Odisha Skill Conclave 2018 was conducted on 6-7 May 2018 at our Centurion University, Bhubaneswar Campus.

Union Minister Dharmendra Pradhan inaugurated the two day Skill Conclave at Centurion University, Bhubaneswar campus. Over the period of two days brainstorming and deliberation actionable steps to transform Odisha as a skill development & training hub was undertaken and future course of action was discussed.

Main motive was to throw a light and provide possible answers to scale up the skilling ecosystem in Odisha.

Focusing on skill development programs inherent to Odisha’s culture and identity like handloom, handicrafts, textiles, hospitality and tourism people in getting employment and becoming an entrepreneur. It will also create a pool of skilled manpower arising out of govt.’s current infrastructural developments projects specially in the aviation sector and the Saubhagya scheme will help in amplifying skill development opportunities as per current demand.
Data Analysis Workshop

A workshop on “Data Analysis” was conducted for all students of School of Management on 6 April 2018. It was conducted by Prof. D.N. Rao, Vice-President, Centurion University.

Students were formed into different groups and made an presentation on “How to solve a problem in Business Analysis.” Second phase of this workshop was held on 18 April 2018. It was organised by Dr. Pramod Patjoshi, Dr. Bibhunandini Das, Faculty-SoM.

Heartfulness Way-Book Release

“Heartfulness Way”, a book co-authored by Kamlesh Patel and Prof. Joshua Pollock dealing with Heartful meditation was formally released by the Vice Chancellor, at Bhubaneswar campus on 19 April 2018. This was followed by a group meditation and discussion on human values and ethics in meditative traditions. It was organized by Prof. Sibakripa Bose and was coordinated by Mr. Adarsh Rath.
A community awareness programme at Barlanda Village was held on 12 April 2018, which was published in Telugu daily also.

**Faculty Achievements**

Prof. Rashmi Ranjan Parida successfully defended his thesis at IIT, Kharagpur on 4 June, 2018 to get his Ph.D degree.

Prof. Duraga Prasad Padhy was awarded PhD by Kalinga University, Chhatisgarh in the month of May, 2018.

Centurion University of Technology & Management, Paralakhemundi is selected as an participating institute under Unnat Bharat Abhiyan, a flagship programme of MHRD under the coordinator-ship of Prof. Rashmi Ranjan Parida.

Prof. Susant Kumar Patnaik organized a mass yoga session for students and staffs on International Yoga day where more than 150 members participated at CUTM Paralakhemundi campus.
School of Management, Paralakhemundi achieved 100% placement for MBA (DM) students with average offer of 1.8 jobs per student.

Students of MBA (DM) and MBA (ABM) conducted a baseline survey in five adopted villages under Unnat Bharat Abhiyan during the month of May and June under the guidance of Dr Rashmi Ranjan Parida, Prof Prajna Pani and Prof Anita Patra.

MBA (DM) and MBA (ABM) students carried out Farmers health survey organized in collaboration with Deakin University, Australia under the leadership of Prof Kalee VISTA.

Prasanna Patnaik. The survey was conducted in four villages of Gajapati district, Odisha on 13 and 14 June 2018 covering a sample size of 157 families. Later the survey was conducted at Gopalpur village of Balasore district of Odisha on 30 June 2018 and 1 July 2018 covering a sample size of 40 families.a

School of Management, Paralakhemundi achieved 100% placement for MBA (DM) students with average offer of 1.8 jobs per student.

Students of MBA (DM) and MBA (ABM) conducted baseline survey in 5 adopted villages under Unnat Bharat Abhiyan during the month of May and June under the guidance of Prof Rashmi Ranjan Parida, Prof Prajna Pani and Prof Anita Patra.
**Faculty Workshop/ Conference/ FDP**

**Dr Rashmi Ranjan Parida** attended “Launching of new frame work for Unnat Bharat Abhiyan 2.0 and Orientation Workshop at AICTE, Auditorium New Delhi, on 25 April 2018 organized by Ministry of Human Resource Development.

**Dr Prajna Pani** and Dr Amir Prasad Behera attended a FDP organized by WF- Global Training Institute at CUTM, Bhubaneswar campus from 19th June-24th June 2018.

