



**Centurion**  
**UNIVERSITY**

*Shaping Lives...  
Empowering Communities...*

# Newsletter

July 2024



**SCHOOL OF MANAGEMENT**

CENTURION UNIVERSITY OF  
TECHNOLOGY AND MANAGEMENT

[www.cutm.ac.in](http://www.cutm.ac.in)







## Commencement of Academic Session

### Commencement of Academic Session from 1st July, 2024 at SoM

As per the Academic Calendar there was commencement of the academic session for the year 2024-2025, from 1st July, 2024. This marks the beginning of an exciting journey for our new and returning students in various undergraduate and postgraduate programs, including MBA, BBA, B.Com, and BMS.

### SIP Presentation held at SoM for BBA and MBA Students

SoM is pleased to announce the successful completion of the Summer Internship Program (SIP) by our BBA and MBA students. After 45 days of hands-on experience at various esteemed companies, our students presented their insights, learnings, and contributions. The summer internship for BBA took place from 1st-3rd July, 2024, and for MBA it took place on 29th July, 2024. During their internships, students worked in diverse sectors such as finance, marketing, human resources, operations, and more. This invaluable exposure allowed them to apply theoretical knowledge in real-world settings, develop professional skills, and gain a deeper understanding of their chosen fields.

The SIP has been instrumental in our school by bridging the gap between academic concepts and industry practices. Students have not only enhanced their technical and managerial skills but also developed critical soft skills such as communication, teamwork, and problem-solving. The whole process of SIP has been coordinated by Dr. Sisir Ranjan Dash and all the faculty of SoM.

### Interaction Session on Campus to Industry Transformation

An interaction session on "Campus to Industry Transformation" was conducted on July 20, 2024, at Hall No. 6, Aryabhata Building, Centurion

University of Technology and Management, Bhubaneswar Campus. Mr. Deepak Agrawal was the resource person for the program. Mr. Agrawal, a seasoned industry expert and Unit Head at Jindal Stainless Ltd., provided valuable insights into industry trends, expectations, and the essential competencies required for a successful career. He is a decisive leader,



motivator, and relationship developer with excellent communication and analytical skills. A mechanical engineer of the 1990 batch from MITS, Gwalior, Mr. Deepak has over 34 years of diversified techno-commercial experience in a wide range of steel-making industries and project engineering companies. The session aimed to facilitate the transition of students from academic settings to the professional industry.

The objective was to provide insights, guidance, and strategies for students to successfully adapt to and thrive in industrial environments. Students gained insights into what industries look for in fresh graduates. The session helped the students learn effective strategies for planning and developing their careers. It provided tips on enhancing both technical and soft skills, making students more competitive in the job market. The session was concluded with a vote of thanks at 4:30 p.m. The session was organized by Dr. Shiv Sankar Das, Faculty, SoM.

**Interaction Session**  
On  
**CAMPUS TO INDUSTRY TRANSFORMATION**  
Organized by:  
**SCHOOL OF MANAGEMENT**  
In collaboration with:  
Centurion Capacity and Competency Development Center (CCCDC)

**Resource Person**  
**Mr. Deepak Agrawal**  
Unit Head, Jindal Stainless Ltd.  
Jajpur, Odisha

**Date:** 20<sup>th</sup> July 2024 **Time:** 3:00 PM - 4:30 PM **Venue:** Hall No. 6, Aryabhata Building, Bhubaneswar Campus





## Live Streaming of Union Budget 2024 and Discussion

The School of Management at Centurion University of Technology and Management (CUTM) organized the Union Budget Sectoral Analysis Competition 2024 on July 24, 2024, at Hall No. 6, Aryabhata Building, Centurion University of Technology and Management, Bhubaneswar Campus. This event aimed to deepen students' understanding of the Union Budget and its implications for various sectors. The resource person for the session was CMA Pramod Mohapatra. He delivered a session on the key features of the Union Budget 2024 on July 23, 2024. The session was organized by Ms. Jyotirmayee Sahoo, Dr. Rajani Agrawal, and Dr. Shiv Sankar Das, Faculty, SoM.



## Budget Analysis Competition

Students analyzed budgetary allocations across ten critical sectors, including defense, social sector, science and technology, environment, finance, industry and commerce, energy, education, transport, and infrastructure. The competition provided a platform for students to engage with the Union Budget's implications for various sectors. Students showcased their analytical skills and understanding of the budget's impact. The top three teams—industry and commerce, defense, and infrastructure—were recognized for their exceptional presentations. The competition enhanced students' analytical skills; students gained a deeper understanding of the Union Budget and its sectoral implications; and the event fostered discussions on national economic policies.



