

# JANSONS SCHOOL OF BUSINESS

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ISSUE VIII

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*The Quarterly from JSB*

THE B SCHOOL

**Rated at the A++ level by Business India  
[Best B-School Survey, 2010]**

## VISION



THE B SCHOOL

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

## MISSION

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

## Chairman-Speak



May Napoleon Hill's timeless advice stand you in good stead:

How often are we propelled to take heed of this statement, "Every job is a self portrait of the person who does it. Autograph your work with excellence", or how often do we adhere to such words of wisdom? Given all our constraints and hurdles, it only behoves us to make one more effort to give our work, the signature-touch! As MBAs, and future managers, all of you are going to get absorbed by India Inc., and at that time, two choices will stare you in the eye: either get sucked in by the whirlwind of corporate persuasions, or swim swiftly to the shores of success. In either way, your mark as a performer or non-performer will be indelibly etched.

"Do not wait; the time will never be 'just right'. Start where you stand, and work with whatever tools you may have at your command, and better tools will be found as you go along."

So, take care when you step into the world of commerce – take initiative, strive hard, build lifelong relationships, listen to criticisms, learn from your mistakes, and never ever forget to "*autograph your work with excellence*".

*All the Best!!!*



## INTERACTION WITH ALUMNUS

30 Jan 2011



Mr. Tharani Prakash (2009 Batch), Asst. Manager, FOREX Department, Axis Bank, Coimbatore.

An interactive session with our alumnus (2009 Batch), Mr Tharani Prakash, was organized on the theme, "Understanding Foreign Exchange". There was a interesting discussion on the following topics of interest to the students of Finance:

- ❁ Classification and operations of banks in India.
- ❁ Importance of RBI regulations
- ❁ Significance of FOREX reserves



# Sambandh

School Children spend a day @ JSB



The 2012 Batch students warmly welcomed the children from the following schools, and spent a day with them. The activities for the day included painting with computers, collage, enacting skits, outdoor games and drawing.

Jan 9, 2011: Ponnakkani School, Sultanpet, Palladam

Jan 23, 2011: Periya Kuili School, Sultanper, Palladam

Feb 13, 2011: S.Ayyampalayam School, Sultanpet, Palladam





# Milaap - The Alumni Meet 2011

20 Feb 2011

With an avant-garde backdrop in the stage, the 2011 & 2012 Batches of students welcomed all the alumni on the Alumni Day, with flowers. Over 70 alumni attended the day-long event. Milaap, meaning coming together, was formally inaugurated by the Vice Chairman, Mr T N Thirukumar and the CEO, Mr S Mohan. This was followed by the introduction of a new logo for JSB Alumni Association. A short video made by the current batches of students that brought in a nostalgic spirit among the alumni, was also screened. There was a photo session in the forenoon, with the Vice Chairman, the CEO, and the faculty members.

Post-photo session, there was the much-awaited Campus Talk session, which was a free-wheeling interaction between the current batches of students, and the alumni. The current students looked forward to the inputs from the alumni, and it was a forum for the senior batches to share their insights and experiences with the junior batches.

After a sumptuous lunch, there were a slew of games, with active participation from the alumni. Interestingly, all who participated were declared winners! The eventful day ended with a cultural show by the current batches of students. The alumni were invited to a grand dinner, and all of them bid farewell, and hoped to be back next year.



JSB ALUMNI

ReUnite ReCreate ReLearn





## The Odyssey of Campus Corridor to Corporate Corridor | 15 Feb 2011

Mr. Pramod Sadarjoshi,  
Executive Director & Group Head - HR, IDBI Bank Ltd., Mumbai.



The main aims of the presentation, as explained by Mr Pramod Sadarjoshi, were to help students understand the difference in expectations when moving from campus to corporate, and also to give them tips on how to handle the changed environment at the corporate. His presentation, and the highly interactive sessions, ran for over 5 hours, where students shot one impatient question after another, only to be rebutted by his patient and unhurried rejoinders. The presentation consisted of understanding the corporate culture, how decisions are made, why companies are being bought and sold, what is the role of an MBA as a management trainee in a new office, how to foresee career growth and work towards it, among others.