**Prof Shiv Sankar** Das attended a Faculty Development Program on Mentoring held at CUTM, Bhubaneswar campus on 10 May 2018.

**Prof Bijay Bhujabal** was a resource person for the Faculty Development Program on Mentoring held at Paralakhemundi Campus on 13 May 2018.

**Prof Sisir Das** attended FDP on “Cultural Tourism Management” from 2-13 July 2018 at IITTM, Bhubaneswar.

**International Collaboration**

**Dr Thomas Jakosben** from NTNU, Norway and Dr Rashmi Ranjan Parida jointly designed the syllabus for Sustainable Entrepreneurship programme at Centurion University with active support from Dr Haribandhu Panda, Dr Smita Mishra Panda and Dr Supriya Patnaik during the month of June, 2018.

**Placement**

50 students have been placed in different companies like Samasta Microfinance Limited, Orissa Diesel Engines Pvt. Ltd, Pragati Milk Products Pvt. Ltd, Just Dial, Shahi Exports- Skill Development, NetTantra, Hedge & Hedge, Sri Balaji Packers, Appeal Group,Manhoc Technology, MuthootMicrofin, Future Generali India Life Insurance, Axis Outsourcing, Asian Heart and Future General. Placement is being coordinated by Prof. Pramod Patjoshi, Faculty-SoM.

**Summer Internship for Students**

MBA 1st year, BBA and B.Com 2nd year have been placed for Summer Internship Programme in different companies like Omfed, Pepsico, BHSE, NIIT, Apollo Tyres, Essel Mining, Motilal Oswal, OPGC, Nalco, Maruti Suzuki, Fedco, Reliance, New Tech, CCD, Kumar Pankaj and Associates, OMC, KCC, Bizleri, Corus Technosoft Pvt. Ltd, India Craft Nation, Bharat Masala, Eastern Gas Equipment Pvt. Ltd., SDY & Co. and BCCL. Summer Internship Programme is being coordinated by Prof. Pramod Patjoshi, Faculty-SoM.
Visit of Harley Davidson Team to Our Campus

The legendary Harley Davidson brand visited CUTM, Bhubaneswar Campus with 7 highly aspirational motor bikes mounted on a Volvo bus designed by another legend Dillip Chhabria. The young marketing team of the brand had an interactive session with the curious students and answered all their enthusiastic questions about the brand and the bikes. The team informed the students about the very attractive intensive opportunities with Harley Davidson Company.

Projects

A project was undertaken for Vincentian North Indian Province (Odisha) by Dr Umakanta Nayak, VC sir and Prof Shiv Sankar Das. The main objective of this project was to develop a strategic plan for the organization. The study team undertook a series of discussions during December 2017 to June 2018 with various stakeholders. The team had a series of fruitful interactive meetings with the senior functionaries of VNIP and Participants of different development interventions to solicit their insights on the interventions and its performance. In conducting the above exercise, the evaluation team broadly used adult learning, livelihood, value chain and stakeholders’ analysis, SWOT analysis and strategic direction matrix frameworks. Data were collected through questionnaire survey, focus group discussions, key informant interview and secondary literature (annual reports). Based on the above and feedback on the draft report submitted, the evaluation team has prepared this final report.

UN Assignment as Gender Expert

Dr. Smita Mishra Panda, Director Research has been awarded an UN assignment as Gender Expert for Project Implementation with United Nations Industrial Development Programme (UNIDO, Thailand) for 5 months (June – Oct 2018). Her role will be to study selected small and medium enterprises in Thailand funded by GEF and implemented by UNIDO with the support of the government of Thailand. The focus of the study would be to assess gender awareness and sensitivity of the project beneficiaries and stakeholders and recommend how to increase gender equality in clean technology sector in Thailand. This is part of the Global Cleantech Innovation Programme (GCIP) of which Phase 1 is completed. The recommendations of the study will feed into Phase 2 of the GCIP programme.
Prof (Dr) Bijay Bhujabal

