

JIM CONNECT E-Newsletter

T O D A Y A R E A D E R , T O M O R R O W A L E A D E R



F O R M I N G R E S P O N S I B L E L E A D E R S

 St. Joseph's Institute of Management (JIM)

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ST. JOSEPH'S INSTITUTE OF MANAGEMENT (JIM)

St. Joseph's Institute of Management (JIM) is a Jesuit Business School. JIM is approved by All India Council for Technical Education (AICTE), New Delhi, India and affiliated to Bharathidasan University, Tiruchirappalli, Tamil Nadu. JIM is ranked high in NIRF India Ranking. It is part of St. Joseph's College, founded in 1844 by the Fathers of the Society of Jesus, popularly known as **Jesuits**; it was established much before the foundation of the University of Madras. Making good use of the autonomy given by the University Grants Commission (UGC) in 1978, the college excelled in every realm and has produced great men and women for others. Dr. APJ Abdul Kalam, Former President of India is an alumnus of St. Joseph's College. In addition to all the high ratings for its performance and service in the mission of education, recently the college was awarded with a special Heritage status.

In this college of repute, JIM was started with the sole objective of Forming Responsible Leaders. JIM looks at management education differently. Learning is the core activity of this business school. Everyone learns here - teachers learn, students learn and the Jesuit management learns constantly. JIM creates an ecosystem of learning in which students form their competence to become leaders for tomorrow. Consciously JIM guides them to look at their learning holistically. They not only learn the business nuances, but also learn, to make a difference in the lives of people. JIM strives to create a meaningful future for its students, with market-oriented curriculum and innovative learning pedagogy. Learning, training and development are the triadic axes around which JIM operates and this makes it stand tall vis-a-vis other management institutions.

OUR VISION

To form responsible leaders who are globally competent to lead a life based on values.

OUR MISSION

To provide learning environment for integral development of individuals who have the right attitude, relevant skills and needed knowledge to adapt to corporate world.

To remain as a center of learning by innovative pedagogy, appropriate exposure to industries and cutting edge academic strategies.

To contribute to the field of business education and industries through research, training, and consultancy.

OUR CORE VALUES

Integrity, Excellence, Service and Responsibility

FROM THE EDITORIAL TEAM

Dear Readers,

We are happy to present to you the first issue of JIM e-newsletter. A word of appreciation for all those who made this release possible with their contribution and support. This is a monthly issue which would be released on 10th of every month. The aim of this e-newsletter is to bring to you the updates and trending information relevant and useful for any business personnel. Hope you all will benefit from this initiative. We would take utmost care to provide you the facts and details about fields that interests you in this era of technology, be it upcoming innovative products, latest courses of study, trends and turns in market and much more. JIM always strives to be rooted while spreading its wings to reach greater heights, therefore in this e-newsletter there would be a regular feature on Management concepts in Thirukkural. Sharing by faculty, alumni and staff would add value to the deliverables of this e-newsletter. Have a happy reading.

Dear JIM Connect Readers,

This is one more innovative venture of St. Joseph's Institute of Management (JIM), Tiruchirappalli, to reach out to the wider public, to share news about JIM and its activities and also make persons in the business world aware of and become proficient in the new developments of the ever growing commercial transactions.

I congratulate the Director of JIM, Dr. Paulraj SJ, for envisioning this project and the editorial team headed by Ms. Sahaya Restina James for making it a reality.

I am thrilled to see that this e-newsletter also attempts to highlight the ethics and business concepts contained in the rich resources of Tamil culture and tradition.

May our forefathers and contemporaries guide us through their wisdom and expertise.



Rev Dr Leonard Fernando, SJ

Rector

St Joseph's Institutions

Director's Message

Happy to note that JIM is bringing out a e-newsletter for the first time since its inception in 2007. JIM e-newsletter gives me and others yet another channel for reiterating what JIM stands for- making JIM students RESPONSIBLE LEADERS and how we look at Management Education -very differently.

