



JAIPURIA SCHOOL OF BUSINESS

EMPOWER • ENTHUSE • EXCEL

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NEWSLETTER

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ACADEMIC ADVISORY COUNCIL MEETING ON MAY 7, 2017



The Academic Advisory Council (AAC) meeting was organized by Jaipuria School of Business on May 7, 2017.

A brief report on the syllabus for the Academic Year 2016-17 was presented before the council by the officiating Dean-Academics, Dr. Anindita.

Subsequently, the area faculty co-ordinators presented their core and elective courses' outline for taking the inputs from the council. A report on Immersion Courses/Certifications Programs/Special Programs to supplement PGDM syllabus was also presented before the council. The AAC members who were present in the meeting were Mr. N K Gupta, Director (Finance) Railtel Corporation, Dr. U M Amin, Director Centre for Management Studies, Jamia Milia, Mr. Harish Dua, Mr. Kallol Roy, Mr. Subodh Garg, Dr. Brinda Balakrishnan, Mr. Gaurav Mittal, Ms. Runa Maitra, Mr. Vikas Madan, Mr. P S Rathore, Mr. Rajendra Dani, Dr. Devinder Narang and Director,JSB.

The greatest men and women who strode the earth like colossus were not the ones born with golden spoons or super IQs but the ones whose deeds became colossal in public esteem. Our education system over emphasizes on academic grades and grossly underplays the life grades. There is a competition for mere academic grades in the Ivy League Institutes of India, which routinely churn out more and more 'Average' life graduates and very few with Holistic learning. The Best in School often turn out in life to be Average in the World.

To the Batch of 2015-17, while I wish all the best in their future, I wish you carry forward *three core values of creativity, character and compassion* you learnt and practiced in JSB Campus as your personal brand into your life's journey in future. Adding this 'Extra' as your personal brand will make each one of you reckoned by society someday soon as "Extraordinary" Managers and Leaders in your chosen field. Born as an ordinary child, into a poor family, Bharat Ratna APJ Abdul Kalam rose to become President of India by adding the three core values as Extra. Add that Extra to your ordinary life and be counted as "Extraordinary". You can do it!!!

Director's Message

Just One Point

You Can Do It

Dr.S.K.Mahapatra

The greatest success stories in the World have been scripted by people who were not necessarily bright in their studies at School but by those who picked their calling of life quite early in their lives and therefore concentrated on excelling in one field of their liking. Napoleon Bonaparte was short in height to join any army today, but out of interest joined the military school to enroll as an ordinary soldier. In school, he took great interest in military history and strategy, and became famous in service as the 'little corporal' who knew everything about warfare. Soon his genius was noticed by the leaders during the turbulent time of French Revolution, and he was elevated straight to the rank of a General. He went on to become the greatest General in the World of his time and virtually conquered whole of Europe spreading the French sovereignty and glory. He was crowned Emperor and during his reign he unified the varied legal system under a uniform law code, which became famous as Code Napoleon and practically provided a uniform legal code to the entire world, an extraordinary contribution.

In the contemporary World the genius of Andrew Carnegie, Sam Walton, Laxmi Mittal, Dhirubhai Ambani, NR Narayanamurthy, Shiv Nadar, Bill Gates, Michael Dell, Jack Ma, Marc Zuckerberg did not rest upon their academic performance but upon their ability to create something out of nothing. The undisputed genius of creative thinking, Steve Jobs lost interest in subjects that distracted his focus from computer science, dropped out of college and went on to create the technology marvel called Apple.

In USA, there is a saying, "If you want to be a billionaire in your twenties, start business from a car garage". The Tatas and Birlas already had a head start over the likes of Ambani and Narayanamurthy being born to wealthy families but today their families stand on an equal pedestal. Pt Jawaharlal Nehru, our first Prime Minister, studied at the best schools and colleges in Europe at a time when 99% Indians could not go to an English school but today we have in Mr Narendra Modi a Prime Minister who educated himself without going to a college by taking a correspondence course for his Masters Degree. Where we start the race of life is not important, where we cross the finishing line is what matters most.

Dr Ambedkar sat outside the class room like Ekalabya but he went on to frame the Indian Constitution, the best in the World, that gave both, stability and sustenance to the largest democracy in the world i.e, India, a country which has the size of a sub-continent and diversity of entire world assimilated in one sixth of the world population that call themselves sons and daughters of Mother India.



Faculty Development Programme

A One-day Faculty Development Program on Assignment Based Learning was organized at JSB on 19th May 2017.

The resource person for the workshop was Dr. Brinda Balakrishnan, HR Consultant and Trainer. The key objective of workshop was to make the members of the faculty conversant with the use of situations with the course content to make classroom teaching more effective. The various points that were discussed during the programme included content matching with live applications; making use of contextual teaching; development of caselets; transforming students into facilitators; report submission etc.



Faculty News

Prof. Yusuf Mehdi, Assistant Professor, at Jaipuria School of Business successfully completed a 4-week full-time course (CELTA) from University of Cambridge, England. CELTA i.e. Certification for English Language Teaching to Adults is a certification course from Cambridge University that evaluates the teaching ability of the participants through 9 teaching sessions. The students at Cambridge University tutor and the peers assess the teaching sessions and give feedback. A participant has to clear at least 7 lessons in order to get the certification.

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Organizes MDP on
Transforming Corporate Culture using Digital Marketing
 July 8, 2017
 Venue : Jaipuria School of Business

MDP ON 8TH JULY 2017

JSB is organising a Management Development Programme (MDP) on Transforming Corporate Culture using Digital Marketing on the 8th of July 2017 at its campus.

The current scenario of digital marketing has been facing serious challenges. We are witnessing a rapid growth of digital age. Regardless of the industry, domain, or location, every business needs to understand the power of digital marketing strategies to reach to their audience and market their offerings.

MDP Centre at JSB revolves around key business fundamentals like Managerial Effectiveness, Team Building, Sales & Marketing skills, Digital Marketing for Organization Effectiveness, etc. to emerging issues like Big Data, Creativity & Innovation, and Leadership. These programmes are open to all practising/experienced managers and/or executives.

Faculty News

Dr Anindita, Associate Professor and Dr Santosh Singhal, Associate Professor, Finance participated in a Management Development Programme on the topic "Goods and Service Tax (GST)" on 15th May, 2017. The key note speaker at the programme was Mr R. S. Sharma, Advocate & Member of Supreme Court and CESTAT Bar Association

Faculty News

Mrs Surabhi Singh, Associate Professor, Marketing participated in a 2-day FDP organized by JIM, Indirapuram on Social Media Marketing on 26th & 27th May, 2017. Mr. Varun Jaiswal & Mr. Nishant Neeraj expert of Digital Marketing explained all concepts of Social Media Marketing including Facebook and YouTube



MONTHLY CELEBRATION AT JAIPURIA SCHOOL OF BUSINESS



Jaipuria School of Business

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