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THE B SCHOOL

## JANSONS SCHOOL OF BUSINESS

Approved by AICTE & Affiliated to Bharathiar University  
An ISO 9001:2008 Certified & NBA-AICTE Accredited Institution

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**Rated at the A++ level by Business India  
[Best B-School Survey, 2014]**

## **VISION**

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



## **QUALITY POLICY**

JSB 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.



## **MISSION**

To enhance learning through experimentation and exploration by preserving eternal values.



**JSB is a member of AACSB  
[The Association to Advance Collegiate Schools of Business]**

# Chairman-Speak



**Rtn. MPHF. T.N. Natarajan**

At every stage in our lives, there will always be people who may belittle us, criticize us or even downright berate us. It is the person who takes such actions in his stride, who will ultimately understand that in life, it takes courage to make a difference.

Let us all remind ourselves of the timeless words of Abraham Lincoln, "Always bear in mind that your own resolution to success is more important than any other one thing."

**T**here are two types of people who will tell you that you cannot make a difference in this world: those who are afraid to try and those who are afraid you will succeed.

**~Ray Goforth**

*Best Wishes!!!*

## ACADEMIC ACTIVITIES @ JSB

### Prof N Chandrasekaran

**Corporate Training Programme:** Four-day Strategic Sourcing and Category Management programme for a knowledge based company at Chennai.

**Case Study:** "AdVenture India" has been accepted for publication in International Journal of Management Case, September 2015 issue.

**Report:** Led a team of faculty from Loyola Institute for Business Administration, Chennai, for preparing Draft Report on Human Development in Chennai Corporation.

**Approach Paper:** Commodity Price Risk Management through Hedging.

### Prof C Nateson

**Paper Published (Co-authored):** "A Study of the level of awareness of the respondents towards celebrity endorsed advertisement with special reference to FMCG through unaided recall technique", along with Dr. Devi Premnath, Trans Asian Journal of Marketing and Management Research, (TAJMMR), ISSN 2279-0667, Vol.4, Issue 5-6, May-June 2015.

### Prof S Gnanaharan

**Case Published:** "The Theory of Horlicks", Rural Marketing, April 2015.

### Dr D Swamy

**Seminar Attended:** "Case Method Teaching Seminar", organised by Harvard Business Publishing and IIMA Case Centre, Dr. Reddy's Laboratories Leadership Academy, Hyderabad, May 29-30, 2015.

## ACADEMIC ACTIVITIES @ JSB

### Prof S Karthikeyan

**Articles Published (in Tamil):** Seven articles under the section, 'Ini Yellam Laabame', NanayamVikatan ( a personal finance magazine from Vikatan group), April-May, 2015.

**Investment Research Report Published:** "Kanoria Chemicals and Industries Limited", NanayamVikatan (a personal finance magazine from Vikatan group), June 28, 2015

### Prof C Suriyaprakash

**Workshop Facilitated:** "Social Transformation in Organisations" organised by Institute for Counselling and Transactional Analysis, Cochin, at St. Ann's Retreat cum Seminar Centre, Hyderabad, June 17-21, 2015

### Prof S Allimuthu

**Ph.D Viva-Voce Examination:** Thesis entitled "A Study on the Financial Market Integration in India", at BSMED, Bharathiar University, Coimbatore, on June 26, 2015, and has qualified for the award of the Ph.D degree

We welcome your views / suggestions:

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