



THE B SCHOOL

CENTRE FOR MANAGEMENT DEVELOPMENT (CMD)



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of Education Initiative)

JANSONS SCHOOL OF BUSINESS (AUTONOMOUS)

JSB CENTRE FOR MANAGEMENT DEVELOPMENT (CMD)

Antiquated school of thought and outmoded theories and framework won't get you where you need to reach in today's vibrant business environment. JSB CMD will help you invigorate thinking through its portfolio of developmental solutions such as open programs, custom programs, action research and consulting. This brochure provides an overview of our training programs in various management domains. We invite you to become a partner in this exciting journey of corporate management development.

JSB CMD: A STRATEGIC PARTNER

At JSB CMD we have designed a series of open and custom programs. These programs provide inclusive solutions and have been envisioned to acclimatize to organizations' requirements. In order to ensure that the programs match with the particular conditions of each organisation, the program design team is made up of JSB professors and senior executives from the client company. We believe in quality and sustaining a learning relationship with our clients. JSB CMD is not only a partner of knowledge, but it is also partner capable of coaching, consulting and conducting action research on management of people challenges.

JSB CMD

JSB CMD – Centre for Management Development, champions a mission to promote corporate executives learn the latest management and leadership theories and fundamentals to be a high-impact executive of their organisations. Our courses include practical concepts that can be applied right away to solve real work problems and face real life situations. Learning takes place in a dynamic, interactive setting with faculty who have years of industrial experience and academic rigor. Our offerings give you the flexibility to develop a breadth of knowledge or to dig deep in a particular area, in a schedule that suits you.

JSB CMD prepares executives to become effective leaders and change agents in their organisations. Our programmes draw on recent development in their respective fields to show the participants how to compete and succeed using strategic thinking to establish appropriate goals to self and their team and leadership skills to manage at the interface of key functions and get results. Rigorous learning, accessible faculty, excellent culture of teamwork and cooperation are all hallmarks of JSB CMD experience.



HUMAN RESOURCE PORTFOLIO

BEHAVIOURAL SCIENCES

- Transactional Analysis
- Neuro Linguistic Programming
- Emotional intelligence
- Assertiveness

PERSONAL DEVELOPMENT

- Enhancing personal effectiveness
- Happiness and wellbeing
- Life goals and life rules
- Motivating people for performance
- Making time and managing stress
- Schooling the emotional mind
- Igniting the personal leadership
- Work-life balance and integration

INTERPERSONAL DEVELOPMENT

- Leadership and communication
- Developing positive interactions
- Respond, request and refuse assertively
- Action Learning and Precision Questioning
- Interpersonal effectiveness

TEAM AND GROUP DEVELOPMENT

- Leading effective teams
- Managing conflicts
- Synergy with energy
- Problem solving and decision-making
- Moving visions into reality

WORKPLACE DEVELOPMENT

- Leading effective teams
- Learning for now and forever
- Workplace effectiveness
- Person-organisation fit
- Design Thinking
- Learn business strategy from the game of chess
- Negotiation skills for workplace success
- Fundamentals of HR Analytics

FINANCE AND ANALYTICS PORTFOLIO

- Build, test, and deliver actionable data insights
- The power of visual analytics
- Using analytics to accelerate business growth
- AI in FinTech
- Risk, return, and liquidity
- Stock market and mutual funds
- Life insurance and health insurance
- How much money is too much money?



MARKETING PORTFOLIO

- Latest trends in marketing
- Reinventing brand practices
- How to be an edupreneur
- Applications of AI in marketing
- Content marketing
- Lead management
- Social media marketing
- Search engine optimization
- Customer relationship management
- Digital Marketing Strategies for successful digital transformation
- Marketing Analytics- KPI's and its analysis
- Social Media Marketing Analytics for gaining industrial exposure
- RELOQUAL - Art of developing Relationship Quality with the stakeholders
- SERVQUAL - enriching service quality for better customer experience
- Customer Engagement for long term customer relationship

OPERATIONS PORTFOLIO

QUALITY MANAGEMENT

- Introduction to QM and Sixsigma
- Certified six sigma green belt - (certificate from quest)
- Certified six sigma black belt (BB certificate from Quest after 4 months)
- Lean manufacturing and TPS&JIT (1DAY, MDP OR EDP OR FDP)
- Continuous and continual improvement initiatives-1 day (MDP OR EDP OR FDP)

