



THE B SCHOOL

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# JSB News

The Quarterly from JSB



## 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, 2013]

## 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.

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

## MISSION

**JSB IS A MEMBER OF AACSB**  
[THE ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS]



## Chairman-Speak

“I have learned that success is to be measured not so much by the position that one has reached in life as by the obstacles which he has had to overcome while trying to succeed.”

*Booker T. Washington*

It is a necessity of life that one will have to surmount challenges to win. This is a short story for you, on how obstacles are opportunities in disguise!

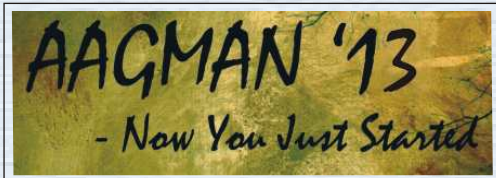
In ancient times, a King had a boulder placed on a roadway. Then he hid himself and watched to see if anyone would remove the huge rock. Some of the king's wealthiest merchants and courtiers came by and simply walked around it. Many loudly blamed the King for not keeping the roads clear, but none did anything about getting the stone out of the way.

Then a peasant came along carrying a load of vegetables. Upon approaching the boulder, the peasant laid down his burden and tried to move the stone to the side of the road. After much pushing and straining, he finally succeeded. After the peasant picked up his load of vegetables, he noticed a purse lying in the road where the boulder had been. The purse contained many gold coins and a note from the King indicating that the gold was for the person who removed the boulder from the roadway.

Best Wishes!

# Aagman'13

## Induction for 2015 Batch



**A**agman 2013, the induction programme for 2015 batch was conducted from 13th August, 2013 to 15th August, 2013. The entire programme was

organised by the students of 2014 batch. The journey of Aagman started with a formal introduction about the life at JSB; a short introductory video about the faculty team and about the JSB campus. The theme for Aagman 2013 was "Colors depicting the Colorful Life of JSB".

The 2015 batch was grouped into various teams to inculcate the team spirit within them and also to give them a chance to get to know about their fellow mates. To make the entire journey of Aagman more interesting, each team had two 2014 students to guide and coordinate the team all through the programme.

The first game, 'Smash it', set the tone for the rest of the games. It was conducted to break the ice and trigger the competitive spirit among the teams. This was followed by various other games which were mainly conducted to showcase their skills in creativity, presence of mind, observation, strategic planning and stress management, and above all to build trust among their own team members.

The game 'Treasure hunt' gave the new JSBians an opportunity to explore the campus and discover various facilities. 'Challenger' was a special game which gave them a chance to realize the strength of each team and build on it to beat the other teams. There were events to test even the individual capabilities. People who proved their caliber were crowned 'Management King & Queen'.

A sapling was planted by juniors and seniors symbolizing a new beginning at JSB. There was a separate interaction between the senior and junior members of the various houses focusing on various clubs and house activities in JSB. Finally the programme came to an end with a cultural event, after three beautiful days of journey and it was a platform for the students of both 2014 & 2015 to showcase their talents.



# The Zone beyond IQ & EQ Onto the Next Orbit of LEADERSHIP EXCELLENCE

An Eye-opening Workshop for the 2015 Batch by Mr. Pramod Sadarjoshi

The Workshop was organised during 17th and 18th of August, 2013, for the new batch (2015 Batch). It was conducted by Mr. Pramod Sadarjoshi, an eminent resource person who is presently a consultant and a registered executive coach at Indian School of Business, Hyderabad. Educated from Tata Institute of Social Sciences with an MA in Human Resources, he worked in key portfolios in various companies. Before turning up as coach he was Executive Director – Human Resource in J P Morgan Chase. He has contributed in the industry-academia synergy by being a visiting faculty and as adviser at leading B-schools and technical institutions (The IIMs, the IITs and other premier institutes included).



In the first session, Mr. Pramod Sadarjoshi gave a detailed overview of the present business environment and how to survive in it. He termed it as “VUCA” world. Expansion of VUCA is Volatile; Unpredictable; Complex and Ambiguous. He asked the students to showcase the following characteristic traits such as trust-worthiness,

service orientation, being innovative, and tech savvy to survive in this hostile environment. The speaker said, “today the customers don't ask 'What can you do for me?', but they are more interested in asking 'What else can you do for me?' This is the quintessential differentiator, the new DNA of the today's generation which looks for instant gratification”.

