



THE B SCHOOL.

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JSB NEWS



Vision

To be a world class
Business School
developing competent
and committed
managers and
entrepreneurs driven
by values.

Mission

To enhance learning
through
experimentation and
exploration by
preserving eternal
values



Chairman Speaks



Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all.

- Dale Carnegie

What comes to us as a hurdle in our life, is more than often an opportunity to test our potential. There is always a silver-lining in an overcast sky, and that is called HOPE. For MBAs graduating this year, it is not all that gloomy as is made out to be. If one possesses sheer grit to re-skill oneself according to the situation, there is always an opening, beckoning the candidate with open arms. Besides re-skilling, which every B-school must cater to, there is also the need to look at world from a different lens – an eye-piece which will help one to perceive the world as a receptacle of opportunities.

One more thing that this global slowdown has brought into the ken of the graduating MBA is the need to be proactive and carve for oneself a niche in this world. This is highly suggestive of Albert Einstein's sharp avowal: **“Learn from yesterday, live for today, hope for tomorrow”**. It is the lessons of yesteryears and the familiarity of the 'now' that would make hoping for a better tomorrow a purposeful task. For one, let us all believe that everything that happens is definitely a blessing under the garb of a snag.

As emerging leaders in various fields, MBAs graduating this year must look forward with optimism at the lackluster market scenario, and see if they can make a mark in this bland cuisine. There is more joy and challenge in proving one's mettle, and as future leaders, it is but essential that students appreciate the value of learning in a downturn. May you turn to Napoleon Bonaparte for inspiration and courage:

A leader is a dealer in hope.

Nostalgia '09

Farewell to 2009 outgoing batch

On the evening of 04-04-2009, the first year MBA students bid farewell to the 2009 outgoing batch of MBA graduates in a grand ceremony that culminated with an extravagant and sumptuous dinner.

Titled NOSTALGIA '09, the farewell began with the Chairman's speech, wherein he invoked the outgoing batch to cherish and warmly remember the days they spent in this college, learning and assimilating the intricacies of MBA education.

This was followed by a cultural extravaganza, performed by the first year students. Intermittently, the entire faculty



showered their blessings on the 2009 batch students, and presented them with mementos.

Nostalgia '09 was a very memorable evening, and we all wish the 2009 outgoing batch the very best in their career and their lives.

Graduation Day for 2006-2008 batch



Jansons School of Business was very proud and doubly happy to have Mr C K Ranganathan, Chairman & Managing Director, CavinKare Private Limited, Chennai as the Chief Guest of its 5th Graduation Day, on 23.05.2009 @ 6.00 pm. Addressing 120 students of the graduating batch of 2006-08 and guests at the Padmam Auditorium, Mr Ranganathan recounted his early days as a youth, and how many considered him unfit for business. But, today the CavinKare group has a turnover of over Rs.700 crores. It all began with his father's simple, yet timeless, philosophy: **What a rich man**

uses, even a poor man must be able to use it. Thus was born the sachet revolution, and the rest is history. As pioneers in producing and selling shampoos in sachets, CavinKare has a plethora of brands in its repertoire. It was the daringness to make a mark in the field of business, coupled with his inquisitive mind that made him break away from his family-run business and start off on his own, earlier christened "Chik India". This soon metamorphed into the giant Indian multinational, CavinKare, and is a nightmare for many foreign consumer goods companies.



Taking in hand the specific needs of the graduating batch, Mr. Ranganathan advised many aspiring and would-be entrepreneurs

- * To always be brave enough to try out new things in business.
- * It was certain that they would, at some point of time, come face-to-face with failure, and it is during such trying times that they must not lose heart, and must muster enough courage to learn from the failures and set them right as soon as possible. This was the true hallmark of a successful business person.

* One must always follow ethical ways of doing business, and it is this principle that has stood him in good stead over the years.

In his own pleasant way, Mr. Ranganathan wished the graduates the very best, and hoped that the life-lessons he had recounted would help them to see business and life in true colours. He wished them all well, and looked forward to see many a successful entrepreneur come into sight.



List of Executive Interaction Programmes (EIPs)

We had the following executives / academicians with us for Executive Interaction Programmes:

S No	Date of Visit	Executives from Corporate
1	11.01.2009	Mr M L Bhaskaran, Advocate
2	17.01.2009	Dr. Nitin Devaraj, Head - Operations, L & T, Coimbatore.
3	20.01.2009	Mr. D.T. Reji Chandra, Director, PWDS, Madurai
4	24.01.2009	Mr. U.K. Anandha Padmanaban, Senior Vice President, KMCH, Coimbatore
5	25.01.2009	Prof. Suresh Paul Antony, Professor -Marketing, IIM
6	27.01.2009	Mr. Vishnu Vardhan, Head - BDM, BSE, Chennai
7	27.01.2009	Mr S Periyasami, Head - Arbitration, BSE, Chennai
8	31.01.2009	Mr G V Suresh, Head HR, Interwoven
9	14.02.2009	Mr.Giridhar & Mrs.Swapna, PVS Giridhar Legal & Allied Service Associates, Chennai
10	14.02.2009	Mr.Ragunandhanan, Senior Deputy General Manager, L & T Ltd., Coimbatore
11	10.03.2009	Mr. P. Mohan, Principal - Training & Development, The Lakshmi Vilas Bank
12	13.03.2009	Mr. Sundar, Deputy General Manager, Sakthi Finance Ltd., Coimbatore
13	17.03.2009	Mr. Radhakrishnan, WinSquare Management Services, Coimbatore
14	18.03.2009	Mr. Satyanarayan, Director & Co-Founder, New Horizon Media Pvt. Ltd., Chennai
15	22.03.2009	Mr. Satheesh Krishnamurthy, Brand Consultant, Chennai.
16	29.03.2009	Mr. Shrikant Kulkarni, Professor - Marketing, Amirta School of Business, Coimbatore.
17	30.03.2009	Mr. Duraiswamy Rajagopalan, Location Head - TN - Circle -Chennai, Reliance Group, Chennai
18	30.03.2009	Mr. Sanjay, Sr.Resource Management Executive, Reliance Group, Chennai



Summer Internship for 2008-2010 Batch of MBA students

The academic culture at JSB ensures that students, after their first year, look for summer internships on their own, and work at the organization for a minimum of 45 days during the months of May, June and July.



