



Centurion
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Shaping Lives...

Empowering Communities...

Newsletter

August 2024



SCHOOL OF MANAGEMENT

CENTURION UNIVERSITY OF
TECHNOLOGY AND MANAGEMENT

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Industry Visit to Hindustan Coca-Cola Beverages Pvt. Ltd. Khurda Industrial Area

An Industrial visit was conducted for the students of MBA 2nd Year to Coca-Cola Plant based at Khurda Industrial Area on 3rd Aug 2024. The industrial visit to Coca-Cola provided students with a comprehensive understanding of the beverage manufacturing industry. The primary objectives of the visit included gaining insights into manufacturing processes, business operations, and marketing strategies. Students observed the production and bottling processes, learning about quality control and safety measures firsthand. They also explored Coca-Cola's business model, supply chain management, and logistics, which highlighted the company's efficient global operations.



The visit offered a glimpse into the corporate culture and environment, allowing students to connect theoretical knowledge with real-world applications in business, marketing, and engineering. Networking opportunities with professionals further enriched the experience, potentially paving the way for internships and job opportunities. Additionally, students were introduced to advanced technologies and automation in production, emphasizing industry innovation. They learned about Coca-Cola's



sustainability efforts, including water conservation and eco-friendly packaging, and gained insights into stringent quality assurance protocols that ensure product consistency and safety. The visit was particularly impactful, enhancing students' understanding of practical applications of their academic knowledge while improving their critical thinking and analytical skills. Overall, the experience was highly educational and engaging, successfully bridging the gap between theory and practice. Participants expressed appreciation for the valuable insights gained and looked forward to future visits to further enhance their learning experiences. It was organised and coordinated by Dr. Shiv Sankar Das, Faculty at SoM.

International Commerce Day Celebration

The International Commerce Day was celebrated on 5th Aug 2024 at SoM. The day commenced with an inauguration ceremony, which set the tone for the festivities. Attendees were treated to a stunning display of Rangoli designs and hand-made posters, each reflecting the ingenuity and artistic flair of our talented students. Cultural performances, including dance routines, added a lively atmosphere to the celebration, captivating the audience with their energy and precision. The speeches delivered by dignitaries highlighted the critical role of commerce education in shaping future leaders and



entrepreneurs, inspiring students to pursue their ambitions in this field. The event concluded with a certificate distribution ceremony, recognizing the hard work and achievements of the participants. A heartfelt vote of thanks was extended to everyone involved, acknowledging their contributions to making the day truly memorable. Overall, the Commerce Day celebration not only fostered a sense of camaraderie among students but also underscored the importance of commerce in today's world. It was a day filled with joy, learning, and a shared commitment to future success. It was organised and coordinated by Dr. Rajani Agrawalla, Faculty at SoM.

Commerce Club Inauguration

On this occasion of International Commerce Day, the Commerce Club was officially inaugurated by Prof. Supriya Patnaik, VC-CUTM on 5th Aug 2024. The event marked the beginning of the club's activities, aiming to enhance the academic and professional development of the students involved. Prof. Patnaik's presence underscored the significance of the club in fostering a vibrant academic community. The inauguration was a momentous occasion



that set the stage for future initiatives and events under the club's banner. The Commerce Club aims to provide a platform for students to develop their knowledge and skills in commerce, encouraging a spirit of innovation and excellence. The club is dedicated to nurturing future leaders by offering opportunities for practical learning, networking, and professional growth. It was organised and coordinated by Dr. Pramod Kumar Patjoshi, Dr. Ansuman Jena (Dean, SoM) and Dr. Rajani Agrawalla, Faculty at SoM.

Hisab Nikash: The Union Budget 2024 Analysis Presentation

On 5th Aug, 2024, the School of Management at Centurion University held "Hisab Nikash: The Union Budget 2024 Analysis Presentation," where



students analyzed the Union Budget 2024 and its implications. Dr. Prajna Pani, Associate Dean, opened the event with a welcome address, emphasizing the importance of understanding the budget and commending students for their efforts. Dr. Anita Patra, Registrar, provided an overview of the budget, highlighting its objectives to promote economic growth and social welfare, and its impact on healthcare, education, and infrastructure. Prof. J Anil Kumar contextualized the budget within the socio-economic and agricultural landscape, focusing on allocations aimed at enhancing agricultural



productivity and rural infrastructure. The expert talk by Dr. Barendra Kumar Bhoi, RBI Chair Professor (Economics), examined the budget's economic implications. He discussed infrastructure spending, tax reforms, and incentives for manufacturing, emphasizing the need for a balance between financial stimulus and fiscal discipline. Overall, the event successfully informed attendees about the Union Budget's key features and showcased students' analytical skills, encouraging deeper engagement with economic issues.