The core part of his presentation and talk centred on the need to move beyond the traditionally accepted Intelligence Quotient (IQ) and Emotional Quotient (EQ). Every manager, said Mr Pramod, sharing his insights from the 25+ years of experience in the corporate, must be spiritually attuned. That is, Spiritual Quotient (SQ) is what will make a manager, a true leader. And, by SQ, he did not mean "being religious"; rather, his term for SQ was "centered-ness".

Building on his personal experiences, Mr Pramod reiterated to need to work on technical skills during the earlier part of one's career, and to give precedence to behavioural skills (people skills) in the later part of one's career. His mantra, to the students for making a mark in the world of corporate, was in asking oneself this fundamental question: **What is my quintessential differentiator?**

In the final part of his presentation, a short video was screened about the need to make the best of the present moment. He wished the 2011 & 2012 Batches all the very best for their future, and he hoped and prayed that they stand tall in their corporate careers.



## Workshop on Managerial Communication 27 Jan 2011

Prof. Shiva Kumar Srinivasan, Indian Institute of Management, Kozhikode

Prof Srinivasan of IIMK, enlisted the participation of students to bring home certain nuances of Managerial Communication, like how to talk to someone in a business context, or how to conduct ourselves, say, during a business negotiation meeting. Elaborate discussion on McKinsey Elevator Test was also a part of the workshop. The idea was to understand that communicating or relating to someone in the business / personal context was not just about words, and it had more to do with the way we align ourselves to the space around us.



## Special Session on Lean Manufacturing 23 Feb 2011

Mr. Christian Kellner, Assistant General Manager - Operations, Daimler India Commercial Vehicles Pvt. Ltd., Chennai.

Mr. Christian Kellner, an expert in Lean Manufacturing conducted an intellectual and thought-provoking session for the budding managers of tomorrow at JSB. Mr. Kellner explained the basic concepts in Lean Manufacturing and the 7 types of waste in an industry (Waste of over-production, Waste of inventory, Waste of defects, Waste of motion, Waste of processing, Waste of waiting and Waste of transport) and methods of reducing / eliminating them. He also explained through videos and power point presentations how lean manufacturing systems are being practiced at Daimler.



## AN IMMERSION INTO A FOCUS GROUP

12 Feb 2011

Mr. Baskar S. Ayer  
Mindscan Marketing &  
Consultancy Services, Chennai



A simulated session on Focus Group was organized by Mr. Baskar, who also traced the origin and growth of Qualitative Research in Business and Management. Students got to sit through a real Focus Group, conducted by Mr. Baskar on Chocolates. After the Focus Group exercise, he explained and interpreted the contents of the discussion.

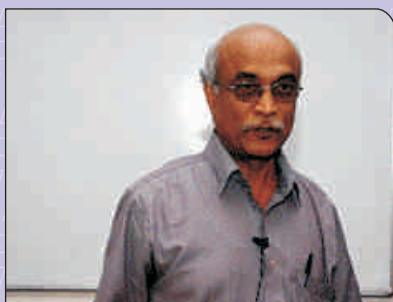


## VALUE ADDED COURSE ON RISK MANAGEMENT

27 Feb 2011

### Instructor

Mr. M L Phaniraj  
Senior Manager,  
M/S Lakshmi Vilas Bank Ltd.,  
Karur



“The first step in the  
risk management  
process is to  
acknowledge the  
reality of risk.

Denial is a common  
tactic that substitutes  
deliberate ignorance  
for thoughtful  
planning.”

Charles Tremper



## Executive Interaction Programmes

Date	Resource Person
February 10, 2011	Mr. R. M. Subramaniam Consultant, UNIDO Coimbatore
February 11, 2011	Dr. Prasanna Bhat Former Managing Director ITCOT
February 16, 2011	Mr. I.A.S. Balamurugan Co-Founder & Director, Metis Family Office Services (Pvt) Ltd., Chennai
March 02, 2011	Mr. Ravi VP-Finance Roots Group, Coimbatore
March 05, 2011	Mr. R. Rajendran Director-Finance LMW, Coimbatore
March 09, 2011	Mr. Vijay Xavier Vice President Lowe - Lintas, Chennai
March 10, 2011	Mr. B. M. Halasya Sundaram Organization Consultant & HRD Process Facilitator
March 11, 2011	Mr. Ashok R Sankethi CEO Kaybase (Research-based Consulting Firm), Chennai
March 14, 2011	Mr. Raman Deva Prasad Director-Sales (Asia & Japan) Maquet Medical Systems.
March 15, 2011	Mr. Selvaraj Director Ashwin Industries India Ltd.,
March 17, 2011	Ms. Gouthami Co-Founder and CEO Travel Another India, Chennai.
March 18, 2011	Mr. Jacob Raj Senior Manager-HR Cognizant Technology Solutions, Chennai



