



THE B SCHOOL

JSB Melange

Bi-Annual Newsletter from Jansons School of Business

Issue 57 | July - December 2023

CONTENTS

Chairman-Speak	1
Editor's Desk	2
Happenings at JSB	3
JSB's Centres of Excellence	10
JSB's Collaborative Ventures	13
JSB's Clubs and Houses	15
Confluence of Infinity	19
JSB's Students Shine!	26
JSB Academia 4.0	28
The Student Corner	29
The Faculty Corner	30
Faculty - Academic Endeavors	31
Alumni Column	35
Expressions - Alumni Voice	36
Reflections	37



JANSONS SCHOOL OF BUSINESS

(Autonomous)

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

Karumathampatti, Coimbatore - 641 659

Phone: 0421-2336161-65 | E-mail: info@jsb.ac.in

www.jsb.ac.in



THE B SCHOOL

Vision

To be a quintessentially practical Business School and a Centre of Excellence for Research, Innovation, Entrepreneurship, disseminating knowledge to produce Managers and Entrepreneurs who would be game-changers in Management and leadership practices, for serving the society.

Mission

Mission Statement 1:

Providing excellent infrastructure, well qualified and experienced faculty and conducive atmosphere for learning, Research, Innovation, Consultancy and Entrepreneurship to serve the society.

Mission Statement 2:

Providing a curriculum that meets international standards, societal and industrial needs and ensures traits required to be a successful Management Professional with creative thinking, critical analysis, human and ethical values.

Mission Statement 3:

Providing facilities and avenues for co-curricular and extra-curricular activities, effective mentoring and financial support to the needy.

Mission Statement 4:

Establishing MoUs with leading National and International Corporates and Universities for academic as well as research collaborations.

Mission Statement 5:

Involving in social responsibility activities like rural development, improvement of school education, and health & hygiene awareness.



Chairman-Speak



Rtn. MPHF. T. S. Natarajan

Dreams have always been a subject of fascination. This motley of flashes that picturizes in our mind has always had the power to inspire, control, and motivate us. Each one of us nurtures a definite dream in our hearts. Through dreams, we connect with our passions and inner selves. Chasing one's dream is not an easy thing, dreams don't come true by themselves it requires hard work, dedication, and perseverance. I strongly believe that every step that we take passionately toward realizing the dream is a step towards the making of the actual person that we are meant to be. So, let us take the first step of believing in our capabilities, set realistic goals, and work consistently towards them. Let's dream big and bold for a brilliant tomorrow!

Wish you all a real successful life!



"Never give up on what you really want to do. The person with big dreams is more powerful than one with all the facts."

Albert Einstein

From the Editor's Desk

Dear Readers

"Dreaming a New Tomorrow"

As the editor of JSB Melange, I am thrilled to share insights into the transformative journey our JSB is embarking upon, encapsulated by the theme "Dreaming a New Tomorrow". This theme resonates with the spirit of innovation, growth, and commitment that JSB has been reinforcing from time to time to shape the future of our students and the community at large.

The second issue of JSB Melange is a collage of the collective aspiration that is contoured beyond conventional boundaries. Every activity that we take up at Jansons is propelled by dreams and moxie. By fostering creativity and adaptability, we instill in JSBians the confidence to dream big and to be resilient when faced with challenges. The industry-institutional partnership, experiential learning opportunities, and our commitment to social responsibility add colour to the already sketched collage. Confluences, entrepreneurial initiatives, and our vibrant campus further amplify the spirit of dreaming new. Dreaming a new tomorrow is not just a theme but a guiding philosophy at the Jansons School of Business.

Every flip of the page is worth reading only because of the valuable contributions that poured in. My sincere thanks to all the contributors for making the second issue so vivid and vibrant. Special thanks to Mr. J. Shakul Hameed and his technical expertise, which has helped me to share the happenings at JSB in all its exuberance.

And withal, our sincere gratitude to the Management and our Director for the unwavering support extended.

"Our legacy journey goes on as we dream of a new future".

Happy Reading!

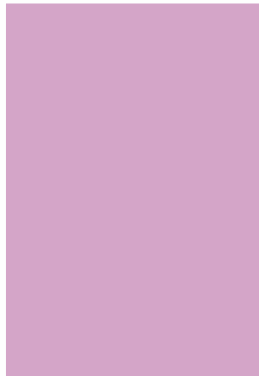


Dr. Devi Premnath



THE B SCHOOL

HAPPENINGS @JSB





Banners fly high

JSB proved its mettle again by being accredited for the fourth time by the National Board of Accreditation. The NBA Core committee team of JSB, comprising Dr. A G V Narayanan, Director, JSB, and Professors Dr. D.Swamy, Dr. Balathandayuthapani, and Dr. Devi Premnath effectively engaged with the expert evaluators, showcasing the quality and excellence of the academic programs and institutional practices during the three-day visit in the campus, from 18-20.08.2023.

JSB made a remarkable impression when the expert committee came for scrutiny. The NBA committee's visit is a significant milestone for the institution, as it represents the institution's commitment to providing quality education and facilities to the student community.

Embarking on a new journey of learning

JSB marked a momentous occasion as it welcomed the bright and ambitious batch 2023-2025 on 21.08.2023. The President of the inaugural function, Vice Chairman Thiru T.N. Thirukumar graced the occasion with his valuable insights and empowering address. The Director of JSB, Prof. A G V Narayanan provided a glimpse of the infinite learning experience awaiting the students at Jansons School of Business. A parent-student interaction with the Director was the highlight of the inaugural ceremony. The students were given profound thoughts and advice for a promising journey of growth and career success by the academic coordinators Prof. Devi Premnath and Prof. Arul Senthil. The occasion was made special with the warm welcome extended by the second MBA students.





Orientation Program 2023

A two-week-long orientation program was organized at Jansons School of Business for the batch 2023-2025 from 21.08.2023 - 08.09.2023. The program aimed to introduce the students to the academic and co-curricular activities of the institute, as well as to foster a sense of belonging and camaraderie among them.

The program consisted of various sessions, such as

- ◆ Ice breaking and introduction to institutional regulations
- ◆ Overview of the MBA curriculum and pedagogy
- ◆ Sessions on Yoga
- ◆ Guest Lectures by eminent speakers from industry
- ◆ Interaction with Alumni
- ◆ Bridge courses
- ◆ Workshops on Life skills and Management Games
- ◆ Outbound programs





Practice Interview @ JSB

To hone the skills of the students and make them corporate ready JSB organized a practice interview session for the students of II MBA on 26.08.2023.

Experts from various domains

Mr. Gandhimathinathan Palaniswamy

Former Vice President- HR & OHS
Bradken India

Mr. Janakiram Raju

Former CMD, BASF
Bangladesh Ltd.