Sales Beyond Classroom

On 7th Aug, 2024, the School of Management at Centurion University hosted "A Series on Sales Beyond Classroom" to equip students with practical sales insights. The event aimed to connect theoretical concepts with real-world sales challenges. Mr. Y.V. Pratap, a seasoned Project Manager, led the session, emphasizing on long-term customer relationships and value-based selling, demonstrating sales techniques across sectors like food and agriculture, sharing real-life challenges and tips for overcoming objections and highlighting the synergy between sales and marketing. The event was well-received, enhancing students' understanding of sales dynamics. Participants appreciated learning from industry professionals and expressed eagerness to apply these insights in future internships and projects. Overall, the series effectively illuminated the complexities of customer behavior and the importance of persistence in sales.



On August 20, 2024, an Ice Breaking session was conducted for first-year BBA students at the School of Management, led by Ms. Swapnankita. The primary objective was to enhance communication and team-building among participants. Activities included "Know Your Friend: Bingo," where students mingled to find peers matching specific prompts, fostering interaction and shared interests. The "Human Knot" activity required participants to untangle themselves while promoting teamwork and problem-solving skills. In the "Visual Challenge," groups identified logos and matched them with taglines, further enhancing teamwork and analytical abilities. Overall, the session successfully improved communication, established stronger relationships among students, and created a collaborative atmosphere, making participants feel more comfortable in their new environment.



Orientation Program at SoM

On 23rd and 24th August 2024, SoM, conducted a well-organized Orientation Programme for its newly admitted students. The program was attended by 120 participants. The event, conducted offline, aimed to introduce the students to the university's academic environment and foster a sense of belonging, collaboration, and creativity. The programme began with an Inauguration and Lamp Lighting Ceremony, graced by Dr. Supriya Pattanaik, VC-CUTM and Dr. Mukti Kanta Mishra, President-CUTM, whose speeches focused on encouraging curiosity, innovation, and independent thinking.



The ceremonial lighting of the lamp symbolized the university's commitment to holistic education. A campus tour was conducted, providing students with a firsthand experience of the university's production units, guided by faculty members and senior students. This was followed by a creative session where students participated in group presentations, reflecting their understanding of the university, fostering teamwork and creativity. The student-created presentations were exhibited on 24th August, and a panel evaluated them for originality and impact. Merit certificates and trophies were awarded to the top three groups, recognizing their innovation and efforts. A quiz competition further engaged the students, testing their knowledge of the campus, with three winners being recognized.



The event also included student experience videos, where groups documented their first day at the university. These videos, like the presentations, were judged, and prizes were awarded for the best submissions. The programme concluded with fun activities, promoting camaraderie among the new students and setting a strong foundation for their academic journey at Centurion University.

Session on Professional Etiquette

On August 23, 2024, a session on Professional Etiquette was conducted for final-year BBA students, facilitated by Ms. Swapnankita. The objective was to enhance students' understanding of professional etiquette and equip them with essential skills for maintaining professionalism in the workplace. The session began with a comprehensive presentation that explained the concept and significance of professional etiquette, emphasizing its impact on career progression and workplace culture.



Utilizing visual aids and relatable videos, Ms. Swapnankita made the learning experience engaging and practical. Following the theoretical introduction, students participated in role plays and poster presentations to demonstrate their understanding of professional scenarios. These activities allowed them to apply the concepts learned in real-life contexts creatively. By the end of the session, students had gained valuable insights into communication skills, dress codes, workplace behavior, and time management. They recognized the importance of professionalism in fostering positive workplace relationships and enhancing career growth.



The interactive approach of combining theory with practical application proved effective, and student feedback reflected appreciation for the learning experience. Ms. Swapnankita concluded the session by summarizing key points, ensuring students felt prepared to transition into the corporate world with a solid grasp of professional etiquette.