In line with JIM's mission to remain as a centre of management learning through constant research, through innovative pedagogy, cutting edge academic strategies and appropriate exposure to industry, I strongly opine that JIM's newsletter will act as nerve centre in the achievement of JIM's mission.

JIM's monthly newsletter, I believe, will act as a catalyst to achieve integral development of JIM students and also for the betterment of the society at large.

I am happy that through this newsletter, threads of communication between our faculty, staff, students, alumni and other stakeholders will be needed to the last. Keeping in pace with the digital transformation, I congratulate the team for creating yet another milestone in the journey of JIM.

Marching along with me towards JIM's vision, I wish all the stakeholders the very best.



Rev Dr P Paulraj SJ
Director, JIM

Dear Students,

“Success is the sum of small efforts, repeated day in and day out.”

– Robert Collier



Rev Fr I Antony Inico SJ
Administrator, JIM

JIM is not simply a design with bricks, mortar and concrete, but about nurturing character, enriching minds, and providing precious experiences that last a lifetime. Life is not a set of rules and regulations but is a series of experiences and learning processes. You have begun one of the most exciting stages in your life and every faculty member at JIM is committed to making it an enriching experience for you. JIM - a Jesuit Business School with its depth of rich culture, Jesuit tradition and its commitment to Ignatian value based quality education ensures that at the end of your period of study with us you are well prepared and equipped for your finest hour, i.e. stepping into your chosen career.

With its emphasis on strong industry academic interface, technology integrated management courses and extracurricular activities; JIM lays the foundation for your personal and career development. During your stay here, you will forge life long bonds of friendships with your peers which will become an important network of support for you in years to come. I appeal to you to take full advantage of the opportunities that we offer to become men and women for others in your career.

Wishing you all the very best for a great academic journey at JIM!

Dear Alumni,

Greetings from JIM Alumni/ae Association!

This year is a milestone as we celebrate Quindecennial year of our Institute with the motto of forming Responsible Leaders. To commemorate this event, we feel immensely happy in bring out this maiden E-Newsletter– **JIM Connect** from this year onwards. As you all know that we are making a lot of efforts like networking with our alumni and alumnae, home coming, reunions and much more to better connect with large and diverse group of **Jimites**. I look forward to work with each and every one of you and invite all **Jimites** to join hands together, get involved, extend your support and connect with us for reaching greater heights and excellence.

Hope to see you all in the Alumni/ae get together.

I have been working in JIM since its inception. In these 15 years, JIM has grown tremendously and has transformed to greater heights. I am proud of my growth, that I too developed and transformed personally and professionally. I am sure and happy that this E-Newsletter will be the voice of many here like me in JIM .



Chair Alumni/ae Relations,
Dr J Michael Sammanasu



Mr S Antony John Britto
System Administrator, JIM

A L U M N I T E S T I M O N I A L

Hello All,

I am proud to say we are the pioneers of JIM belonging to the first batch of 2007-2009 which were two life changing years. JIM is the major contributor to what I am today both professionally and personally. It is very important for a management institute not only to pass on education, but also to transfer values and social responsibility on every student. This is the unique quality of JIM where you are molded in 360° aspects. JIM is gifted with wonderful faculty and management which makes everything possible. I am always grateful to the faculty and will always miss the wonderful campus.



Mr. Victor David
*Sales Operations Manager – Commercial Tyres
Middle East & Africa
Bridgestone MEA, Dubai.*

BUSINESS CHANGES

Is Byju's poised to become India's Jio in the field of education technology?



Byju's is an Indian educational technology company based in Bengaluru that was founded in 2011. Byju's has been a leading EdTech start-up for the past four years, with a current valuation of \$21 billion. With the ultimate goal of providing accessible quality education, Byju's has been acquiring any company that could prove to be a potential competitor to them in the future as it goes on an aggressive expansion, both domestically and internationally, the signs of monopoly emerge. With acquisitions such as Tutor Vista and Edurite from Pearson in July 2017, Osmo for \$120M in January 2019, and White Hat Jr for \$300M in July 2020, the company has grown significantly.