Prof (Dr) Bijay Bhujabal is an MBA and a PhD in Management. He also holds a PG Diploma in Computer Applications. In more than two decades of his teaching career, he has taught at some well-known B-schools and universities such as the Lucknow University, Bhopal University, and ICFAI University to name a few. He has conducted more than 25 MDPs/Workshops/Training Programs for Power Grid Corporation, National Power Training Institute, The Supreme Industries Ltd, Rajiv Gandhi National Ground Water Training & Research Institute, Election Commission of India, Prasar Bharti Training Centre, Canteen Stores Department, IFFCO, Nalco, Hindustan Coca-Cola Beverages, Union Bank of India, State Institute of health & Family Welfare, Uttarakhhand Khadi & Gramodyoga Board, District Rural Development Authority, Dehradun, Uttarakhhand Gramin Bank, giz, APICOL, Academic Staff College, Sambalpur University, IFB Agro, Supreme Industries, NPTI, etc. He is a national-level Quizmaster of repute. He has conducted Management quiz programs for Power Grid, Pantaloon and Power HR Forum, a forum of ten central Power Sector PSUs consisting of NTPC, NHPC, Satluj Jal Vidyut Nigam, Damodar Valley Corporation, North Eastern Electric Power Corporation, Power Finance Corporation, Power Grid, Rural Electrification Corporation, Tehri Hydro Development Corporation Limited, and Bhakra Beas Management Board. More ever has published 5 best-selling books on Management with forewords from industry stalwarts like Mr Nandan Nilekani (Infosys, UIDAI), Mr M G Parameswaran (draftFCB Ad Agency) and Mr NP Sinha (Reserve Bank of India), high praise from Mr Deepak Parekh (HDFC). The books got very good reviews in such media as Business Standard, Business India, Business Today, NDTV Profit, etc. The books are available in many countries like Americas, Canada, Australia, UK, Germany, Japan, Pakistan, and of course, India.

Dr. Sabyasachi Dey

Dr. Dey has qualified UGC NET in Management subject (eligibility for Assistant Professor) and has been awarded Doctorate degree from Utkal University, Odisha in Business Administration in the topic “An Empirical Study on Customer Adoption of Mobile Banking Technology in Odisha”. Dr. Dey has his teaching and research interest areas in the field of Marketing Management, Services Marketing, Retail Management, Digital Marketing and Sales & Distribution Management. During his academic experience of 6 years, Prof. Dey has been a part of reputed management institutions like DRIEMS (Cuttack), Ravenshaw University (Cuttack), College of IT and Management Education (CIME) Bhubaneswar and International School of Business Management (ISBM). As an academician, Prof. Dey has to his credit published numerous articles in Journals of National & International repute. He has also attended several conferences of National & International repute.
Dr Gouri Prava Samal
Dr Samal has done Doctor of Philosophy from Utkal University entitled Role of Commodity Futures in Agricultural Development in Orissa: With Special Reference to Cotton, Turmeric and Castor Seed under the guidance of Dr. Anil Kumar Swain, HOD, Department of Commerce, Utkal University in 2015. Also post graduated in Commerce from Berhampur University. I am into teaching since August, 2007. During my teaching journey I have associated with many B Schools of Odisha and AP namely ICFAI National College, Hyderabad, ICFAI National College, Cuttack, Pragati Mahavidyalaya, Hyderabad, Global Institute of Management, Bhubaneswar in the position of Assistant Professor (Finance). I have proven my teaching skills in Financial Accounting, Financial Management, Financial Derivatives, Cost and Management Accounting, Project Management, Financial Markets and Services. Having a research bent of mind, I could publish number of research papers in various national and international journals mainly focusing on performance and efficiency of Commodity futures market of India. Presently proud to be associated with School of Management, Centurion University in the position of Asst. Professor (Finance).

Dr. Madhumita Das
Dr Das is a Faculty in Economics area in the School of Management. She has completed her Ph.D. from the Department of Humanities and Social Sciences, Indian Institute of Technology (IIT) Kharagpur. Prior to her Ph.D., she has degrees in M.Phil. in Economics (2007) and M.A. in Economics (2005), both from Ravenshaw University, Odisha. Throughout her career, she has been a top-two student at the University. Her focus of research is Environmental Economics and Development Economics. She has published research papers in internationally reputed journals like The Singapore Economic Review, Elsevier, Sage and attended international conferences like International Conference on Economics and Finance Research, as well as national conferences organized by The Indian Econometric Society (TIES). She has 3 years of pre-Ph.D. teaching experience in Management Colleges. She is a passionate teacher and has a keen interest in teaching Micro Economics, Macro Economics, and Development Economics. Apart from teaching she loves to organize co-curricular activities. She is a certified media compere of Doordarshan and co-ordinates programs related to our society and culture.