## Train the Trainers for Learning Outcome based Vocational Curriculum

The School of Management at Centurion University of Technology and Management was delighted to announce the allotment of faculty members for the Learning Outcome-Based Vocational Curriculum, scheduled from June 18, 2024, to August 2, 2024. This program was tailored for students, focusing on job roles in retail store operations and retail sales, and spans over six batches, each lasting one week. Expert faculty members will deliver a combination of theoretical knowledge and practical skills, ensuring a comprehensive learning experience. The curriculum includes two key job roles, focusing on Retail Store Operations Assistant for the trainers in classes



9 and 10, and Retail Sales Associate for the trainers in classes 11 and 12. The sessions were scheduled from 10 a.m. to 5 p.m. and included contributions from esteemed faculty and experts from the PSS Central Institute of Vocational Education. Dr. Tapan Ku Panda and Ms. Nirlipta Pattanaik, English faculty at SoM, emphasized employability skills essential for thriving in a professional environment, while Prof. KVD Prakash, Dean HRD, covered teamwork, organization, and customer service. Dr. Ansuman Jena, Dean-in-Charge of SoM; Dr. Sisir Ranjan Dash, faculty at SoM; Mr. Mihir; and Dr. Abhijit Mohanty addressed various aspects of retail operations, including store management, credit application, customer support, and health and safety management.

Each batch follows a structured schedule, providing the trainers with robust vocational training and preparing them for successful careers in the retail industry. This program aims to equip the trainers with the skills and knowledge needed for the dynamic world of retail, ensuring they are well-prepared for their future professional endeavors.



### Placement Review Meeting at SoM

The School of Management conducted a placement review meeting on July 12, 2024, focusing on developing a strong track record of connecting students with top-tier companies and organizations across diverse industries. More focus will be given to rigorous training, personalized career counseling, and robust industry connections.

### BoS Meeting held at SoM

The School of Management at Centurion University of Technology and Management (CUTM) held a pre-BOS meeting on July 19, 2024, aimed at evaluating and updating the curricula of various programs. The session began with a welcome address by Prof. Anita Patra, Registrar, followed by presentations on the existing structures and curricula of the MBA, BBA, B.Com, BMS (Airlines and Airport Management), and B.Sc. (Animation and Multimedia) programs by their respective coordinators. Each presentation was followed by open-house discussions to gather suggestions for modifications. Dr. Anuman Jena, Dean-in-Charge of SoM, then led the formation of area-specific groups, identifying coordinators and allotting courses. Area-specific discussions were conducted, and insights were presented by the area coordinators. The meeting concluded with Prof. Prajna Pani, Associate Dean, SoM, PKD Campus, summarizing the key points, setting the agenda for the next day, and delivering a vote of thanks, highlighting the collaborative effort to enhance the academic offerings in line with industry standards and student needs.

### Faculty Seminar held at SoM, Paralakhemundi Campus

The Faculty Seminar held on Monday, July 8, 2024, at the Seminar Hall of the School of Management, Paralakhemundi Campus, Centurion University, provided valuable insights into the National Education Policy (NEP) 2020 and its impact on higher education. Dr. S. Kameswar Rao, Associate Professor of Human Resource Management, led an engaging session titled "NEP2020: Understanding the Learners in Higher Education," focusing on the policy's implications, innovations, and methodologies. The seminar aimed to enhance awareness of NEP 2020, explore strategies to understand diverse learner needs, and align teaching methods with the policy's guidelines. Participants left with a deeper understanding of NEP 2020's emphasis on flexible, multidisciplinary education and critical thinking skills. They were introduced to innovative pedagogical strategies that align with a learner-centric approach, leading to improved student engagement and educational outcomes.



### Workshop on NPTEL

A workshop on NPTEL was held on July 22, 2024, at the MBA Seminar Hall in Paralakhemundi Campus. Dr. Prabhat Kumar Nayak, Assistant Professor of ECE at CUTM, took the session, which introduced students to the National Programme on Technology-Enhanced Learning (NPTEL) and its extensive range of online courses.

The primary objectives of the workshop were to familiarize students with the NPTEL platform, highlight the value of online courses in enhancing academic and professional skills, and encourage enrollment in certification programs. Dr. Nayak provided valuable insights into how NPTEL can be used for self-paced learning, career advancement, and staying updated with industry trends. It was organized by Dr. Subhrayamaya Nayak, Faculty, School of Management.