Mr. P. Radhakrishnan

VP & Group CMO
ABT Limited

Mr. Y E Sridhar

Associate Director - HR
Cognizant Technology Solutions

Mr. Puneet Krishnan

Former Business Cluster Head
Vodafone Idea Limited

were the veteran corporate advisors who mentored the students on refining their skills.



NEXA 2023

A grand welcome party was organized by the students of II MBA on 02.09.2023. A fun-packed event with myriads of activities followed by a sumptuous dinner was arranged. The second years were very successful in passing on the essence of JSB culture to the freshers. NEXA was able to kindle a spirit of unity and excitement among the JSBians.



EBSCO

Orientation @ JSB

An orientation session on the EBSCO databases and their applications was engaged by Mr T.S. Nanda Lal, Senior Training Manager, EBSCO Information Services, New Delhi on 20.10.2023. The resource person demonstrated to the students how to use the database effectively to enhance their research skills and knowledge.



Outbound Training at NALS

Jansons School of Business organized a one-week outbound program from 04.09.2023 to 08.09.2023 for the students of the 2023-2025 batch. The students attended the training in batches. The leadership and adventure camp was able to infuse various skills such as courage, confidence, team spirit, communication, problem-solving, and resilience through experiential learning techniques like rock climbing, rappelling, high ropes, and outdoor survival courses.



HR CONCLAVE 2023

The HR conclave organized by Jansons School of Business (JSB) on 28.10.2023, was aimed to explore the challenges and opportunities in building a diverse, inclusive, and equitable ecosystem in the global sphere of people and work. The event featured an inaugural address by Dr. A G V Narayanan, Director of JSB, and a keynote address by Mr. Raj Raghavan, Chief Human Resource Officer of Core Stack, Chennai, who shared his insights on the present and future of DEI across industries. The event also included a panel discussion with experts Ms. Jyothsna Hirode from Parity Consulting, Mr. Sanjay Shende, Director-HR Flipkart, and Ms. Anitha Jayapal, Head-HR L&T EdTech, who discussed the best practices and strategies for creating diverse talent pipelines and sustainable DEI initiatives. A balanced moderation was showcased by Prof. C. Suriyaprakash, Area Chair OB and HR, Jansons School of Business.

The afternoon session consisted of two hands-on workshops, one by Ms. Kanaka Ravi, Head-HR, Diversity and Inclusion-MEA, Tata Consultancy Services, Chennai, who demonstrated how to appreciate and apply DEI for enriching life experience, and another by Ms. Shruthi Ramprasad, who explained how to shape an inclusive and equitable culture through learning and development. The vote of thanks for the morning and afternoon sessions was duly rendered by Prof. J. Shanthilakshmi and Prof. B. Arul Senthil. The event received enthusiastic participation and positive feedback from the attendees, who gained valuable knowledge and skills on DEI from the leaders in this emerging field.



JSB's Centres of EXCELLENCE

CENTRE FOR FACULTY DEVELOPMENT

A faculty development program was conducted on 'Experiential Learning Using Simulation' on 04.08.2023. The faculty team of JSB were the participants. The resource person Dr. Satyanaryana Rentala, Associate Professor, Bharathidasan Institute of Management, Tiruchirapalli (BIM-Trichy) shared his expertise on the applications of simulation for an effective teaching-learning process.



To help the professors gain insights into the strategies of publication and funding research in top-notch journals, a faculty development program was organized on 11.08.2023 on the topic 'Crafting Impactful Research'. Dr. V G Venkatesh, CSCP, Professor-Supply Chain Management, EM Normandie Business School, France was the resource person of the day.



A Hands-on Training in Management Simulation Games for the faculty team of Jansons School of Business was organized on 14.10.2023. Mr. Varun Patil, Country Head of Cesim Business Simulations engaged the faculty team and gave practice sessions on the strategic applications of simulation in various domains of management.



JSB's Centres of EXCELLENCE

The Centre for Faculty Development organized an exclusive visit to CRI Pumps Pvt. Ltd., one of the pioneers and prominent players in the pump industry in India on 16.12.2023. As a part of the executive training program at CRI, Prof. J.J. Savithri spoke on the topic 'Embracing a growth mindset'. The insightful interactions with the experts at CRI helped the faculty team of JSB to gain real-time exposure to the best practices followed by the organization across the functional areas of management.



ENTREPRENEURIAL DEVELOPMENT CELL

Jansons School of Business organized an 'Entrepreneurship Awareness Drive' in association with e-Cell of Indian Institute of Technology, Kharagpur on 27.10. 2023. The drive was inaugurated by Prof A G V Narayanan, Director of JSB. The welcome address was duly rendered by Prof K.B. Sridevi. The keynote session was delivered by Mr. Vasanth Vijayabaskar, CSO - GUVI Geek Networks, IITM Research Park. Workshops on entrepreneurial skill enhancement, networking, and elevator pitching were conducted by Ms. Palakh Khanna. Online sessions, and case study sessions delivered by Mr. Madhur Jain, an investment analyst added sheen to the entrepreneurial drive.



JSB's Centres of EXCELLENCE

CENTRE FOR MANAGEMENT DEVELOPMENT

The Centre of Management Development organized a virtual executive development workshop on the topic 'Self-Discovery with Transactional Analysis' on 25.11.2023. The workshop aimed to introduce the participants to the concepts and applications of transactional analysis (TA), a psychological theory and method of therapy that can help with self-discovery and communication. The workshop was facilitated by Prof. C. Suriyaprakash, Area chair OB and HR Jansons School of Business. Prof Suriyaprakash is a certified transactional analyst and a founder of Gestalt OD & TA Academy.



Relations
Self-discovery with Transactional Analysis
TA 101 ONLINE

Ever wondered why we are the way we are?
Revisit stories, narratives that created your unique identity. Discover the unconscious messages that hold us from being the best versions of ourselves. Let's explore all this and more through a deep, enriching, and transformative experience called Transactional Analysis.

Suriyaprakash C
Teaching and Supervising Transactional Analyst (Organisational)
Professor, Jansons School of Business
Past President, IIAI

To know more about TA and TA 101, visit <https://relationswork.in/ta-101/> or scan

Nov 25-26, 2023
10:00 AM-6:00 PM

Early bird
Rs. 7700/-
until October 15, 2023

Jansons
THE B SCHOOL
www.jsb.ac.in

For registration details, email/WhatsApp to
hello@relationswork.in
+91 99420 81078

A one-day training program on "Business Etiquettes and Corporate Communication" was organized for the admin staff of Jansons School of Business and Jansons Institute of Technology on 29.12.2023. The resource persons Prof. M. Balathandayuthapani and Prof. Devi Premnath led the workshop successfully.



