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The  
Quarterly  
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JSB

# JSB *News*

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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



There was a man who had four sons. He wanted his sons to learn not to judge things too quickly. So he sent them each on a quest, in turn, to go and look at a pear tree that was a great distance away. The first son went in the winter, the second in the spring, the third in summer, and the youngest son in the fall. When they had all gone and come back, he called them together to describe what they had seen. The first son said that the tree was ugly, bent, and twisted. The second son said no it was covered with green buds and full of promise. The third son disagreed; he said it was laden with blossoms that smelled so sweet and looked so beautiful, it was the most graceful thing he had ever seen. The last son disagreed with all of them; he said it was ripe and drooping with fruit, full of life and fulfillment.

The man then explained to his sons that they were all right, because they had each seen but only one season in the tree's life. He told them that you cannot judge a tree, or a person, by only one season, and that the essence of who they are and the pleasure, joy, and love that come from that life can only be measured at the end, when all the seasons are up.



“Judge tenderly, if you must. There is usually a side you have not heard, a story you know nothing about, and a battle waged that you are not having to fight.”

~ Traci Lea LaRussa ~

# 6<sup>th</sup> GRADUATION DAY



Jansons School of Business celebrated the 6th Graduation Day on January 2, 2015 at Padmam Auditorium. Shri Murugavel Janakiraman, Founder-CEO of BharatMatrimony Group, Chennai, was the Chief Guest. The Ceremony was presided over by the Chairman of Jansons School of Business, Rtn. MPHF T.S. Natarajan, and Shri M Ponnuswami, Chairman and Managing Director, Pure Chemicals Co & Pon Pure Chem (P) Limited, Chennai, was the Guest of Honour. The Vice-Chairmen, the CEO, and the Dean graced the event.



# MILAAP 2015

March 1, 2015

# The 6<sup>th</sup> Alumni Meet @ JSB



# EXECUTIVE INTERACTION PROGRAMMES

S. No	Date	Resource Person	Topic
1	24.01.2015	Mr. R. Sundaresan C A Head - Finance ATS ELGI Ltd., Coimbatore	Practical aspects of Capital Budgeting
2	14.02.2015	Dr. V. Prasanna Bhat Former MD - ITCOT & Corporate Advisor Shriram Group, Chennai	Indian Financial System
3	14.02.2015	Dr. V. Prasanna Bhat Former MD - ITCOT & Corporate Advisor Shriram Group, Chennai	Strategy Formulation & Grand Strategies
4	18.02.2015	Mr. S. Ramachandran Managing Director Renold Chain India Private Ltd., Dindigul	Strategic Planning & Implementation
5	20.02.2015	Mr. Pavan Padaki Director, Insights & Creatives Brand.comm, Bangalore	Decoding Facets of Branding
6	24.02.2015	Mr. Chandu Nair Consultant & Venture Coach Chennai	Entrepreneurship
7	24.02.2015	Mr. Chandu Nair Consultant & Venture Coach Chennai	Strategic Management
8	24.02.2015	Mr. R. Kesavamurthi Director Govind - HRD Private Ltd., Coimbatore	Quality education and training quality process, Quality measurement system, Information feedback, Internal customer conflict and customer retention
9	27.02.2015	Mr. S. Suresh General Manager Best Pumps Pvt. Ltd., Coimbatore	Functions of materials management, Material budgeting, Inventory control, JIT, KANBAN
10	04.03.2015	Mr. A. Madhavan Director Acqualib Corporate Services Pvt. Ltd., Chennai	Know your cost to stay competitive
11	07.03.2015	Dr. J. Dennis Rajakumar Director EPW Research Foundation, Mumbai	Union Budget - Will it deliver growth?

## EXECUTIVE INTERACTION PROGRAMMES

S. No	Date	Resource Person	Topic
12	12.03.2015	Mr. M. P. Parameswar Entrepreneur - Exporter, Franchisee Owner Green Trends & Lifecell, Tiruppur	Franchising and Franchisee Management
13	12.03.2015	Mr. K. Ravi Chief Financial Officer Roots group of companies, Coimbatore	Balanced Scorecard and its application in the industry
14	12.03.2015	Mr. C. V. Lakshminarayanan Managing Director Autozone Automobiles (P) Ltd., Coimbatore	Designing process and products for quality, TQM in services
15	18.03.2015	Mr. R. Rajendran Director - Finance Lakshmi Machine Works Ltd., Coimbatore	Activity Based Costing
16	18.03.2015	Mr. M. Navaneethan Managing Director Gishnu Gears, Coimbatore	Logistics
17	19.03.2015	Mr. S. Sriram Chief Financial Officer Elgi Equipments Ltd., Coimbatore	Leverage - application in the industry

## ACADEMIC ACTIVITIES OF FACULTY MEMBERS

### Prof D Swamy

**Ph.D Defended:** Thesis entitled “A Study on the Shopping Behaviour and Customers' Perception about Selected Modern Supermarket Chains in Coimbatore” was defended at the viva-voce held on February 13, 2015 and has qualified for the award of the Ph.D degree, in the Faculty of Management Sciences, Anna University, Chennai.

### Prof C Suriyaprakash

**Workshop Facilitated:** 'Multi Level Learning' on theme 'Supervision in Transactional Analysis Practice', South Asian Association of Transactional Analysts, Ashirvad, Bangalore, January 10-11, 2015.

**Workshop attended:** “Stewardship for New Emergence”, International Workshop for Practitioner Coaches on Leadership for Large Scale Change, organised by Tata Institute of Social Sciences, Mumbai at Auroville, Tamil Nadu, January 23-25, 2015, February 13-18, 2015, March 16-19, 2015.

**Workshop attended:** “Emotional Literacy by Theo van der Heijden, Netherlands”, Prakriti, Whitefields, Bangalore, March 13-15, 2015.

We welcome your views / suggestions:  
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