



THE B SCHOOL

The Quarterly from Jansons School of Business

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# JSB NEWS

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## JANSONS SCHOOL OF BUSINESS

(Autonomous)

Approved by AICTE | Affiliated to Bharathiar University | Accredited by NBA

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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

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



## Chairman - Speak

Rtn. MPHF. T. S. Natarajan

The New Year has brought in a lot of promises about our future. However, there are a lot of things in our hands, like what Lao-Tze had uttered:

*“Watch your thoughts; they become words.  
Watch your words; they become actions.  
Watch your actions; they become habits.  
Watch your habits; they become character.  
Watch your character; it becomes your destiny.”*

Best Wishes!  
May you have a Great Year Ahead!



# Virutcham

Organized by the 2021 Batch students  
17<sup>th</sup> March, 2021

A fun-extravaganza for  
welcoming the  
2022 Batch students



**Prof. C. Nateson**

**Conducted an Online MDP:** “Finance for Non Finance Executives”, Feb 27, 2021

**Prof. S. Karthikeyan**

**Resource Person for Online Training Program:** “Value Investing – The Basics”, organized by Nanayan Vikatan, Mar 6, 2021

**Prof. J. Ragnunatha Raghavan**

**Co-authored Research Article:** “Improving sales DNA: An indigenous case study solution from six sigma perspective”, Psychology & Education, Vol. 58 (2), ISSN: 00333077, Feb 2021.

**Prof. J. Shanthilakshmi**

**Participated in Virtual Annual Leadership Conclave:** Organised by CII- Indian Women Network, Southern Region, Feb 3-4 & 10-11, 2021.

**Prof. Devi Premnath**

**Attended Course:** Two-day course on “Cyber Safety & Security for Girls and Women”, organised by Teaching Learning Centre, Coimbatore Institute of Technology in association with Skillsda: A Centre for Advanced Learning, Jan 2-3, 2021.

**Co-authored Research Article:** “Improving sales DNA: An indigenous case study solution from six sigma perspective”, Psychology & Education, Vol. 58 (2), ISSN:00333077, Feb 2021.

**Prof. P. Renukadevi**

**Completed Online PG Program:** “Post Graduate Program in Business Analysis”, offered by Purdue University, through Simplilearn, March 2021.



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We welcome your views / suggestions :  
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