JSB's Collaborative Ventures

With Infosys Limited

A Memorandum of Understanding was signed between Infosys Ltd. and Jansons School of Business on 17.07.2023 to collaborate with Infosys Spring, an online educational training & assessment wing of Infosys Ltd. The MoU was signed by Dr. A G V Narayanan, Director, JSB, and Mr. Thirumala Arohi, Senior Vice President and Head of Education Training and Assessment. Dr. B. Arul Senthil, Assistant Professor, JSB witnessed the signing ceremony.



With Entrepreneurship Cell, IIT Kharagpur

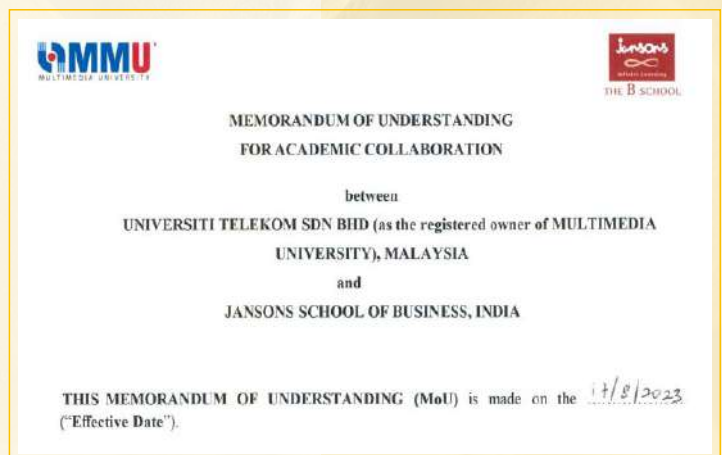


JSB signed a Memorandum of Association with Entrepreneurship Cell, IIT Kharagpur on 26.07.2023. Dr. A G V Narayanan, Director, Jansons School of Business (JSB), and Mr. Krishna, Associate Member, E-Cell, IIT Kharagpur signed the MoA in the presence of Dr. C. Suriyaprakash and Dr. Sridevi K B, Members of Faculty, JSB.

With Universiti Telekom SDN BHD

(as the registered owner of Multimedia University), Malaysia

Jansons School of Business signed a MoU with Multimedia University, Malaysia on 17.08.2023 in an online mode to explore potential academic collaborative opportunities between both institutions in the area of management and information technology. The MoU was signed by Dr. A G V Narayanan, Director of JSB, and Prof. Dato' Dr. Mazliham Mohd Su'ud MMU, President of Multimedia University. The other signatories were by Prof. Dr. Hairul Azhar bin Abdul Rashid, Vice President of Market Exploration, Engagement, and Touchpoint, and Dr. Devi Premnath, Professor & Head of Academic Collaboration-JSB.



JSB's Collaborative Ventures

With BumbleB trust, Kalvi 40

As a part of the CSR initiatives at Jansons School of Business, Dr. A G V Narayanan Director, JSB signed a MoU with BumbleB trust, Kalvi 4.0 on 26.09.2023. Mr. Karthick Subramaniam represented BumbleB Trust. With the signing of the MoU JSB aims to partner with the transformation drive of rural education in Tamil Nadu through digital learning. JSB's partnership with Kalvi 40 is to envision the mission of supporting teachers with training and online resources aimed at improving the quality of school education.

The MoU was signed in the presence of Mrs. Kavitha Sugumar of BumbleB Trust, Coimbatore branch, Dr. B. Arul Senthil, Assistant Professor & Coordinator CSR, JSB, and other members of the faculty team.



With Project Management Institute (PMI) Chennai Chapter

To facilitate better synergies and to give our students a practical approach and hands-on training in the real world of Project management, JSB signed a Memorandum of Understanding with PMI on 20.10.2023.

Mr. Parvez Alam M, President, Project Management Institute, Chennai Chapter. Mr. Bhuvana Sundar Soorappaiah, PMP, PMI-ACP, PMI-PBA, PMI-CAPM, Vice President (Outreach), Project Management Institute, Chennai Chapter, Ms. Jeyaselvi P, AVP (Academia), PMI Chennai Chapter and Mr. Ragothaman G, AVP (Branches), PMI Chennai Chapter, Dr. K.B. Sridevi, Professor, JSB graced the event with their presence.



JSB's Clubs and Houses

Where Learning Meets Fun!

The Corporate Social Responsibility Club

JSB CSR club organized a Social Outreach Programme on 16.08.2023 at St. Mary's High School, Karumathampatti.



On 27.08.2023 the members of the Club participated in the blood donation camp organized by the Basilica of Our Lady of Holy Rosary Church, Karumathampatti.



The CSR club visited the Panchayat Union Primary Schools in M G Pudur, Thottipalayam, Vagaratapalayam, and Elachipalayam on 10.10.2023. The local school partnership program helped JSB create a culture of sharing and mutual support that fosters a sense of community and belonging among the students.



JSB's Clubs and Houses

Where Learning Meets Fun!

The Corporate Social Responsibility Club

On 13.10.2023 CSR club of JSB in association with IMA Blood bank and HDFC bank arranged blood donation drive. JSB congratulates the selfless contributions of the members of JSB CSR club.



On 29.11.2023 our CSR club partnered with BumbleB trust, Kalvi 40, and made visits to the Panchayat Union Primary Schools in M G Pudur, Ravathur, Chennappachettipudhur, Segudanthali. The program helped JSB sketch a roadmap for developing, strengthening, and sustaining impactful partnerships with the local schools in Karumathampatti.



Quizzards- The Quiz Club

JSBians share a common interest in quizzing and trivia. To give a boost to the professional quizzers and hobbyists at JSB, quiz competitions were held on 22.09.2023. The raging war of intellectuals declared Jayavarshini S R and Raghavi A as winners and Pavatharani. K and Sindhu C as runners. Subsequently, the second event of Quizzards took place on 21.11.2023. Mr. Calvin Wilbert Raj and Mohan Prasad were the champions and Ms. Kavya and Pavithra bagged the runner's title.



JSB's Clubs and Houses

Where Learning Meets Fun!

Film Fanatics -The Movie Club

The movie club at JSB is an immersive cinema experience aimed at enhancing critical thinking and discovering different genres and perspectives.

On 13.09.2023 the movie club pictured '12 Angry Men', the classic American courtroom drama.

On 4.10.2023, 'Maayavan', the Tamil Sci-Fi captivated the audience.

Datura -The Cultural Club

On 4.12.2023 the cultural club of JSB presented 'Datura' an edifying show enthusiastically participated by the students of I and II MBA. The show was studded with many mind-rapturing events like group dance, mime, and solo songs. JSB sparkled with an element of joy and fun that evening.