Dr Sisir Ranjan Dash
Prof Dash has joined as Assistant Professor of Marketing Management at School of Management, Centurion University of Technology and Management, Bhubaneswar Campus. He has done his MA in Economics with specialization in Econometrics and Mathematical Economics, then MBA with specialization in Marketing Management both from Sambalpur University. He is UGC-NET qualified in Management and did his Ph. D. in Management from Siksha ‘O’ Anusandhan (Deemed to be University), Bhubaneswar with full sponsorship for his doctoral work from ICSSR, New Delhi. Before joining CUTM, he has worked in a few reputed marketing research firms including Synovate India, New Delhi and Prastut Consulting, New Delhi. After spending about 4 years in marketing research industry, he moved into academics. He has over 8 years of teaching experience at reputed institutes of the state like Gangadhar Meher University, Sambalpur, D.D (Auto.) College, Keonjhar, BJB (Auto.) College, Bhubaneswar and Trident Academy of Creative Technology, Bhubaneswar. Professor Dash is widely travelled and has presented research papers at various national and international conferences in the state of Odisha and has published a number of research papers in refereed journals including journals indexed in SCOPUS. He has received training in MATLAB from Academic Staff College, Sambalpur University. He trains and mentors marketing researchers. His areas of specialization include marketing management and analytics.
SCHOOL OF MANAGEMENT

Programs offered
- Master of Business Administration - MBA: 2 Years
- Master of Business Administration in Developmental Management - MBA (DM): 2 Years
- Master of Business Administration in Data Analytics - MBA (Data Analytics): 2 Years
- Bachelor of Business Administration - BBA: 3 Years
- Bachelor of Commerce - B.Com: 3 Years

<table>
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<th>Programmes Offered</th>
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<tr>
<td>Master of Business Administration (MBA)</td>
<td>Graduate in any stream or its equivalent examination conducted by any recognised University/Institution.</td>
<td>Based on rank obtained in any approved national level entrance test and GD &amp; PI performance.</td>
<td>Two years full-time programme, offered through four semesters, including foundation and functional area courses. In second year, course is divided into two semesters. Students go through advanced topics in different areas of specialization. A student has to fulfil 106 credits in order to get the degree certificate.</td>
</tr>
<tr>
<td>Master of Business Administration in Data Analytics MBA (Data Analytics)</td>
<td>Graduate in any stream or its equivalent examination conducted by any recognised University/Institution. Students should be comfortable with mathematics and must have 60% in throughout career.</td>
<td>Based on rank obtained in any approved national level entrance test and GD &amp; PI performance.</td>
<td>It's a uniquely industry integrated course. Students are taught by experts from industry and academia in the first year. Second year is completely devoted to Industry Internship. Contents include ETL processes and data visualisation. Students are exposed to Big Data Analytics Tools. A student has to fulfil 106 credits in order to get the degree certificate.</td>
</tr>
<tr>
<td>Master of Business Administration in Development Management (MBA-DM)</td>
<td>Graduate in any stream or its equivalent examination conducted by any recognised University/Institution with minimum of 50% throughout career.</td>
<td>Based on rank obtained in any approved national level entrance test and GD &amp; PI performance.</td>
<td>This is a unique action learning program. Students are expected to learn from field to class as much as from class to field. Second year is spent interning with a development organization in the chosen field of specialization. A student has to fulfil 106 credits in order to get the degree certificate.</td>
</tr>
<tr>
<td>Bachelor of Business Administration (BBA)</td>
<td>+2 Arts/Science/Commerce (Senior Secondary) or its equivalent examination conducted by any recognised Board of Education in India or abroad.</td>
<td>Admission based on percentage of marks in the qualifying exam.</td>
<td>Three years, full time programme offered in six semesters. A student has to fulfil 144 credits in order to get the degree certificate.</td>
</tr>
<tr>
<td>Bachelor of Commerce (B.Com)</td>
<td>+2 Arts/Science/Commerce (Senior Secondary) or its equivalent examination conducted by any recognised Board of Education in India or abroad.</td>
<td>Admission based on percentage of marks in the qualifying exam.</td>
<td>Three years, full time programme offered in six semesters. A student has to fulfil 144 credits in order to get the degree certificate.</td>
</tr>
<tr>
<td>PhD</td>
<td>As per periodical notification from the University.</td>
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<td></td>
</tr>
</tbody>
</table>

