



THE B SCHOOL

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JANSONS SCHOOL OF BUSINESS

Approved by AICTE & Affiliated to Bharathiar University
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THE B SCHOOL

Vision

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

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

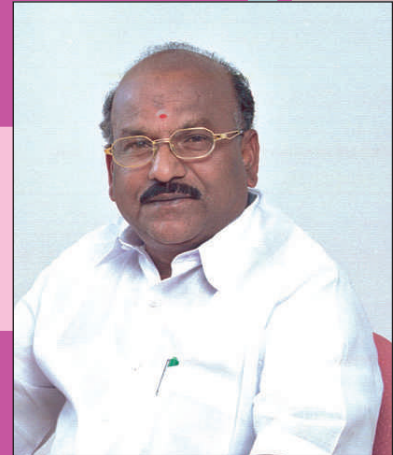
Mission

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*

"Cheers to a new year and another chance for us to get it right."

Oprah Winfrey



Reflecting the ancient wisdom of India, it would only be proper to state, with conviction, that while external motivation may make you begin a task, it is making internal motivation a habit, which would keep one going.

Immaterial of the largeness of the task, it is the attitude to do a sincere job of it, which will see us through hurdles – big or small. Let us not forget that it is an important ability to flourish and thrive in tough times, and this alone is the true mark of excellent work.

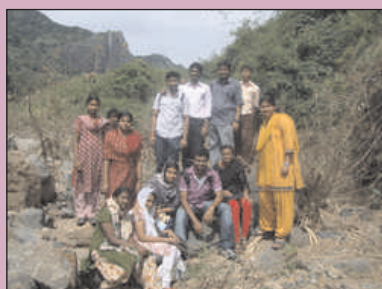
Though it is a cliché, it is definitely true that every end means a new beginning. The year 2010 has been fulfilling for us at JSB, and let us all rejoice at the number of things that we have accomplished. And may we all welcome the New Year 2011, with gusto and zest.

*My best wishes to all of you for another year of
"Exploration and Experimentation"!*

Chairman-Speak

Pravesh 2010

Two-Day Out-Bound Training for the 2012 Batch



During 12-14 October, 2010, Pravesh 2010, an out-bound training programme, was jointly organized by Jansons School of Business and Karl Kubel Institute for Development Education (KKID), Anaikaty, at KKID's campus, located amidst picturesque hills. It was to enhance and fine-tune the team-spirit and team-building skills among the students of the 2012 Batch that this programme was designed.



The journey of Pravesh 2010 started on the evening of 12th October 2010. The first event of the evening was a Music Meditation session, followed by a random division of students into four groups.

On 13th October 2010, the day commenced early with a thought-showering session within each group, on the agenda for the performance of various cultural events that were to be conducted that day. After that invigorating session, an open discussion with the transgenders and victims of HIV positive was organized. During the post-lunch session, a visit to a tribal village was arranged, with instructions that the students were to present their experiences through a poster competition the next day. A cultural extravaganza, during late evening, was witnessed, with the active participation of the four groups of students, along with the performances of the tribals. The post-dinner session was devoted for the preparation for the poster competition with the theme **"The Bridge We Discovered"**.



On 14th October, the day began early with the display of the posters, and the results were announced. During the first half of the day, students interacted with the trainers on a variety of issues like teamwork, understanding self and others, through various team games. The last event was **"Thrillers 2010"**, where the groups had to compete with each other by analyzing their strengths and weakness.



Interaction with Alumnus

October 1, 2010



Mr Raja, of the 2008 batch, conducted a General Business Quiz for the 2011 & 2012 Batches. The various rounds included: Current Affairs, Regional Entrepreneurs, Identifying Logos, International Business Deals & Identifying Political Leaders.

In the interactive session he had with the 2012 Batch, Mr Raja shared with the students the kinds of questions that aspiring managers had in mind. After joining JSB in 2006, he took Finance as his specialization. He further encouraged students to take up their specialization on the basis of their interests only.

Recounting his MBA days, Mr Raja stressed the importance of language and communication.

One other thing that he insisted on was to do well enough in academics and exams, so that it would be easy to get through the initial phases of Placement.

Mr Raja impressed upon this new batch that reading books and newspapers was an essential ingredient for the success of a manager. He recommended two books: **MADE IN JAPAN** by AKIOMORITA and **AUTOBIOGRAPHY OF HENRY FORD**.

He wished them all the very best for their future.



Workshop on Communication

October 25, 2010



Dr Brundha Ravikumar of *gainenglish.com*, spent a day with the 2012 Batch, and trained them on two important aspects of MBA education: reading skills and group presentation. The highlight of the activity-based workshop was that students were given roles to prepare and perform in front of others. This gave the students a chance to take cognizance of the observations from their peers.