The Summer Internship Programme has three important goals:

1. Get an overview of the Company/Industry in which one is interned. This includes understanding the core business of the company and organizational culture.
2. Attempt to appreciate the roles of key personnel in the company, and get exposed to marketing channels, financial policies, etc.
3. Make an analysis of the company vis-à-vis the industry and prepare a SWOT analysis.

Book of the Season

A Better India A Better World, N R Narayana Murthy, Penguin, New Delhi, 2009.

As a well established entrepreneur, and one of pioneers of Information Technology revolution in India, N R Narayana Murthy has compiled his talks and lectures around the world in this book. Emerging from his discussions and interactions with a host of officials in the government, students and entrepreneurs, Narayana Murthy addresses issues ranging from education in the country, economic reforms of the 1991 to corporate social responsibility and corporate governance. This book is well argued, and presents plausible solutions to many of ills of Indian society. Keeping India at the centrestage, Narayana Murthy, the co-founder of Infosys, recognizes the import of value system and ethical leadership as central to the development of the nation, and through this, we will be able to look forward to a better world. The initial step towards growth is to identify the pitfalls and surmount them. As he rightly points out: **“I believe that our challenges are to recognize the limitations and imperfections of our world....”**. Inspiring read!



Faculty Information – Jan to Jun 2009

Prof. C. Nateson, presented a paper in the National Conference on 'Role of Management Institutions in Enhancing Entrepreneurship for MSME Development', organized by GRD Institute Cell, Coimbatore, on 21st February, 2009.

Prof S Gnanaharan, attended the National Entrepreneurs Network's (NEN) Entrepreneurship Teachers' Programme, held at IIM-Bangalore, during 6th to 8th January, 2009.

Prof. K. R. Senthilvelkumar, attended the one-day workshop on "Online Marketing For Building Brands", conducted by Mr. K. Sathya Narayanan, Director & Co-Founder, New Horizon Media Pvt. Ltd., Chennai, on March 18, 2009.

Prof. K.R. Senthilvelkumar attended the one-day workshop on "Brand key – Unlocking Brands Potential", conducted by Mr. Satheesh Krishnamurthy, Brand Consultant, Chennai, on March 22, 2009.

Prof. P. Sadasivam organized one day workshop for 1st year MBA students of JSB, on Leadership - RYLA, in association with ROTARY CLUB Coimbatore Uptown on January 25, 2009.

Prof. K.R. Senthilvelkumar has published "Consolidating Brand Position" in Retails biz, 6(7), February 2009.

Prof. K.R. Senthilvelkumar has published "Managing Success" in The Smart Manager, 8(2), March – April, 2009.

Welcome on board!

1. Prof. Nagarani Muthuswamy is from the first batch of MBA graduates from Bharathidasan Institute of Management (BIM), and has over 20 years of teaching and consulting experience in HR. Besides teaching in BIM and IFMR, Prof Nagarani was also instrumental in taking care of placements. Having done creditable work in the areas of cross cultural management and organization behaviour, Prof Nagarani joins JSB, and will teach HR-related papers here.

2. Prof K Srinivasan comes to JSB with over 6 years of industry experience, and a decade long experience in academics. His areas of interest are Sales & Distribution, Consumer Behaviour and Strategy. Prof Srinivasan will handle Consumer Behaviour and Strategic Management papers at JSB.

3. Prof Viswakumar was an entrepreneur, and has over 17 years of exposure to industry. With about a year and half of experience in the field of academics, Prof Viswakumar will be handling papers in Entrepreneurship at JSB.

4. Prof Thiriveni Sripriya has joined JSB with one year experience in teaching MBAs, and her interests are in the broad areas of human resource management and downsizing. She will be handling Organisation Behaviour in JSB.

Adieu!

Prof S Krishna Kumar was with JSB for over five years. With more than three decades of experience in industry, Prof SK (as he was addressed) handled Consumer Behaviour and Strategic Management papers for the second year MBA graduates. We wish him a healthy enriching and peaceful retired life!

ACCREDITATION TEAM FROM NBA VISITS JSB

A three-member team from the National Board of Accreditation, visited JSB during April 17-19, 2009, and inspected our physical / scholastic infrastructure.

Send us your feedback at jsbnews@jsb.ac.in



THE B SCHOOL

THANKING THE FAITH THAT MOVES JSB FORWARD



Call it the passion that our students put into their learning experience. Or the faith that makes top of the line corporate houses seek recruits from our campus year after year. Call it the energy we put into updating our learning modules. At JSB, in FIVE years, it is a combination of these attributes that has helped us meet standards. And set new ones.

At JSB, we are aware that our learning modules must meet the rapidly changing global management environment. That is why we tailor our programmes to bring ample industry exposure and thereby create future ready managers and entrepreneurs.

As we embark on another year of learning, growing and setting new standards, we believe this is the perfect time to thank the corporate houses that have reposed their faith in us time and again.



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