The speaker suggested two books that should be read by the students: *Business at the Speed of Thought* by Bill Gates and *The Seven Habits of Highly Effective People* by Stephen Covey.

In the second session, the speaker gave some inputs on how to answer a question about summer internship when asked in an interview. He asked the students to be precise and concise while answering. Concentrating on the key areas such as topic, methodology, recommendations, applications, and results seemed to be very important. He spoke about hurdles and overcoming them during an interview. He gave a brief description on leadership skills and the attitude that a company expects from its prospective employees. He also asked the students to balance the emotional and spiritual quotients. He ended the session with a beautiful quote – “Test Fast, Fail Fast, Adjust Fast and Change Before You Have To”.

# Advertising: The Pre-eminence of Consumer Insights and Creativity

A Workshop for the 2014 Batch by Mr Ravindran Solomon & Mr. M Elango

**A** Workshop on Advertising was conducted on Friday, 27th September from 9am to 4pm. The resource persons were Mr. Ravindran Solomon, Creative Director, Salt Creatives (ex-JWT) & Mr. M Elango, Vice President, Interface Communications/Draftfcb Ulka Group.

The workshop was creative and professional. Various aspects like how an advertisement has to be created, what are the aspects to be taken care while marketing a product, were discussed. Product targeting, segmentation and positioning were taught through various advertisement clippings. Elaboration on how to create a theme, based on consumer insight, and make an advertisement, were the highlights of the workshop. Various case studies and examples were also taken up.



## Role of a Business Analyst

An Interactive Session with Mr. Ravi Venkatesh

Mr. Ravi Venkatesh, Business Analyst Professional at NTT DATA spoke to the Second Year MBA students on August 8, 2013, about the Role of a Business Analyst. He shared his experience of having worked across

various domains such as Retail, Healthcare, Transportation, Insurance and Telecommunications. He stressed that the role had more to do with attitude than qualification and explained how an analyst serves as a bridge between the client and software vendor. He explained that the work involved analysis of existing design of systems and business models and their integration with technology.

# Academic Activities of Faculty

## Prof C Nateson

Case Study Published: An entrepreneur's start-up blues, Castle, Vol 1, Iss 1, September, 2013

## Prof S Gnanaharan

Case Study Published: Melas as Rural Malls, Castle, Vol 1, Iss 1, September, 2013

## Prof D Swamy

Case Study Published: Relaunching 'More' Supermarkets in Coimbatore, Castle, Vol 1, Iss 1, September, 2013

## Prof K R Senthivelkumar

Review: Forthcoming publication of Tata McGraw Hill Education on Customer Loyalty, August, 2013

Case Study Published: Will the newfound awesomeness help Nano drive past its past?, Castle, Vol 1, Iss 1, September, 2013

## Prof K Srinivasan

Case Study Published: Titan Zoop – Growth Through Kids, Castle, Vol 1, Iss 1, September, 2013

## Prof C Suriyaprakash

Workshop Attended: Stewardship for New Emergence, International Workshop on Leadership for Large Scale Change, organized by Tata Institute of Social Sciences, Mumbai at Auroville, Tamil Nadu, July 14-16, 2013

Workshop Facilitated: What can different Asian contexts and cultures offer to and gain from TA concepts, International Transactional Analysis Conference, Osaka, Japan, August 15-17, 2013

Workshop Attended: 'Supervision' by Marco Mazzetti, Italy, International Transactional Analysis Conference, Osaka, Japan, August 15, 2013

Award Received: Muriel James Living Principles Award of the International Transactional Analysis Association, Pleasanton, CA, USA, International Transactional Analysis Conference, Osaka, Japan, August 16, 2013

Workshop Presented: Transactional Analysis for Better Living (TA 101), 'Saying Hello!', Regional Meet on Transactional Analysis and Human Development, Coimbatore, September 21-22, 2013

## Prof J Rangunatha Raghavan

Case Study Published: 'Drive 21' - A BPR initiative of PPL, Castle, Vol 1, Iss 1, September, 2013

Case Study Published: Bonding improves Supply Chain Productivity, Castle, Vol 1, Iss 1, September, 2013

## Prof T Senthil Kumar

Case Study Published: ASM Taxi Service: A Missed Opportunity, Castle, Vol 1, Iss 1, September, 2013



We welcome your views / suggestions:  
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