*
- *Surround yourself with positive influences*
- *Don't lose hope*
- *Be a good listener*
- *Enjoy silence*

Who else can say it best than the acclaimed writer, Dr. Seuss: "Be who you are and say what you feel, because those who mind don't matter and those who matter don't mind."

Best Wishes!

Events

Thulir 2021 - 01 Dec, 2021

A fun-extravaganza for welcoming the 2023 Batch students, organized by the 2022 Batch students

Executive Interaction Programmes

S.No.	Date	Resource Person	Designation & Affiliation	Topic	Batch
01	23.10.2021	Ms. Ashwini Galgalin	Industry Program Specialist, Google India, Bengaluru	Personal Brand - A pre Talent Management requisite (Virtual Mode)	2022 Batch
02	29.11.2021	Mr. T. S. Nanda Lal	Senior Training Manager, EBSCO Information Services India Pvt. Ltd. New Delhi.	EBSCO Orientation Programme (Virtual Mode)	2023 Batch

Alumni Interaction Programmes

S.No.	Date	Resource Person	Designation & Affiliation	Topic	Batch
01	01.10.2021	Mr. Satish (Alumnus - 2021 batch)	Sales Officer - Projects Berger Paints Limited Coimbatore	Alumni Interaction Programme (Virtual Mode)	2022 Batch
02	05.10.2021	Mr. Kasi Viswanathan (Alumnus - 2018 batch)	Associate Manager - Marketing Dabur India Limited Chennai	Alumni Interaction Programme (Virtual Mode)	2022 Batch
03	07.10.2021	Mr. Koushik Raj (Alumnus - 2018 Batch) Mr. Abhishek Nadagowd & Ms. Vinithra Lingan	HR Associates Thoughtworks Bangalore	Alumni Interaction Programme (Virtual Mode)	2022 Batch
04	08.10.2021	Ms. S. Kavya (Alumnus - 2018 Batch)	Executive HR Virtusa Corporation Bangalore	Alumni Interaction Programme	2022 Batch
05	27.11.2021	Mr. J. Ganesh Kumar (Alumnus - 2012 Batch)	Manager HR, Aathava Garments India (P) Ltd. (A Division of Chennai Silks) Coimbatore	Alumni Interaction Programme	2023 Batch

Academic Activities

Prof. Devi Premnath

Resource Person for Webinar: “Marketing in the Era of Artificial Intelligence” by the Department of Business Studies, University of Technology, Nizwa , Oman, 20 October, 2021

Resource Person for Lead Talk Series (online): “Artificial Intelligence and its Applications in Marketing” by the Department of Business Studies, PSG College of Arts and Science, Coimbatore for the Platinum Jubilee Celebrations, 9 December, 2021

Resource Person for Think Tank Exposition (online): “Marketing Metamorphosis”, by M.O.P Vaishnav College for Women, Chennai, 18 December, 2021

Prof. J. Shanthilakshmi

Participation in International Conference (online): “Learning and Development”, by People Matters, New Delhi, 21-22 October, 2021

Lecture Presentation: “Performance appraisal tools and evaluation techniques”, by PSG Institute of Advanced Studies in collaboration with the University of Hull, UK, 12 November, 2021

Presented in International Conference (online): “Talent Management - A strategic Approach”, International HR Conference, SDMIMD, Mysore, 16-17 December, 2021



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We welcome your views / suggestions :

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