Sambandh

On Oct 3, 2010, JSBians of the 2011 Batch conducted a drawing competition for the inmates of an orphanage near Karumathampatti. The charts and the crayons were sponsored by the institute. The students of the orphanage revealed the budding painters in them, and gave a free rein to their imagination. The best drawings were given new sets of crayons, as prizes.



Executive Interaction Programmes

S.No.	Date	Resource Person
1	October 09, 2010	Mr. R.V. Rajan Chairman Anugrah Madison Advertising Pvt. Ltd. Chennai
2	October, 13, 2010	Mr. Martin Antony Director – Sourcing & Merchandising Lilliput Kidswear Ltd. Tirupur
3	October 15, 2010	Mr. Manish Singhal CEO Saarathi Integrated Consulting LLP Bangalore
4	December 14, 2010	Mr. Ruben Thomas General Manager Vodafone Essar Cellular Limited Coimbatore

Industry - Institute Interaction

Book of the Season

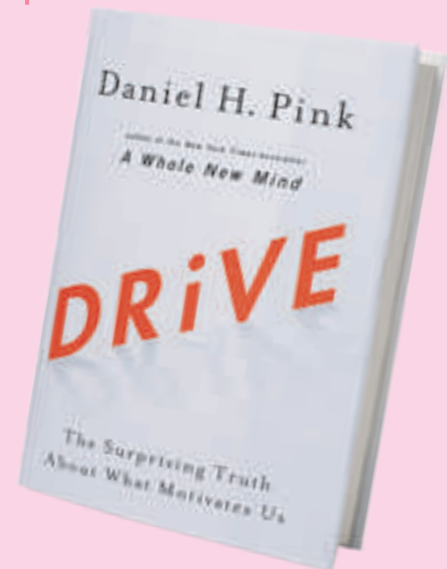
Drive: The Surprising Truth About What Motivates Us by Daniel Pink,
Cannongate, New York, 2010

Daniel Pink, in this path-breaking book, challenges head-on the rationality of continuing with the traditional carrot-and-stick method of motivation, which he calls Motivation 2.0. There are in-built flaws in this method, chief among them is that this can “encourage cheating, shortcuts, and unethical behavior”. It is true, Pink announces, that today's youngsters are geared more towards bringing in a new sense of meaning to their lives.

The time of intrinsic motivation, christened Motivation 3.0, has come, which meets the “new realities of how we organize, think about, and do what we do”. In a very broad sense, Pink has questioned the very way today's commercial and educational world, with their preponderance on extrinsic motivation, operate. Replete with examples of how newer corporate entities engage in unorthodox ways of functioning, like the ROWE system of Meddius, or the benefactor-business model of TOMS Shoes, this book explains the way our ideas and practices of motivation have morphed for the good.

Interesting discussions on Autonomy, Mastery and Purpose form the core of the book. Dump the industrial-age thinking, advocates Pink. Welcome to the age of intrinsic motivation! Motivating read!

“A sense of autonomy has a powerful effect on individual performance and attitude”