It's almost obvious that Byju's is evicting its competitors. It has also acquired Singapore headquartered Great learning, a leading global player in the professional higher education segment. The transaction valued at \$600 million. This is bolstered by their \$1 billion acquisition of the Indian NEET-JEE tutoring behemoth Aakash academy in January 2021. So far in 2021, it has made nine acquisitions and 14 since 2017. The issue of monopoly and competition is a two-edged sword that can cut both ways. Being overly concerned with anti-competitive practices, or even monopoly, can suffocate innovation and the emergence of new efficient players.

Can government intervene ?

What can we foresee ?

**SIBI M
21PBA103**

WHAT'S NEW?

iPhone 13 by Apple

The A15 Bionic Chip. All-screen OLED display measuring 15.4 cm which is 6.1 inches. The Dual 12 MP Camera System has Ultra-Wide and Wide Cameras. Display with Super Retina XDR. Phone with 5G capability. Rechargeable Lithium-ion Battery is built-in. MagSafe wireless charging supports up to 15W. Wireless charging with Qi up to 7.5W. Oleophobic Coating that resists fingerprints. Splash, water, and dust resistance is rated IP68. True Depth Camera Enables Face ID for Facial Recognition. On September 14, 2021, Apple's 13th series of iPhones was released, featuring a range of models and new specifications. The price starts at Rs.80000 and rises from there.



RoboVac G30

Batteries: 1 Lithium-ion battery is essential which is included. The dimension of the product is 32.5 x 32.5 x 7.25 cm and weighs 2.9 kg. This product was first available on December 6, 2020. Eufy is the manufacturer. B08MF8N8SD is the ASIN. T2253111 is the item model number. China is the country of origin. The item weighs 2 kg 900 g. Robovac is an automated vacuum cleaner and mop that was launched by Amazon, with prices starting at Rs.24000. These robot vacuums are made with AI.



DEV DHANUS S

21PBA222

COMPETITIONS & EVENTS TO EXPLORE

- ◆ Indian Institute of Management (IIM), Indore, Zero One Infinity (IRIS)
<https://dare2compete.com/competition/zero-one-infinity-iris-2020-indian-institute-of-management-iim-indore-133347>
- ◆ Quiz-a-thon Reliance 6.0
<https://edubard.in/full/reliance-presents-quizzing-marathon-quiz-a-thon-60-prizes-worth-inr-28lakh-certification-register-by-nov-6th-2021-d2c>
- ◆ Indian Institute of Management (IIM), Indore Finance League 2021 IRIS 2021
<https://dare2compete.com/competition/finance-league-2021-iris-2021-indian-institute-of-management-iim-indore-221559>
- ◆ National Marketing Olympiad
<https://dare2compete.com/competition/mediaklik-national-marketing-olympiad-mediaklik-230851>

AROCKIA AISHWARYA L

21PBA221

JIM ASKS

This is the question for this month survey. We all know that investment is very much needed for one's life, the moment we decide to change our spending habits, we actually begin preparing a better future for ourselves. Investing in a plan or putting our savings in any part of investment avenues will give us a direction to lead our life assuring our self-adequacy, when we are a bit ahead of any financial bid. Such intention helps us add more value to our current financial status.