Victory Vortex-The Sports Club

The field of management science is incomplete without learning from the nuances of sports and games. The ever-effervescent sports club of JSB organized a sports week from 23.11.2023 to 02.12.2023. The week saw a lot of indoor and outdoor events played by JSBians with much vigor and passion.



JSB's Clubs and Houses

Where Learning Meets Fun!

Book Woks-The Book Review Club

The Book review club of Jansons School of Business aims to foster a culture of reading and learning among the JSB community and to enhance the knowledge and skills of the members. The club also provides a platform for the members to interact with each other and exchange ideas. The club is open to all the students and faculty of JSB.

- ◆ On 25.09.2023 the BR club reviewed the autobiography of Dr. Verghese Kurien 'I Too Had a Dream'.
- ◆ On 18.10.2023 the Book woks explored articles on Israel - Palestine history and also reviewed the book by Rashmi Bansal- 'God's Own Kitchen'
- ◆ The third book review club meeting on 29.11.2023 revolved around the concept of a Podcast. The presentation, 'A Plunge into Podcast' showcased some of the best podcasts available in English and Tamil language.

Houses of JSB

The house activities at JSB help in fostering teamwork, creativity, leadership, and academic skills among JSBians. The five houses were christened as Intel, Accenture, SpaceX, Rolex, and Black Rock. The activities revolved around the four main domains of management.

The first house activity was conducted by House Intel on 11.10.2023 followed by Black Rock on 19.10.2023, House SpaceX on 27.11.2023, and House Accenture on 07.12.2023. All the winners were presented with a WOW card. The house competitions helped in honing the skills of leadership, problem-solving, and critical thinking for the future.



Confluence of Infinity

CORPORATE CONFLUENCE

(An Interaction with Corporate Executives)

A Corporate Confluence on 'IT Trends and Exciting Career Opportunities for Management Graduates' was organized on 12.08.2023. **Mr. Aasif Syed**, Early Careers Lead, Thoughtworks India, and **Mr. Koushik Raj K**, Early Careers recruiter, Thoughtworks India were the experts who deliberated on the topics.



Ms. Deepika Unni, Founder-Ways to Success Consulting, Mumbai oriented the I MBA students on 23.08.2023. The expert highlighted the importance of interpersonal relationships and the role of communication in personal and career success.



11.09.2023 saw **Mr. Krish Natarajan**, Account Sales Head - Consumer Products, Retail & Distribution, Capgemini, London interacting with students of II & I MBA. He spoke on the topic 'Beat the corporate expectations'.

As an extension exercise of the Centre of Corporate Social Responsibility an interaction with Head - CSR Projects, **Mr. Karthick Subramaniam** and **Mrs. Kavitha Sugumar** of BumbleB Trust, Coimbatore branch was organised on 26.09.2023. The session focused on 'Kalvi-40,' and the transformation journey of rural education.



On 07.10.2023 **Mr. Jeevan Varghese K.V**, IT Pre-sales consultant, and Bid Manager, Infosys Ltd spoke on the topic 'MBA a journey, not a destination'. The insightful session highlighted the boundless opportunities for growth and the dynamic environment that awaits an MBA graduate.

Yet another Corporate confluence was organized on 14.10.2023. **Mr. Bhuvana Sundar Soorappaiah**, PMP, PMI-ACP, PMI-PBA, PMI-CAPM, Global Customer Program Manager (Automotive), Bosch, Coimbatore and Vice President (Outreach), Project Management Institute Chennai Chapter was the resource person. The different stages of Project management were discussed along with the need for adaptability for effective project management.





Mr. Senthilkumar Rajappan, Founder & CEO, Halcyon Ventures, Coimbatore facilitated a workshop for the students of the Marketing domain on 'Mastering Digital Marketing' on 17.11.2023.

On 24.11.2023, **Mr. Hariprasad Kandaswamy**, Deputy GM - HRBP, Schneider Electric India Pvt. Ltd., Coimbatore spoke on the topic 'Emerging need for HR Business Partnership'. He emphasized on talent acquisition, mobility, and diversity in hiring, and also put a thrust on the need to digitize the talent acquisition process.



Mr. Ramamoorthy Sundaram, Executive Managing Director, RGS Feeds, Erode on 30.11.2023 spoke on the topic 'Selling in Rural Hinterlands'. He sketched the prospects of marketing in rural India.

E - CONFLUENCE

(An Interaction to Nurture Entrepreneurship)

Mr. Hetal Sonpal, Startup Evangelist and Angel Investor, Mentor of Change - Niti Ayog, TEDx Speaker ideated about the innovative entrepreneurship opportunities on 12.09.2023



CXO CONFLUENCE

(An Interaction with Corporate Leaders)



Mr. Shrikant Bairagi, Managing Director, ARGO-HYTOS PVT.LTD., Coimbatore ignited the young minds of JSB on the topic 'Strategic Alignment for Successful Professional Journey' on 07.11.2023

30.11.2023 saw **Mr. Rajesh Kurup**, Chief Human Resource Officer at RASI SEEDS Pvt. Ltd. speak on the topic 'From Values to Value Creation'. He expounded on the concept of valuation and value derivation and also outlined the crucial factors that help in understanding a positive mindset.



Mr. K. Ramakrishnan, Managing Director, South Asia Worldpanel Division, Kantar on 08.12.2023, spoke on the topic 'Insights: The bedrock of Business'. He emphasized the role of digitization of marketing research and the role it plays in making a brand or a strategy a success in the contemporary marketing arena.



Mr. C. K. Kumaravel, CEO & Co-founder of Naturals Salon & Spa, Chennai graced Jansons on 29.12.2023. He spoke on 'Entrepreneurship Skill, Attitude and Behavior Development'. A voracious reader himself shared his inspiring story of overcoming failures, challenges, and

hardships to create a brand that empowers thousands of women across the country. He also revealed his vision of creating 3000 salons, 1000 women entrepreneurs, and 50,000 jobs by 2030.

WELLNESS CONFLUENCE

(Interaction with Wellness Experts)



Dr. Nancy Kurian, Wellness Architect, MD-Wings and Dreamz Pvt. Ltd shared invaluable inputs on the power of mindset and its profound impact on personal and professional growth on 21.09.2023. The enlightening deliberation encouraged the students to embrace a mindset that propels them toward a stress-free and successful career.

ACADEMIC CONFLUENCE

(An Interaction with Academia)



Jansons School of Business conducted an Academic Confluence on 'Changing Paradigms in Global Supply Chain' on 11th August 2023. **Dr. V G Venkatesh**, CSCP, Professor-Supply Chain Management, EM Normandie Business School, France was the resource person.

Mr. Alan Win, Honorary Professor, Institute of Transport and Logistics Studies, University of Sydney on 11.09.2023 led an interactive session on emerging trends in 4PL.