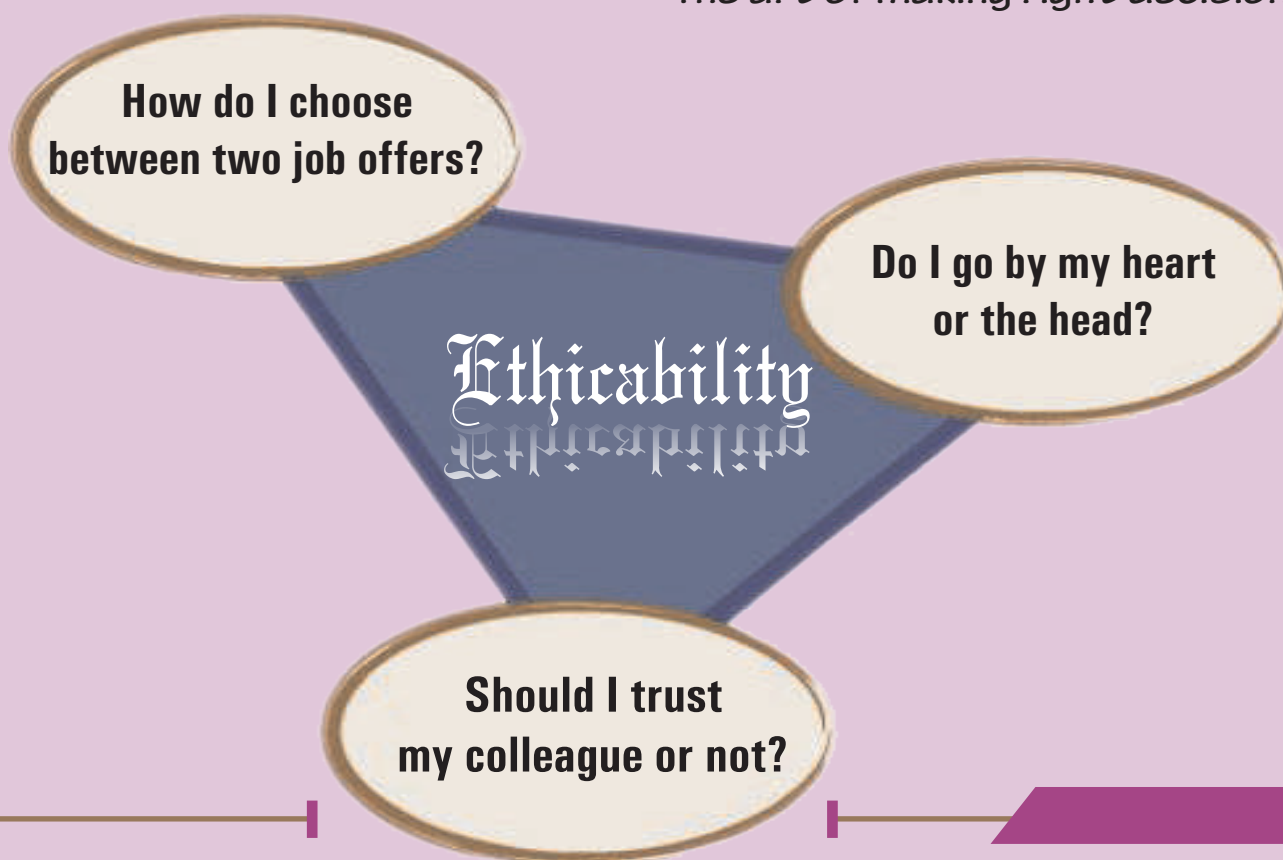
“Seek constant, critical feedback. If you don't know how you're doing, you won't know what to improve”

Faculty-Speak

Prof. C. Suriyaprakash on...

ETHICABILITY

The art of making right decisions



These and such dilemmas form indispensable part of our daily lives – both personal and professional. When we encounter such dilemmas at the most crucial points of our career, we feel lost and wish we had someone to guide us in making the decision. At times, we would have made the choice but would have a lingering doubt if that was the 'right' choice or was it an 'ethical' decision. Roger Steare in his book 'Ethicability' provides a simple yet valuable road map for us to go through when we face such dilemmas.

There are 20 steps grouped into three stages, namely Preparation, Making the Decision and Testing the Decision. The process involves asking ourselves a question at each step to which there are no right or wrong answers, but we are stimulated to think on diverse perspectives before we conclude for ourselves and move on to the next step. With every step, we gain more clarity on the issue and are closer to the decision.

The questions are deceptively simple yet profound in their implications like, 'What is the real dilemma?', 'Whom does it harm?', 'Have you thought creatively?'. The method integrates the principles of tested decision-making processes like the 'six thinking hats' and makes decision-making an art within the easy reach of one and all.

Faculty Information

Prof C. NATESON

Expert Member in TUV SUD for ISO Audit conducted at *PSG College of Technology, Coimbatore*, during 13-14 December, 2010.

Prof D. SWAMY

Participated in the One-day Seminar on Guiding Principles of ACBSP Accreditation and Assessment of Student Learning, organized by *Accreditation Council for Business Schools & Programs, USA*, held at *PSG Institute of Management, Coimbatore* on November 30, 2010

Prof K.R. SENTHILVELKUMAR

Participated in the One-day Seminar on Guiding Principles of ACBSP Accreditation and Assessment of Student Learning, organized by *Accreditation Council for Business Schools & Programs, USA*, held at *PSG Institute of Management, Coimbatore* on November 30, 2010

Prof K. SRINIVASAN

Consumer Education and Value Creation, *Business Mandate*, XXXVIII (5), December 2010.

Prof T. SENTHILKUMAR

Attended the Workshop on Research in Finance, organised by *PSG Institute of Management*, during 29-30 December, 2010

Prof V. PARVATHI

Book Review of Personality Plus, *South Asian Journal Of Management*, 17(3), July – Sept, 2010.

Attended the Two-day Summit on Diversity and Inclusivity, organised by *NASSCOM*, at *ICT Gardenia, Bangalore*, during 23-24 November, 2010

Welcome On-board!

Prof V. KANNAN has over a decade of entrepreneurial experience, and about a decade of experience in teaching. With a BE and MBA from *PSG College of Technology, Coimbatore*, he joins JSB, and will handle Operations Management paper for the first year MBA students.

We welcome your
views / suggestions:

jsbnews@jsb.ac.in



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