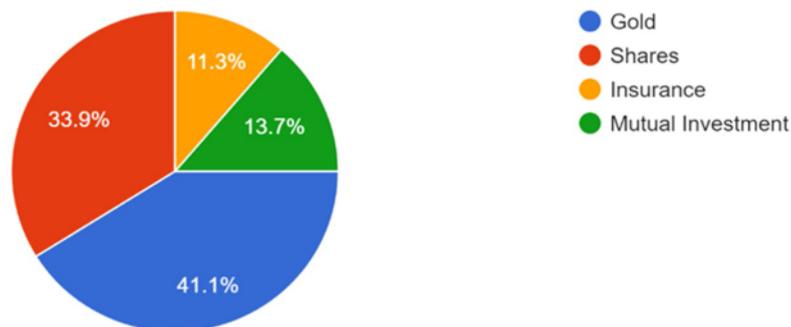
Apart from savings we can come up with other ways to grow our riches, and knowing the possible opportunities would help us in better decision making. Here are the responses of the question posed to people with the motive to understand the preferences of the majority.

How do you invest your surplus money?

1. Gold 2. Shares 3. Insurance 4. Mutual Investment

How do you invest your surplus money ?

124 responses



As we see that insurance is not a favorable part of investment, people are very eager to invest their surplus money in gold, shares and mutual funds.

GOLD as an investment class offers a great edge against inflation. It makes sense to invest in gold when inflation rates are high. Also, due to its stability in terms of prices, gold is a good investment when things do not look bright due to economic uncertainties and it is same for **STOCKS** too, one should reach to stocks with proper research and planning or else it will turn into loss.

HARIHARAN
21PBA224

VOICE OF JIM

Business Education in JIM

“You don’t need a college” Elon Musk, one of the successful businesspeople in recent years, on February 11, 2021 said in a Tesla interview. Mukesh Ambani has no MBA, Jeff Bezos is not a Master Degree holder, and Bill Gates, Harvard University dropped out is ruling 14.5 Crore people’s personal computers. If schooling does not matter so, it is very common to be asked why I should do my masters or go to business schools.

A study “Impact of MBA Education on Students’ Value: Two Longitudinal Studies” (Krishnan, V.R., 2008) results those self-oriented values like comfortable life and pleasure has turned out to be more important than the other-oriented values like being helpful and polite among the MBA students. This study concludes that management education enhances self-monitoring and importance of self-oriented values and reduces the importance of other-oriented values. This study also questions the pedagogics of business schools. Management education needed a revolutionary path to transform itself to form students into leaders. There came the revolutionaries ‘Jesuits’. They came up with ‘Ignatian Pedagogical Paradigm’ in management studies which transforms every MBA student into a ‘Responsible Leader and Citizen’ and ‘People for Others.

We can divide the characteristics of MBA program into 3 tiers. The most important characteristics is availability. There are plenty of B schools available in Tiruchirappalli region. But JIM stands out in its vicinity - Located in the Heart of the City. The next tier of importance is quality, program length, and cost. JIM provides ample number of programs both curricular and extra-curricular to the students to show case their talents and leadership skills. Cost for management program in JIM is comparably affordable than other institutes. And the third tier of importance is courses. JIM offers dual specialization in the available courses such as Finance, Marketing, Human Resource, and Systems. The courses are designed to industry standards and JIM keeps on updating to the modern technologies. Guidance from the faculty members help students find their true potential and build their career path colourfully. JIM not only teaches business, management education, business culture and its ethics but also teaches humanitarian, social and cultural values. A student from JIM not only becomes a business person but also a better person after the course of two years.

As Elon Musk said, “We don’t need a college” just to learn a business skill but we need a Business school like JIM for becoming a “Responsible Leader”.

FREDRICK WILSON S

20PBA218

MY INTERNSHIP

“Once the opportunity was presented to accept an internship, I made sure not to miss it”.

At first, I would thank my Institute for providing us an internship program even in this pandemic crisis. I would thank Reliance Securities Pvt Ltd for their outstanding gesture in giving me a strong foundation of knowledge in the field of Stock Broking and Finance. They taught me lot of things like selling tactics, market analysis, daily market reporting and many more. I got a chance to meet the clients, interact with them and how to sell a financial product. It was a very tough role to play as an Intern, but the theoretical and practical knowledge provided by my Institute helped me to perform well as an intern. The knowledge shared by my Finance teachers, helped me to understand faster about all the financial products. Reliance Securities Pvt Ltd provided me with hands on experience about how to deal with existing clients, how to promote a product and how to attract new clients. I was able to handle huge amount of pressure put forth on me by my reporting head, all because of my Institute which molded me in such a way to handle such pressures in real corporate life. I made the best use of the opportunity.