A fintech session on the topic 'Artificial Intelligence and Machine Learning in Finance: Transforming Investment and Risk Management' was facilitated by **Dr. Dhamayanthi Arumugam**, Senior Lecturer, Asia Pacific University, Malaysia on 15.11.2023. The resource person elucidated the paradigm shifts that are happening in the domain of finance due to the inclusion of AI.

ALUMNI CONFLUENCE

(An Interaction with Alumna)

On 26.08.2023 three of our Alumni, Mr. Ganesh Kumar J, Ms. Adityaa I & Mr. Alen Santhosh interacted with the first-year students. The interaction with the alumni helped in initiating a platform for building relations and creating networking opportunities.



Mr. Ganesh Kumar J, Manager - HR, Aathava Garments India Private Limited (A division of The Chennai Silks) acted as the resource person for the Alumni confluence that was organized on 12.12.2023. The esteemed alumni spoke on the topic 'Execution of Functions of Management in the Corporate World'.

JSB's Students Shine!



Jansons School of Business was honored to be a part of the 34th Annual Management Education Convention at PSG ITech Convention Center 24, 25 & 26.08.2023. Hosted by the Association of Indian Management Schools, the event centered around the theme 'Management Education: Harnessing the New Paradigm'. The participation provided valuable insights into the merits and demerits of National Education Policy (NEP).

Mr. Aswin S, Mr. Karthikeyan Ravi, Mr. Santhosh Ravikumar, Mr. Sibi Surriyan, and Mr. Harisundar bagged the second place for the event 'Ad Vantage Blitz' at 'FIRMA', a national-level management meet organized by Bishop Heber College, Trichy on 12.09.2023.



Mr. Aakash Raj student of II MBA 2023 batch published a case study 'On the Impact of ChatGPT on Personalised Marketing and Customer Engagement at Different Stages of the Purchase Process' in International Journal of Research Publication and Reviews, Volume 4, Issue 9, September 2023.



JSB's Students Shine!

Our students were winners again at JIMSPIRE' 2023, a national management meet organized by St. Joseph's Institute of Management-JIM, Trichy on 23.09.2023.

Mr. Aswin S, Mr. Karthikeyan Ravi, Mr. Santhosh Ravikumar, Mr. Tharun K, and Mr. Bharath Kumar won the first prize in the event 'ZAPFUSION'.

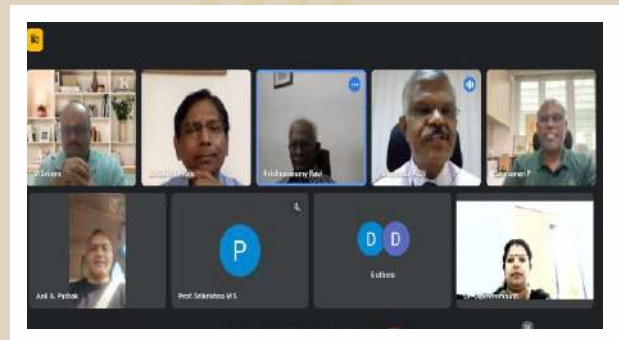
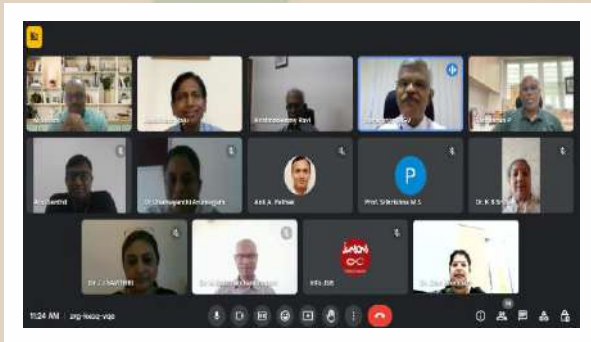
The first prize for 'Know All – B Quiz' was bagged by our quiz champions Mr. Billgates John and Ms. Pavithra. R of II MBA.



Ms. Kokila. S and Mr. Murugaraj. N both students of I MBA were the runners-up in the business quiz competition organized by Alagappa University as a part of their national-level management meet 'SAMRAJIAIM 2023', conducted on 08.12.2023.

JSB Academia 4.0

Designing innovative curricula for the MBA program is JSB's specialty. JSB regularly updates the curricula and adds new courses to help the students acquire the skills and abilities they need for a thriving management career. The interim Board of Studies meeting was held on 09.12.2023 on an online mode. The meeting brought together leading and renowned experts from both the industrial and academic domains.



Industry Interactions

To get a first hand exposure to the real-world applications of academic concepts and to enrich the learning experience the students of Jansons School of Business visited TTK Prestige Ltd on 18.11.2023. The Industrial visit was an eye opener to the corporate world.



THE Student CORNER



UNRAVELING THE SILENCE

By

Sri Shivanugragha S

II MBA, JSB (Batch 2024)

In an era marked by constant connectivity, an unprecedented surge in social media usage, instant messaging, and the ubiquitous presence of emoticons, there is a growing concern that genuine communication skills are diminishing. Paradoxically, despite being labeled as the age of innovation and progress, the current generation, known as 'Gen Z,' often opts to remain silent about their mental health issues. Despite the outward appearance of a society thriving with inventions and advancements, there is a widespread worry that many young individuals are silently grappling with mental health concerns, choosing to keep their struggles concealed from public view.

While social media provides a platform for mental health discussions, it also fuels unrealistic expectations and comparisons. This tech-savvy generation, raised in an era of Instagram filters and sophisticated online identities, disclosing the truth about their vulnerabilities can be daunting to disclose vulnerabilities. A lack of understanding further isolates those struggling, as warning signs may go unnoticed.

It is crucial to foster an environment that encourages open discussions about mental health. These Zoomers have the potential to lead the way in destigmatizing mental health, but achieving this goal requires a collective effort. Schools, communities, and families must prioritize mental health education and establish safe spaces for conversations, enabling young people to honestly express their experiences without fear of judgment. Building robust support systems is essential to ensure that Gen Z feels comfortable addressing their mental health concerns. Cultivating empathy, practicing active listening, and advocating for mental health services can reshape the cultural narrative, portraying seeking assistance as a sign of strength rather than weakness.

In navigating the complexities of today's society, it is crucial to acknowledge the minor mental health challenges faced by Gen Z. Supporting this generation in accepting their vulnerabilities, encouraging them to seek assistance when needed, and collectively working towards a society that values mental health as much as any other aspect of life can be achieved through understanding, breaking down barriers, and fostering open dialogue. The time has come to ensure that every voice in Gen Z is heard, and no silent suffering goes unnoticed.