Alumni Talk

On August 23, 2024, the School of Management at Centurion University hosted a virtual Alumni Talk featuring Mr. Braja Kishore Pradhan, a 2008-2010 alumnus and founder/CEO of Aahwahan Foundation. Mr. Pradhan shared his inspiring journey in social entrepreneurship, emphasizing the challenges he faced and the role his university experience played in shaping his leadership skills. He discussed social entrepreneurship as a means to create sustainable solutions for issues like education and healthcare access in underprivileged communities. Mr. Pradhan highlighted the importance of vision and commitment, encouraging students to stay dedicated to their goals despite obstacles. He also offered opportunities for students to engage with Aahwahan Foundation through internships and volunteer work, fostering practical experience in social impact. The session was both informative and motivating, inspiring students to consider their roles in creating positive change.



Faculty Seminar on Diversity, Equity & Inclusion: A Case Study

On August 31, 2024, the Centurion University School of Management hosted a Faculty Seminar Talk titled "Diversity, Equity & Inclusion: A Case Study," led by Dr. Parle Kalyan Chakravarty, an Associate Professor with expertise in management studies. The seminar focused on the significance of diversity, equity, and inclusion (DEI) in both academic and professional environments.



Dr. Chakravarty introduced the core principles of DEI and presented a comprehensive case study illustrating successful DEI initiatives in various organizations. He discussed the critical role of leadership in fostering inclusive practices and how cultural competence can reduce biases and enhance collaboration within teams. Practical recommendations for implementing DEI strategies in workplaces and educational institutions were also shared, emphasizing the need for policy reforms and training programs. The session concluded with an engaging Q&A, where participants raised concerns about inclusivity challenges and received actionable solutions. Overall, the seminar effectively highlighted the importance of DEI, encouraging attendees to actively incorporate these principles into their professional practices and fostering a more inclusive environment. Dr. Chakravarty's insights were well-received, underscoring the need for diverse, equitable, and inclusive spaces in both academic and corporate settings.



Students Recognition and Awards

The School of Management, Centurion University of Technology and Management (CUTM), is proud to celebrate the outstanding achievements of its BBA and MBA students who have excelled in various competitions held during the Commerce Day celebrations and other prestigious events.



Parade Achievement

The BBA students displayed exceptional coordination and teamwork, securing the 2nd position in the Parade competition. Their dedication and commitment to excellence were evident, making the School of Management proud.



Presentation on Technology Advancement

Nafiah Eqbal, a bright student of the BBA batch, secured the 2nd position for her presentation on "Technology Advancement Since Independence." Her insightful analysis and engaging delivery earned her accolades among peers and judges.



Poster Presentation

In the Poster Presentation competition, the team of Nafiah Eqbal, Ankita Dutta, and Tisa Sonkar (BBA) secured the 1st position for their project on "Evolution and Its Threat." Additionally, the team of Rajshree Paikary, Alluri Madhavi, and Priyanshu Das (MBA) won the 2nd position for their poster on "Digital Transformation in Business." Their creativity and deep understanding of the topics impressed the audience and judges alike.



Entrepreneur Enigma Competition

In the Entrepreneur Enigma Competition, the team of Ansh Singh, Soumya Prakash Killar, and Anukul Krishnan (BBA) emerged as the 1st prize winners. The 2nd position was secured by Jagjit Das and Smuti Patel (BBA), while Roshan Purohit, Anand Singh, and Ayush Sahoo (BBA) won the 3rd position for their innovative entrepreneurial ideas.



These accomplishments reflect the high standards of excellence at the School of Management, CUTM, and highlight the students' dedication, creativity, and leadership. We congratulate all the winners and look forward to their continued success in the future.



Faculty and Students Participation in Workshops, Seminars, Webinars, etc.

Prof. Madhusmita Pattanaik participated in a Webinar on "Semantics and Pragmatics of Communication and Dynamics of Vocabulary building" held at ELTAI Nagpur on 10th Aug 2024.



Debate Competition

In the debate competition, Nafiah Eqbal, Aditi Karn, and Bipsita emerged as the winners, showcasing their critical thinking and excellent argumentation skills.



Solo Dance Competition

Shreya Debnath secured 3rd position in the solo dance competition, showcasing her talent and dedication. Her achievement was a proud moment for the team.

Details of Research & Publications

Dr. Amir Prasad Behera published a Patent titled "Interactive Language Learning System for English Literature Enthusiasts".

Ms Swpanankita Published an article titled "Immersive Technology: A Pedagogical Tool for Overcoming Speaking Anxiety" in the journal Studies In Humanities And Social Sciences (Shss).



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