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THE B SCHOOL

ChairmanSpeak



On seeing the exuberance and enthusiasm in youth, one is often reminded of this small, yet powerful, nugget of truth: *Every street has two sides, the shady side and the sunny. When two men shake hands and part, mark which of the two takes the sunny side; he will be the younger man of the two.* Youngsters are ready to face life and willing to give it their best shot!

Giving youth opportunities to try, grow and learn becomes an essential part of education. And, it is needless to say, every time youngsters prove more than what is expected of them.....be they in activities within the campus, or be they in competitions outside. This is what gives youth the potential to play a significant part in building lives in the morrow's world. As Franklin D. Roosevelt stated, *"We cannot always build the future for our youth, but we can build our youth for the future"*

Wish you all the best!

NBA- AICTE Accreditation

Jansons School of Business has been Accredited by the National Board of Accreditation and the All India Council for Technical Education (NBA-AICTE).



CORPORATE THEATRE WORKSHOP

Conducted by
Mr. Paul Mathew
Chennai,
August 3-5, 2009

For three days, the 2010 batch of MBA graduates witnessed a workshop of a different sort. Mr. Paul Mathew of Corporate Theatre, Chennai conducted the workshop for the three groups of second year JSBians. This is a theatre-based 'learning' methodology which ensures that future managers and entrepreneurs understand and appreciate the need for fun at work, which is essential for success in the corporate. The most interesting and important take-away for the students was that learning took place in a stress-free milieu and there was 100 per cent engagement in trying to decipher the nuances of team work, situational leadership and routes to powerful communication.



METAMORPHOSIS '09 ...*beyond your cocoon*

Induction for the new 2011 Batch
August 23-24, 2009

The Induction Programme for 2011 Batch conducted by 2010 Batch included a graphic presentation, introducing JSB, its Vision, Mission, Quality Policy, Physical and Intellectual Infrastructure in terms of amenities and academic strength, various committees working in the areas of Marketing, Finance, HR, Entrepreneurship, etc. This was followed by student-wise introduction of 2011 batch.



A cultural extravaganza was organised and conducted 2010 Batch. The induction programme was structured in such way that it was highly interactive..... and ensured that the 2011 batch received a great head - start when starting their life - altering journey @JSB!



INTRA-COLLEGE COMPETITIONS



PRAAGALBHYA '09

Intra-College HR Event, October 25, 2009



MARC MIX '09

Intra-College Marketing Event, October 26, 2009



ALFA CLUB

Intra-College Finance Event, October 27, 2009

HR Quiz

Stress Management Games

Best Manager

Promotion Blaze

Pricing Blues

Product Lures

Topsy-turvy

Alfa & Beta

Stock Simulation

EXECUTIVE INTERACTION PROGRAMME



07 & 08.08.2009	Mr. Venkatramanan , Management Consultant, Former G M, Aditya Birla Retail Ltd., Mumbai.
17.08.2009	Mr. R. Karthikeyan , Director, Gemba Management Consulting Pvt.Ltd., Chennai.
26.08.2009	Mr. Madhu Janardan , Associate Vice President, Head - Global Grocery Practice, Infosys Technologies, US.
29.08.2009	Mr. Kanthasami , Head - Quality Assurance, Ritd. - LMW, Coimbatore.
29.08.2009	Mr. G. D. Sharma , President - HR, BGR Energy Systems Ltd., Chennai.
18.09.2009	Mr. Amaran Jambulingam , FundWare Advisory Services, Bangalore.
19.09.2009	Mr. Selvam , HP, Singapore.
24.09.2009	Mr. Viswanathan , Manager, TUV NORD, Coimbatore.
01.10.2009	Mr. K. M. Satish , CEO, PRISM INFOSOLUTION (P) LTD., CHENNAI.
10.10.2009	Mr. Sunder Rajan , Management Consultant, Bangalore.
10.10.2009	Mr. Balathandayuthabani , Manager, First Naukri.com, Chennai.
19 & 20.10.2009	Mr.M.Siddharthan , Head-Operations, HyperCITY Retail (India) Pvt. Ltd., Mumbai.
23.10.2009	Mr. Venkataraman Sairam , Consultant & Trainer.
23.10.2009	Mr. Ramesh Malarvannan , Dy. General Manager, SIDBI, Erode.
23.10.2009	Mr. P. Mohan , Principal, Staff Training College, The Lakshmi Vilas Bank Ltd., Karur.
07.11.2009	Mr. K. Ravi , CFO, Roots Group of Companies, Coimbatore.
14.11.2009	Mr. C. E. Karunakaran , Development Consultant, Chennai.
13.12.2009	Mr. M.L.Phaniraj , Senior Manager, LVB Ltd., Karur.
15.12.2009	Mr. Mithun Perinchery , Logistics Executive, Landmark Retail, Dubai.