THE FACULTY CORNER

THE FUTURE OF DECENTRALIZED FINANCE (DEFI)

By

Dr. Dhamayanthi Arumugam

Associate Professor, Finance & Accounting
Jansons School of Business



By utilizing blockchain technology, DeFi offers a radical paradigm shift that modifies conventional financial structures. DeFi's basic goal is to offer financial services in an inclusive and decentralized way by doing away with middlemen and increasing accessibility to a worldwide client.

When one navigates the present DeFi environment, one finds a growing ecosystem with many notable players and Decentralized Applications (DApps). This explosion is an indication of the healthy development of a dynamic financial landscape that is disrupting established patterns and encouraging creativity.

We need to explore the revolutionary innovations of DeFi in greater detail to observe a range of innovative advances. Decentralized lending platforms facilitate global financial inclusion by enabling users to obtain loans without the need for conventional middlemen. Another aspect of DeFi is the automated market makers, which change the way trading and liquidity provision are done. They also play an important role in altering the dynamics of financial markets.

However, there are challenges associated with this move toward decentralized finance. Market volatility and weaknesses in smart contracts are some of the risks associated with DeFi investment. The dynamic regulatory environment presents industry players with possibilities as well as problems by bringing subtleties that need to be carefully considered.

The future direction of the DeFi space becomes the main focus of attention. Investors looking for access to this revolutionary financial movement can consider yield-generating protocols, decentralized exchanges, and liquidity provisioning.

A crucial component of any investigation is spotting emerging tendencies. The basic nuances of cross-chain interoperability and the process of smooth communication between several blockchain networks need to be addressed. Through examination of the changing regulatory environments is crucial to the development of DeFi.

So, let's experience the journey into the center of DeFi, where opportunity and creativity meet. In this revolutionary age of decentralized financial systems, where the possibilities are endless and the landscape is always changing, Let's stay educated and be in control as we collectively navigate the future of finance.

Academic Endeavors

Dr A G V Narayanan

- **Chairman** - Tamilnadu & Pondicherry Chapter of Association of Indian Management Schools (AIMS)
- **Member** - Confederation of Indian Industry Tamilnadu Education Panel
- **Convenor** - Education Panel of Confederation of Indian Industry Erode

Prof. B. Arul Senthil

Resource Person

Acted as the resource person for the webinar 'Why Emotional Intelligence Matters' on 25.07.2023, Organised by Mastering UP.

Invited as the resource person for the webinar on 'How to develop emotional intelligence with mindfulness' on 2.08.2023, Organised by Nilgiri College of Arts & Science, Thaloor, Tamil Nadu.

Acted as a Resource Person for a workshop on the topic 'Emotions, Emotional Intelligence, and Theories' at Shri Shiva Nadar School of Management, Chennai on 14.10.2023.

Participation in Workshops and Conferences

Participated in the International Family Business Enterprises Conference (IFBEC)-2023, FRED, Mysore organized in association with the Witten Institute for the family business, Germany- 06 - 08.09.2023, and presented a paper on 'A Legacy Forward to The Next Generation Entrepreneur in a Family Business: Kovai Classic Industries (KCI)'.

Participated in the Faculty Development Programme on the topic 'AI in Action', organized by CII Erode on 17.11.2023.

Participated and presented a research study on 'How humanized are our workplaces: A dipstick study of Indian Industry' in the International Conference on Advancements in People Management (ICAP 2023), Christ University, Bengaluru, on 07-08.12.2023.

Participated and presented a paper on 'The influence of MOOC (Massive Open Online Course) on the active learning process of Gen Z B-School Students- An Empirical Study', in the ISDSI Conference 2023 held at IIM Ranchi from 27-29.12.2023.

Prof. M. Balathandayuthapani

Publications

A case study on the topic 'A Study on the Evolution and Transformation of Safa Group of Companies with Special Reference to its Growth and Diversification Strategies', was published in the Quaderns Journal, UGC CARE approved group 2 journal, ISSN: 1138-5790, Volume 11, Issue 9 – September 2023.

Resource Person

As a resource person, delivered a talk on 'The Power of People in Services' at the Monday musings event a webinar organized by the Coimbatore Management Association on 24.07.2023.

Invited as a resource person for a panel discussion on 'Building Modern Employable Workforce for Global Market' an event hosted by The Talk, CXO Roundtable, Coimbatore on 05.10.2023.

Participation in Conferences and Workshops

Participated and presented a case on the topic 'A Study on the Evolution and Transformation of Safa Group of Companies with Special Reference to its Growth and Diversification Strategies' in the International Family Business Enterprises Conference (IFBEC) -2023, FRED, Mysore organized in association with Witten Institute for the family business, Germany during the dates 06-08.09.2023.

Participated in a National Level Online workshop on 'Practical Understanding of Case Study Writing and Teaching through Case' conducted by N L Dalmia Institute of Management Studies and Research on all weekends from 06.10.2023-10.11.2023.

Academic Endeavors

Prof. Devi Premnath

Publications

A case study on the topic 'A Study on the Evolution and Transformation of Safa Group of Companies with Special Reference to its Growth and Diversification Strategies', was published in the Quaderns Journal, UGC CARE approved group 2 journal, ISSN: 1138-5790, Volume 11, Issue 9 – September 2023

Published A case study 'On the Impact of ChatGPT on Personalised Marketing and Customer Engagement at Different Stages of the Purchase Process' in International Journal of Research Publication and Reviews, Volume 4, Issue 9, September 2023.

Resource Person

Facilitated a workshop on 'Management Games' as a part of the orientation program hosted at Jansons School of Business on 06.08.2023 and 08.08.2023

Invited as the resource person for the Jewellery Executive Management Development Programme organized by the Institute of Gems and Jewellery in association with the Rajagiri Centre for Business Studies on the topic of 'Marketing strategies in Jewellery Management' on 13.12.2023.

Acted as the resource person for the Training program on 'Business Etiquettes and Corporate communication' on 29.12.2023. The program was organized by the Centre of Management Development, Jansons School of Business.

Participation in Workshop and Conferences

Participated and presented a case on the topic 'A Study on the Evolution and Transformation of Safa Group of Companies with Special Reference to its Growth and Diversification Strategies' in the International Family Business Enterprises Conference (IFBEC) -2023, FRED, Mysore organized in association with Witten Institute for the family business, Germany during the dates 06-08.09.2023.

Participated in a National Level Online workshop on 'Practical Understanding of Case Study Writing and Teaching through Case' conducted by N L Dalmia Institute of Management Studies and Research on all weekends from 06.10.2023-10.11.2023.

Panel Member

On 16.11.2023 was appointed as the panel member of the examination and question paper scrutiny committee board of Coimbatore Institute of Management and Technology, Narasipuram, Coimbatore.

Editorial Advisory Council Member

Member of the editorial advisory council of the Nehru School of Management Journal (NSMJ) a bi-annual peer-reviewed journal of Nehru School of Management, Pampady, Thiruvilawamala, Kerala.