## Faculty Information

### Prof. C. NATESON

Presented a paper entitled "M- Payment: A Self Servicing Technology in Banking Sector" at the UGG Sponsored National Seminar on EMERGING ISSUES IN INDIAN ECONOMY held at Department of Economics, School of Economics, Bharathiar University, Coimbatore, on 14-15 February, 2011

Presented a paper entitled "Are Celebrity Endorsements Good or Bad" at the one-day National Level Seminar on BUSINESS ETHICS AND SOCIAL RESPONSIBILITY, organized by the Department of Management Studies, Sree Narayana Guru College, Coimbatore, on February 10, 2011.

Published a paper (co-authored) entitled "Indian Sugar Industry- An Economic Value Added Perspective", Gumbad Business Review, Vol.5, No.2, Jan-June 2010.

### Dr. P.SADASIVAM

Resource Person at Rotary Forum, and spoke on "Professionalism", organized by ROTARY CLUB OF COIMBATORE UPTOWN, on March 25, 2011

Resource Person at PSG-STEP Technology-based programme on Embedded Systems, and spoke on "Project Management and Marketing", on March 28, 2011

### Prof. K.SRINIVASAN

Participated in "Management Teachers Programme in Strategic Management", organised by STRATEGIC MANAGEMENT FORUM & IIMB, at Indian Institute of Management, Bangalore, during Dec.27-31, 2010.

### Prof. C.SURIYAPRAKASH

Participated in the INTERNATIONAL WORKSHOP ON TRANSACTIONAL ANALYSIS FOR PERSONAL AND PROFESSIONAL EXCELLENCE (TA 101), organized by Center for Information and Guidance India, Dubai, during January 28-29, 2011

Delivered the Keynote Address on "Transactional Analysis for Learning and Development", at the REVISITING THE WORLD OF WORK: The Interface of Psychology and Human Resource Development, organized by Dept. of Psychology, Christ University, Bangalore, on February 26, 2011

### Prof. V PARVATHI

Resource Person for Workshop on Team Building - Technology Based Entrepreneurship at PSG College of Technology, Coimbatore, on 26 March, 2011.

### Prof. S THIRIVENISRIPIRYA

Presented Ph. D proposal at the INTERNATIONAL DOCTORAL COLLOQUIUM, organised by Indian Institute of Management, Ahmedabad, during 3-4 January, 2011.

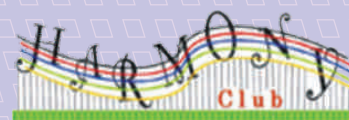
Presented a paper entitled, "Change in attitude leads to behavior change" at the INTERNATIONAL BSNI CONFERENCE, organized by Indus Business Academy, Bangalore, during 10-12 March, 2011.

## STUDENTS' CLUBS



MARC  
[The Marketing Club]

Ads for Social Causes  
Prospects of Movie Marketing  
Marketing Debate



HARMONY  
[The HR Club]

Mock Press  
Scintillate



ALFA  
[The Finance Club]

Finance Quiz

## Faculty-Speak

Prof. R. Viswakumar on.....

### NEUROMARKETING

Understanding the subconscious mind

What Do  
You Really  
Want?



"A lot of what  
motivates our  
behavior occurs  
below the level of  
conscious

awareness"

Meaux

(Neuroscientist)



"Maruti, TATA, Rolls Royce, Haldirams" these names trigger a flow of thoughts. The flow of thoughts as Mihaly Csikszentmihalyi describes "make sense to differentiate a class of activities that are enjoyable because they order the mind directly rather than through the mediation of bodily feelings".