SUPPLY CHAIN AND CRISIS MANAGEMENT

- Managing MSME in Crisis
- Supply chain management at uncertain times
- Strategic operations management and supply chain analytics
- Design thinking for innovation and business transformation

SUSTAINABILITY

- Challenges towards greening corporate for global competitiveness and sustainability
- Supply chain management in climate change environment
- Sustainable business strategies for small and medium engineering industries
- Sustainable development
- 5R's for Sustainable development (Refuse, reduce, re-use, re-purpose, recycle)

ENERGY MANAGEMENT

- Energy management and Audit
- Need for energy audit to your business

ENTREPRENEURSHIP

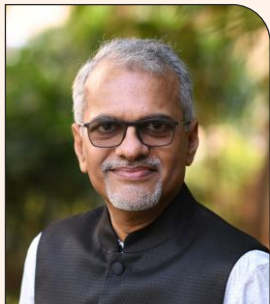
- Innovation-Business plan-Start up and accelerating
- Business plan for solar entrepreneurs
- Improving entrepreneurial acumen in young minds

SALESMANSHIP

- Sales DNA

RESOURCE FACULTY TEAM

FACULTY: ORGANISATIONAL BEHAVIOUR AND HUMAN RESOURCE



Dr. C. Suriyaprakash

BE(Mech)., MBA, Ph.D., PGDBA, PGDHE, M.Phil, MA (App.Psy.), BTA, TSTA(O)
Professor & Area Chair - OB & HR
Teaching and Supervising Organisational Transactional Analyst

With over 3 decades of experience in industry and academia, has been teaching, training, coaching, counselling, and consulting in the fields of transactional analysis and organisation development.



Dr. J. Shanthilakshmi

MBA, M.Phil, Ph.D.
Professor

With over 2 decades of teaching post graduate management programmes and 5 years in the industry, has received Meritorious Award for research work on Social Capital among the Small and Medium Entrepreneurs and is experienced in designing HR practices for MSMEs.



Dr. J. J. Savithri

MBA, Ph.D, M.Sc (Ap.Psy)
Professor

With 22 years of teaching experience at post graduate level. She has published a number of research papers in refereed journals and presented in several national and international conferences. She is a Certified Psychometric Testing Professional and a Certified POSH Trainer. She has conducted more than 30 Management Development Programs for corporate executives.



Dr. Arul Senthil B

B.Sc. (CS)., MBA., M.Phil., PCP- HRMA., Ph.D.
Assistant Professor

With nearly a decade of teaching and research experience, trained in applied behavioural science approaches like T-Group from ISABS, NLP, GRC, and Appreciative Inquiry (AI).

FACULTY: MARKETING



Dr. M. Balathandayuthapani

B.Sc (Physics), M.B.A., Ph.D.,
Professor

He has a blend of corporate and academic experience. He started his corporate journey with "THE HINDU" in the area of circulation sales. He continued his corporate journey with Info Edge India Limited the parent company of naukri.com. He joined as an Assistant Manager and moved on to become Senior Zonal Manager. His quest for academics resulted in his career in teaching from 2011



Dr. K. B. Sridevi

B.Sc., (Mathematics), MBA., M.Phil, Ph.D.,
Professor

With over 2 decades of industrial, academic, and consultancy experience in Marketing and Analytics, with special interest in Digital & Social Media Marketing, Marketing Analytics, CRM & CB, served on the Board of several institutions of repute.



Dr. Devi Premnath

MBA, M.Phil, Ph.D.
Professor

With over 2 decades of teaching and research experience in marketing, branding and systems, publishes regularly and delivers lectures at various national and international forums.



FACULTY: FINANCE AND ANALYTICS



Dr. Dhamayanthi Arumugam

M.com, M.Phil. & Ph.D. (Commerce)
Associate Professor

With over a decade of experience, a distinguished academic and researcher with a prolific record of publications in leading international business journals. Her expertise lies in the realms of Marketing, Corporate Governance, Accounting Technology, and Forex and Investment.



Mr. Srikrishna M S

BBM, PGDM (Finance)
Assistant Professor

Over 5 years of experience in academia and industry, with special interest in Public Policy & Financial Management.

FACULTY: OPERATIONS



Dr. J. Ragunatha Raghavan

BE, MBA, Ph.D, FIE, CEA

With over 4 decades of experience in academia, entrepreneurship, consultancy, and industry, has wide experience in the whole spectrum of production and operations management, including but not limited to Supply Chain, Crisis Management and in Optimization, Six Sigma quality improvements, and energy audit.



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