Prof. J. Shanthilakshmi

Guest of Honour

Invited as the Guest of Honor for the inauguration function of the academic activities at St. Joseph Matriculation Higher Secondary School, Ondipudhur, Coimbatore on 23.06.2023.

Participation in Conferences and Workshops

Participated and presented a case on the topic 'Impact of Values on Business Practices at Shree Vari Textiles' in the International Family Business Enterprises Conference (IFBEC) -2023, FRED, Mysore organized in association with Witten Institute for the family business, Germany during the dates 6-8th September 2023.

Participated in the Kerala Business Conclave organized by CII Kerala at Thrissur on 08.12.2023.

Presented a paper on the topic 'Psychological Well-being and Job stress' in International HR conference organized by SDMIMD, Mysore on 22.12.2023.

Prof. K.B Sridevi

Publication

Published a case study titled 'A Potter's Prying for Digital Marketing' in the book titled 'Excellence in Management Education: A Case and Research Compendium', Himalaya Publishing Pvt. Ltd., ISBN: 978-93-5840-083-0.

Published a research paper titled 'Cultivating Critical Thinking - A Crucial Thought for Management Education' in the book titled 'Contemporary Issues in Management: A Research Anthology', Himalaya Publishing Pvt. Ltd., ISBN: 978-93-5840-092-2.

A research paper titled 'Digital Healthcare – An Expedient Policy to Ensure Health Equity' was published in the book titled 'Excellence in Management Education: A Case and Research Compendium', Himalaya Publishing Pvt. Ltd., ISBN: 978-93-5840-083-0.

Resource Person

Facilitated a training program for the I MBA students of JSB on 'Personal Branding using LinkedIn' on 15.09.2023.

Delivered an Expert Talk on 'Achieving Problem-Solution Fit and Product-Market Fit' organized by DVR and Dr. HS MIC College of Technology, Andhra Pradesh on 15.11.2023.

Acted as the resource person for the training program on 'Entrepreneurship Skill, Attitude and Behavior Development' organized by Jansons Institute of Technology on 27.12.2023.

Participation in Workshops and Conferences

Participated and presented a case study titled 'A Potter's Prying for Digital Marketing' and two research articles bearing titles 'Cultivating Critical Thinking - A Crucial Thought for Management Education' and "Digital Healthcare – An Expedient Policy to Ensure Health Equity" in AIMS 34 th Annual Management Education Convention 2023 at PSGIM, Coimbatore during the dates 24.08.2023- 26.08.2023.

Participated in a Knowledge sharing session on 'Sports Marketing: Key Issues, Opportunities, and Challenges', 'Data Analytics in Business Decision Making' and 'Influence of New Age Technology on Marketing' organized by the Association of Indian Management Schools on 27.09.2023, 4.10.2023 and 06.10.2023 respectively.

Participated in a workshop on 'Write a Successful Compact Case' organized by Emerald Publishing on 03.10.2023.

Participated and presented a two-research articles with the title 'Impact of GST on the Preferences towards FMCG among Rural and Urban Consumers of Madurai' and 'A comparative study on Online and offline shopping experience of Consumers' in PRISM, the International Conference organized by BIMTECH, Greater Noida Campus during the dates 17.11.2023 to 19.11.2023.

Participated in a one-day IIC Regional meet organized by Nehru Institute of Technology on 4.12.2023.

On 9.12.2023 participated in a knowledge-sharing session on 'Building strong connections' organized by PMI at BOSCH, Coimbatore.

Accolades

Received the guideship from Bharathiar University in September 2023.

Won the best paper award for the paper titled 'Impact of GST on the Preferences towards FMCG among Rural and Urban Consumers of Madurai' in PRISM, the International Conference organized by BIMTECH, Greater Noida Campus during the dates 17.11.2023 to 19.11.2023.

Academic Endeavors

Prof. K.B. Sridevi

Conference Co-Chair

Acted as a Co-chair for the 14th Annual International Research Conference, SIMSARC'23 on the theme 'Securing the Future through Sustainability, Health, Education and Technology' organized by Symbiosis Institute of Management Studies, Pune, during the dates 13.12.2023 to 15.12.2023.

Reviewer

Provided reviews to the Journal of Economic and Administrative Sciences and Marketing Intelligence and Planning both WoS and ABDC-indexed Journal published by Emerald Publishers for October and December 2023 issues.

Provided reviews for the 14th Annual International Research Conference SIMSARC'23 on the theme 'Securing the Future through Sustainability, Health, Education and Technology' organized by Symbiosis Institute of Management Studies, Pune, during the dates 13.12.2023 to 15.12.2023.

Prof M.S. Srikrishna

Participation in workshops and Conferences

Participated in the AI Generative workshop conducted by IIM Bangalore on 24.07.2023.

Attended the Research Development Program on 'Fundamentals of Research' hosted by SDM IMD on 12.09.2023.

Participated in the Faculty Development Programme on the topic 'AI in Action', organized by CII Erode on 17.11.2023.

Attended FDP on 'Unlocking the World of Investments' at Loyola Institute of Business Administration on 25.11.2023.

Participated in the National Online workshop on 'Financial Econometric Modelling' conducted by N.L. Dalmia on 29.11.2023.

Certifications

Completed a certification course on 'Mutual Fund Foundation' on 13.11.2023, conducted by the National Institute of Securities Market.

Dr. P. Krishnakumar, Librarian

Accolades

Was recognized by The Hindu Tamil Thisai with a reprint of the first edition of a compilation of book reviews published in the year 2018.

Participation in Workshops and Conferences

Participated in the one-day workshop on 'Designing Components of Modern Library' conducted by PSG College of Arts and Science, Coimbatore on 22.09.2023.

Alumni Column



Mr. Ezhil Arasan
(Batch: 2019)
Executive HR
Intellect Design Arena

ChatGPT: Revolutionizing Business in the AI Era

Welcome to a journey into the world of ChatGPT, a marvel in artificial intelligence that is reshaping the business landscape. This comprehensive exploration will uncover how ChatGPT is not just a technological novelty but a transformative force in business operations and strategy.

Unveiling ChatGPT – The AI Powerhouse

Picture this: a conversation with someone who knows a little about almost everything. That's ChatGPT for you, OpenAI's prodigy. More than just a chat companion, ChatGPT is a Swiss Army knife in the realm of AI, adept at tasks ranging from content creation to complex data analysis.

Why ChatGPT Matters

It's not just about efficiency; ChatGPT brings a blend of accuracy, creativity, and strategic depth to the table. Whether it's engaging customers or analyzing market trends, ChatGPT does it with a flair that's remarkably human-like.

ChatGPT in the Business Realm - Transforming Operations and Strategy

ChatGPT is redefining business operations, making processes smarter and decisions sharper.