The flow of thoughts is as a result of 100 billion nerve cells or neurons. Neurons "talk" to each other in the language of memory, recall, emotions, touch, breathing, color, motion, form, etc.

Emergence of digital era and paradigm shift in marketing medium (a la social networks) pose a great challenge to the marketers to find out the occurrences in the mind of the customer. Prof Alesmid in 2002 coined a new word "neuro marketing" which opened up the human mind to the scrutiny of the marketers. Marketers with the help of fMRI (functional Magnetic Resonance Imaging), QEEG (quantitative electroencephalography), MEG (Magneto Encephalography) started probing the depths of the unfathomable human mind.

Neuromarketers are trying to study the impact of brand perception on consumer taste, preferences and response to act. Marketers are looking for crucial link in the customer mind for the selection and decision making triggers. Automakers Daimler and Ford are working on neuromarketing to come out with the best packages in terms of car exteriors and colors. Neuromarketers are working on the right stimuli for the ads by using rich contents, TV commercials for long term memories. It has been concluded that ninety percent of what you believe is driven by subconscious mind.



## Book of the Season

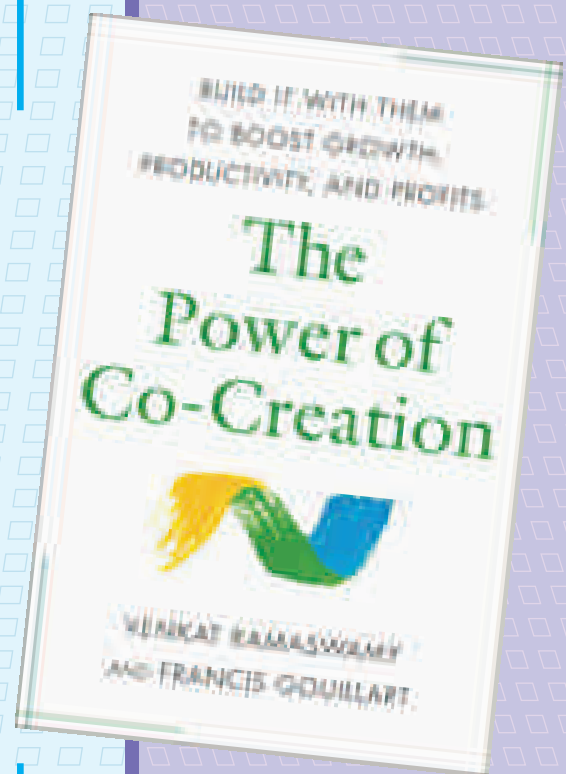
“Co-creation involves both a profound democratization and decentralization of value creation, moving it from concentration inside the firm to interactions with its customers, customer communities, suppliers, partners and employees, and interactions among individuals”

Written in an easy-to-read style by two brand enthusiasts, this book builds on the work done earlier by late Prof C K Prahalad along with one of the authors. The idea behind the book is two-fold: to bring to light the corporate examples of companies that have found value in engaging in co-creation activities, and to guide the willing manager / entrepreneur to explore the part of co-creation in a step-by-step fashion. Co-creation is about the need to build a compelling experience of innovation with participants' customers, employees, and stakeholders at large. Peppared with interesting examples, often given as narratives, the book engages the reader with stories about the co-creation ventures of Apple, Nestle, IBM, Nike, ITC, HUL, LEGO, GE Healthcare, Starbucks.....and the list goes on. As the authors strongly believe, 'the future belongs to the co-creative enterprise', it is only for us in India to look at the success of the Sunsilk co-created products! Persuasive read!

“The evolution towards a co-creative economy rests on the convergence of private, social, and public sector enterprises around productive and meaningful human experiences, and the realization of human potential.....”

**THE POWER OF CO-CREATION: BUILD IT WITH THEM TO BOOST GROWTH, PRODUCTIVITY, AND PROFITS**

Venkat Ramaswamy & Francis Guillard



Free Press,  
New York, 2010  
ISBN 978-1-4516-2354-3

We welcome your views / suggestions:  
[jsbnews@jsb.ac.in](mailto:jsbnews@jsb.ac.in)



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