JERALD JOEL M

20PBA226

“Transforming learning into experience”

Hi! I am Vidhya from 2nd yr. I am a digital marketing intern in Omega healthcare, Trichy. My experience in my internship is quite different because I had an online internship. Initially I was quite worried about my learning since it's virtual but they proved me wrong. I had an experience in all aspects of digital and social media marketing. I had to monitor all the social media handles of the organisation and the opponent's handles. Drafting mails, internal communication and basics of analytics was also taught during my internship. I am very much happy that I was able to work in the field that I love. I thank JIM for giving me this opportunity.

VIDHYA N

20PBA248



JIM students showed their gratitude towards their teachers by conducting games and events and got their valuable blessings on 3rd Sep 2021.

Talent is an art; the heart of the talent is participating. Our JIM students coordinated and participated in JIMNESIA, cultural fest through virtual mode on 4th Sep 2021.



JIM students started their learning through offline in this prestigious institution on 6th Sep 2021. Parents interacted and shared their joy and happiness.

Digital transformation is a fundamental reality for business today. A national virtual conference on the adoption of Digital Transformation was held on 18th Sep 2021.



JIM reached out to the future nurses from Jenny's and Servite nursing colleges in a highly interactive and experiential Management Development Programs on 18th and 28th Sep 2021.

CII Yi Trichy chapter conceived with the vision to synergize with JIM for student activity had its installation of YUVA program on 17th Sep 2021.





Out Bound Learning from LEAP Academy with rigorous activities and tasks from 21stSep to 25thSep 2021 to make JIM Students as confident team players.



The CSR team of Dalmia Cements assisted **SHEPHERD**, a village extension programme of JIM from 20thSep to 27thSep 2021– A revelation about entrepreneurship in the villages.

“Direct to Consumer cum Marketing Plan Contest”, in which 180 participants from various parts of our country joined through zoom call took place on 9th October 2021.



Design thinking, Quality function Development and Consumption stream mapping – JIM I year students were asked to work on tasks and exercises in Two Days Course on Creativity and Innovation held on 8th and 9th October 2021 by Prof. Hariharan Director of Savoir Faire Consulting, Mumbai.

On 18th October Ms. Leema Peter, Counselling Psychologist illustrated the reactions of male and female to problem situations with small cases and explained how Behaviour has changed through generations in a special program on Gender Sensitization for I MBA students.



40 Sales Managers from Star Health Insurance Company Trichy Zone, attended a One Day Management Development Program on ‘Reinventing Sales and Customer Service on 23rd October 2021.

Fr. Staney, prepared the students for the business world through various rigorous self-realization techniques and interpersonal interventions in a Four Days Personal Growth Lab Sessions for I MBA students that took place between 20th and 28th October in two batches.



MANAGEMENT CONCEPTS IN THIRUKKURAL

குறள் 400

கேடில் விழுச்செல்வம் கல்வி யொருவற்கு
மாடல்ல மற்றை யவை.

கல்வியே அழிவு இல்லாத சிறந்த செல்வம்;
பிற எல்லாம் செல்வமே அல்ல.

Translation

*Learning is excellence of wealth that none destroy;
To man nought else affords reality of joy*

Explanation

Learning is the true imperishable riches; all other things are not riches.

EDITORIAL TEAM

STUDENTS

Kishoreraj S | 21PBA206

Mohamed Sameer Irfaan M S | 21PBA141

Madhumidha N | 21PBA202

Harini S | 21PBA154

Rev Fr I Antony Inico SJ

Administrator, JIM

Ms. Sahaya Restina James

Assistant Professor



Management is doing things right, Leadership is doing the right things.