Best Practices in Teaching-Learning Methods Adopted at SoM
- Action Oriented Course with a lot of Field Work and Paid Internship
- Experiential Learning: Domain training delivered with outside industry in a weekly basis.
- New Age Learning Pedagogy: Focus on hands-on training, use of activities, videos and PPTs, interactive learning, App based courses, E-class rooms and download E-material on your tablet.
- Learning by doing: Projects in every course, every semester, Real Practical Projects.
- Teacher Mentors: Each student is given a faculty as a student mentor; meet him/her at the earliest opportunity.
- Information at Fingertips: Get your ERP pass word and access attendance, results, fee details and course details even from your mobile.
- Strong linkage with industry.
Shri Dharmendra Pradhan (Minister of Petroleum and Natural Gas; Minister of Skill Development and Entrepreneurship) visited Centurion University – Gram Tarang, Bhubaneswar Campus on 30 Dec 2017. He was delighted to meet with the students undertaking skill training in our university and faculty members of the university.

Students of School of Management showcase two skill based project one was UMBC and the other was learning outcomes at Vending Zone. This visit to see our SoM initiatives was coordinated by all faculty and staff of SoM.

**UMBC Products List:** We offer the following items under the brand name of UMBC and Centurion University

- Cakes and Confectioneries
- Chautua (Sugar and Sugar Free)
- Roasted Coffee Beans
- Maize Four
- Besan
- Cumin Powder
- Organic Turmeric Powder
- Organic Red Chilli Powder
- Liquid Hand Wash
- Phenyl
- Mango Pickles
- Mixtures

**Merchandising**

Mug Printing | Badges
E-Rickshaw Manufacturing Unit at Centurion University Shri Dharmendra Pradhan (Minister of Petroleum and Natural Gas; Minister of Skill Development and Entrepreneurship) riding the e-rickshaw.

Centurion University's Gram Tarang has been recognized as the first e-automobile manufacturer in East and North-East of India by the government of India’s International Centre for Automotive Technology. We are now licensed to produce battery-operated rickshaws on a commercial basis.

Advantages of e-rickshaws:

- **Eco-friendly:** These are battery-operated vehicles and hence can be an excellent alternative to petrol/diesel/CNG-driven vehicles, which cause severe pollution. The e-rickshaws do not emit smoke and hence they are non-polluting. They don’t petrol and diesel.

- **Economical:** Compared to other types of vehicles, e-rickshaws are quite cheap and can easily be afforded by a common man. Not only for the owner, it is also cheap for the passengers as they have to pay less transport charges, compared to the charge they pay for auto-rickshaws or hand-pulled rickshaws.

- **Easy to drive:** These e-rickshaws are easy to drive compared to the tedious task of pulling rickshaws.

- **No noise pollution:** These rickshaws do not make much sound and hence do not add up to the noise pollution. You can enjoy a comfortable ride.

- **Livelihood:** Last but not the least, e-rickshaw is a boon to the common man. Without putting in much physical efforts and without investing much amount of money, the earning is quite good for an e-rickshaw driver and hence it is an important means of
GLIMPSES

Visit by Mindtree Team for placement drive
Celebration of World Environment Day
Quiz programme on World Environment Day
Poster competition on World Environment Day
Campus Visit by Intas Pharmaceuticals Ltd
Interaction with Corporate Guests
Seminar on Patents
Seminar on Patents

Editorial Panel
Monalisha Priyadarshini (MBA 2nd Year) | Suprabhat Sinha (BBA 2nd Year) | Astha Sharma (BCom 2nd Year)
Prof Shiv Sankar Das | Prof Sanjukta Mohanty | Prof (Dr) Madhumita Das | Prof (Dr) Bijay Bhujabal
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