Transforming Customer Service and Marketing

With ChatGPT, customer service becomes a 24/7, efficient operation, offering personalized experiences. In marketing, it emerges as a creative partner, generating content that resonates with audiences and conducting market research with unprecedented depth.

Streamlining Operations and Decision-Making

From data analysis to decision support, ChatGPT can sift through data to provide actionable insights and simulate various business scenarios to aid decision-making, acting as a strategic ally in business planning.

Preparing for an AI-Enhanced Future

Understanding ChatGPT's capabilities, identifying key areas for AI integration, and building an AI-ready workforce are essential steps. Businesses must also stay informed about AI advancements and ethical considerations to use AI responsibly and effectively.

The Road Ahead with AI

The future with ChatGPT is one of predictive analysis and automated decision-making, where AI complements human creativity and strategic thinking, paving the way for innovative business solutions.

Conclusion - Embracing the AI Revolution with ChatGPT

In this AI-enhanced era, ChatGPT stands as a testament to how AI can not only augment business operations but also inspire innovation and growth. It's about embracing AI not just as a tool but as a partner in the journey towards a smarter, more efficient, and creative future in business. This exploration of ChatGPT's role in business underscores the transformative impact of AI in our world. The future beckons with the promise of AI - a future where human ingenuity and artificial intelligence come together to forge new paths in business and beyond.

Alumni Voices...



Mr. R. Deepak Mohan (Batch 2007)

Vice President – Government & Infrastructure Solutions, India
Jones Lang LaSalle Property Consultants India Pvt. Ltd.

JSB is an educational institution that helps young students prepare for their professional future. It offers a great opportunity to develop individual skills and identity. I am grateful to JSB for its responsible and timely guidance on education, career, technical skills, and moral support. I also appreciate the learning environment that JSB provides, including accommodation, food, library, IT Support, and more, which has enabled us to grow in our professional career.

Mr. Ramesh (Batch 2007)

Partnership Sales Manager - South India & Srilanka
IWG



JSB has played a pivotal role in molding me to grow and evolve as a successful professional by helping me to learn to adapt quickly and find new direction. The guidance and support from all my mentors have shaped my approach towards the corporate world. Not just the classes and the mentors but the environment and people around me have given me lots of fond memories and lessons that I cherish even today.



Mr. Balanimalan (Batch 2013)

Area Manager, Bajaj Auto Limited

JSB faculty and the library have been always inspiring in shaping / sculpting an individual on and off the campus. JSB sets wonderful platforms for individuals to develop their interpersonal skills, leadership quality, and thinking ability. Always proud of being a part of JSB!

Mr. Ezhil Arasan (Batch 2019)

Executive HR
Intellect Arena



Embarking on the Jansons School of Business journey was like opening a book full of surprises. Each page I turned during my time at Jansons blended rigorous academic challenges with the spirit of joyous discovery. It wasn't just about the lectures and the textbooks; The real magic of Jansons unfolded in its ability to marry learning with a sense of fun. Real-world projects weren't just assignments; they were adventures in knowledge, with each group member bringing their unique flair. As I ventured forth into my professional life armed with not just knowledge, but with a mindset that melded analytical prowess with creative zest. Jansons taught me that business isn't just a matter of the mind, but also of the heart.

REFLECTIONS...



Dr V G Venkatesh, CSCP

Professor - Supply Chain Management
EM Normandie Business School
France

“ Good potential to grow as a National Institution. Feel good to share my knowledge with the faculty and students. Thanks for inviting and looking forward to collaborate/ contribute in whatever I can. ”



Mr Alan Win

Honorary Professor
Institute of Transport & Logistics Studies
The University of Sydney

“ A pleasure to be invited and have the opportunity to present to JSB students on LSCM. Clearly, this is an Institution that is progressive in its approach in educating its students. So was a pleasure to be able to present an interactive session. I look forward to being able to collaborate further in the future ”



Mr Krish Natarajan

Account Sales Head - Consumer Products
Retail and Distribution
Capgemini, London

“ It was a great pleasure meeting and interacting with the students. Thanks to the faculty and Dr AGVN for this opportunity ”



Mr Hetal Sonpal

Startup Evangelist and Angel Investor
Mentor of Change - Niti Ayog
TEDX Speaker

“ Had a good time engaging with the students and visiting the beautiful campus ”

REFLECTIONS...



Mr Karthick Subramaniam

Head - CSR Projects
BumbleB Trust
Coimbatore

Thankful to Dr AGV, Dr Arul & the students for giving Kalvi40 a wonderful platform to explore the synergy between Jansons and BumbleB Trust to initiate an activity that can create a value for rural needy students. Arrangements and Organizing were Excellent!



Capt. K Senthil Kumar (Retd.)

Chief Security and Nodal officer
Airtel Limited
Chennai

Thanks for the opportunity provided to interact with the first year students. It was an excellent interactive session. All the very best for the Institution to grow further and achieve more in the Management Studies!



Mr Shrikant Bairagi

Managing Director
ARGO-HYTOS PVT. LTD.
Coimbatore

Enjoyed my interactive session a lot. Bright students with curious minds. They will go places. Good work being done by the Management Team, Professors & Staff. All the Best!



Mr Hariprasad Kandaswamy

Deputy General Manager - HRBP
Schneider Electric India Pvt. Limited
Coimbatore

Excellent Facility. Very interactive students. Best wishes for their future!

REFLECTIONS...



Mr Rajesh Kurup

Chief Human Resource Officer
Rasi Seeds (P) Limited
Coimbatore

Excellent Infrastructure & Faculty.
Pleasure to have the opportunity to be at
the campus. Looking forward to many such
Industry - Academia Connects



Mr Ramamoorthy Sundaram

Executive Managing Director
RGS Feeds
Erode

Good Participation from the students.
They seem to be very active listeners. I wish
JSB to nurture this young budding
entrepreneurs



Mr K Ramakrishnan

Managing Director - South Asia
Worldpanel Division
Kantar

Enjoyed the opportunity & interesting
interactions with the discussive bunch of
students

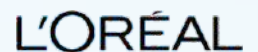


Sri C K Kumaravel

CEO & Co-Founder
Naturals Salon & Spa
Chennai

Such a privilege to be a part of a fabulous
interaction with the young minds of Jansons
School of Business. I loved the energy &
involvement of the students and teachers. I
thoroughly enjoyed the session. Together,
let's build a beautiful India

Our Recruiters for the Past 22 Years



Thank You!

Recruiters, Parents, Alumni & Students





THE B SCHOOL

JANSONS SCHOOL OF BUSINESS

(Autonomous)

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

Karumathampatti, Coimbatore - 641 659

Phone: 0421-2336161-65 | E-mail: info@jsb.ac.in

www.jsb.ac.in