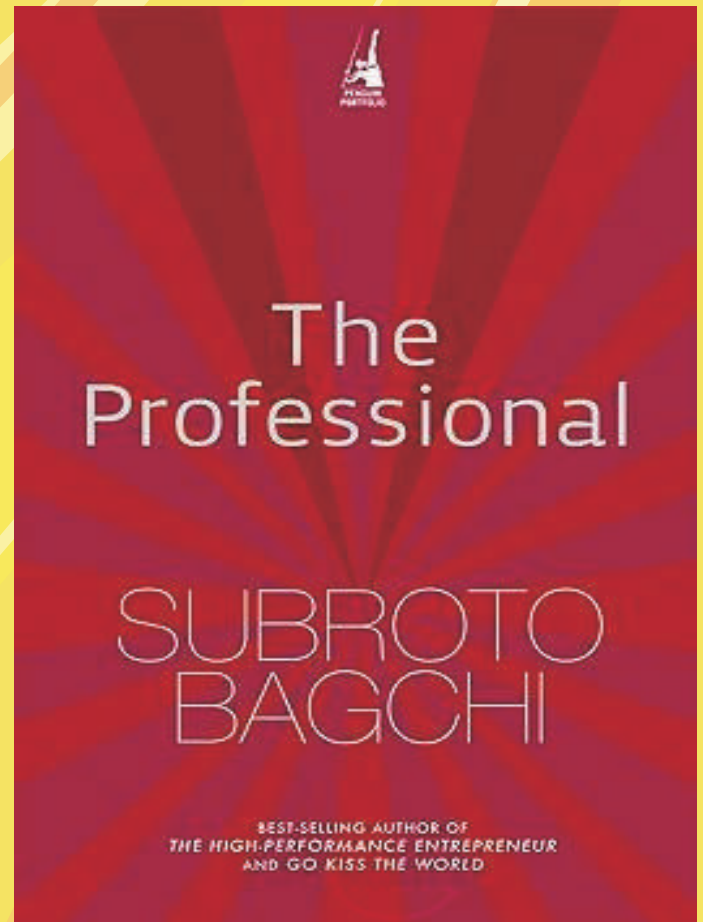


BOOK OF THE SEASON

**The Professional by Subroto Bagchi,
Penguin Portfolio, New Delhi, 2009**

The very sentence, “*Most of us in India have a very poor understanding of what constitutes integrity*”, strikes the reader upfront. However, the book is not an all-out effort to belittle the virtues of the Indian professional. It is, interestingly, a concise and contemporary work on what is required from the creature called “a professional”, written in the disarming style of Bagchi. The places of education and the workplace fail to provide an idea of professionalism and there is hardly any form of ethical articulation, mourns the co-founder of MindTree. Among the variety of issues that are raised when discussing the facets of a professional, Bagchi awards the top three slots to Integrity, Commitment and Action orientation. In addition, the merit of proactiveness, critical questioning and assertiveness, among others, are highlighted. Replete with personal and other examples, the author creates a lasting impact on the readers. Whether we become professionals or not (in the job-market sense of the term), we all can be better at doing our work, no matter what the appellation is, is an idea strongly conveyed by the book. And, this is essentially a person-centric approach, reflecting Bagchi: **“.....ultimately, being a professional is a matter of personal choice and the values we opt to live by”**. Professional read for the season!

“Developing the power within, to have the confidence to take charge in the most difficult and dangerous of situations, is the hallmark of a true professional.”



“Great professionals are always prepared for conversations, meetings, presentations. Prepared individuals project a good image of the company and of themselves.....”

FACULTY INFORMATION

Prof. **R Chandrasekaran**

- “Process Optimization in Injection Moulding Operation”, Case Study, Reference no. 609-029-1, ECCH, 2009.
- “Process Optimization in Injection Moulding Operation”, A Case Study Teaching Note, Reference no. 609-029-8, ECCH, 2009.

Prof. **R Palaniswamy**

- Organised and conducted SPSS Workshop during August 7-9, 2009 at Jansons School of Business.

Prof. **S Gnanaharan**

- Participated in the NEN Stanford – IIM B Entrepreneurship Educators Course (EEC) Module 3, during July 6 -8, 2009 at Bangalore.

Prof. **C Nateson**

- Attended a Workshop on Finalizing the Syllabi for Ph. D Program in Management on July 7, 2009 at the Tamil Nadu Agricultural University, Coimbatore.
- Keynote speaker for a National Level Students' Seminar on **Strategies in the Economic Meltdown** on October 1, 2009, organised by department of Management Science, Kongu Arts & Science College, Erode
- Expert Member in “TUV SUD” for ISO Audit conducted at PSG College of Technology, Coimbatore during December 29-31, 2009.

Prof. **P Sadasivam**

- Conducted a Training module on '**Goal Setting**' for 'The Hindu' Daily News Circulation Team on July 7, 2009, Coimbatore.
- Chief Guest for NSS Unit of Shri Nehru Vidyalaya, Coimbatore, on September 25, 2009
- Conducted a Market Research for the brand 'GRB Udhayam Ghee' on November 19, 2009
- Conducted a Market Research for the brand 'INDUS GREEN TEA' on November 19, 2009

Prof. **K R Senthilvelkumar**

- Marketing case titled, “**Vega MINO: Combating the 'Image of Cheapness'**” was published under 'TATA Consultancy Services Smart Manager Case Contest', in '**The Smart Manager**', Volume 8, Issue 5, Sep – Oct, 2009

Prof. **R Viswakumar**

- Attended the NEN Entrepreneurship Educators' Foundation Course at Jansons School of Business, Coimbatore during December 19-23, 2009

Prof. **V Parvathi**

- Attended the **Southern Regional Conference** by NIPM at The Residency, Coimbatore during June 31 & July 1 – 2009
- Conducted Assessment Centre for 2010 Batch at Jansons School of Business on September 13, 2009
- Conducted Personal Effectiveness Programme for 2011 Batch at Jansons School of Business on November 14, 2009
- Attended the NEN Entrepreneurship Educators' Foundation Course at Jansons School of Business, Coimbatore during December 19-23, 2009

Prof. **G Narasimha Raghavan**

- “Catharsis as an elite obsession”, book review of **Listening to Grasshoppers** by Arundhati Roy in **Himal Southasian**, December 2009

Prof. **Triveni Sripriya**

- Conducted a one day seminar on Organizational Behavior by Mr. Suderrajan on October 10, 2009
- Attended the NEN Entrepreneurship Educators' Foundation Course at Jansons School of Business, Coimbatore during December 19-23, 2009

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THE B SCHOOL



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