### Live Streaming of Union Budget 2024 at SoM, Paralakhemundi Campus

The School of Management at Paralakhemundi Campus hosted an insightful live streaming event focused on the Union Budget 2024 on July 23, 2024, from 11:00 a.m. to 12:30 p.m. The session provided a detailed analysis of the budget's key highlights, implications, and potential impacts across various sectors. Faculty members Dr. Subhrayamaya Nayak and Mr. Sushil Kumar Pradhan led the event, which aimed to offer a thorough understanding of the



Union Budget 2024. Participants were presented with a comprehensive overview of the budget, including major allocations, policy changes, and their potential effects on different demographics and industries. Key highlights included a discussion on significant tax policy changes and new government schemes and programs.



### Expert Talk on Statistical Data for Decision Making in Business Management

The School of Management at Paralakhemundi Campus hosted an enlightening expert talk on "Statistical Data for Decision Making in Business Management" on July 27, 2024. The session was led by Prof. Dr. Rabi Narayan Subudhi, an adjunct professor at Centurion University of Technology and Management. The seminar aimed to deepen students' understanding of how statistical data can drive informed business decisions. Prof. Subudhi covered essential statistical concepts, including descriptive and inferential statistics, data collection methods, and various data analysis techniques. Participants learned how to use statistical tools to analyze data, interpret results, and apply these insights to business strategy and operations.



## Patent Granted

Dr. Shiv Sankar Das received a patent grant certificate for "Solar Operated Plastic Recycler" bearing patent number 418559-001. The Certificate was granted in July 2024.



## Papers in National or International Conference-Proceedings

Faculty members from SoM have published several papers in both National or International Conference-Proceedings.

### 1. Title: Empowering rural south Odisha: A clean energy entrepreneurship approach for sustainable development

- Authors: Shiv Sankar Das, Debashree Debadatta Behera, Ramesh Chandra Mohanty, Bijaya Bijeta Nayak, Pramod Kumar Patjoshi, Adarsh Rath
- Published In: E3S Web of Conferences, Volume 552, Article 01003 (2024)
- Publisher: EDP Sciences
- ISSN: eISSN: 2267-1242
- Summary: This paper discusses a clean energy entrepreneurship approach to empower rural areas in southern Odisha. It focuses on sustainable development through clean energy initiatives. The study is aimed at enhancing the economic and social conditions of rural communities by leveraging renewable energy resources.

### 2. Title: Predictive Model for Risk Assessment in Share Market Using AI in Finance

- Author: Pramod Kumar Patjoshi
- Conference: International Conference on Distributed Computing and Optimization Techniques, ICDCOT 2024
- Published In: IEEE Xplore
- Year: 2024
- Summary: This research presents a predictive model for risk assessment in the share market using artificial intelligence techniques. The model aims to assist investors and financial analysts in making informed decisions by predicting market trends and potential risks with higher accuracy.

### 3. Title: Machine Learning Approach for Evaluating Industry-Based Employer Ranking and Financial Stability

- Author: Pramod Kumar Patjoshi
- Conference: 5th International Conference on Recent Trends in Computer Science and Technology, ICRTCST 2024
- Published In: IEEE Xplore
- Year: 2024
- Summary: This paper explores a machine learning approach to evaluate employer rankings and their financial stability within industries. The study provides a framework for assessing and ranking employers based on various financial metrics, aiding stakeholders in understanding the financial health and stability of companies.

### 4. Title: Integrating Generative AI and Sustainability in English Language Teaching

- Author: Dr. Prajna Pani
- Journal: Journal of Informatics Education and Research
- ISSN: 1526-4726

**Summary:** This article examines the integration of generative AI with sustainability principles in English language teaching. It explores innovative methods for incorporating advanced AI technologies to enhance teaching practices while promoting environmental consciousness in educational settings.

### 5. Title: The Effects of Blended Learning Instructions on Vocabulary Development

- Author: Dr. Amir Prasad Behera
- Journal: Journal of Informatics Education and Research
- ISSN: 1526-4726
- Summary: This article investigates how blended learning approaches impact vocabulary development. It provides insights into how combining traditional and digital learning methods can effectively enhance vocabulary acquisition and improve learning outcomes.

## Faculty participating in FDP

All the faculty of SoM participated in a Faculty Development Program (FDP) titled "Vision 2025 @ Centurion," which took place from June 1 to June 7. This event was designed to align academic faculty with the strategic goals and future vision of Centurion University. The FDP included various sessions aimed at enhancing teaching methodologies, research skills, and leadership capabilities among faculty members.



Ms. Jyotirmayee Sahoo participated in the Webinar on "Demystifying Investment Banking" organised by National Institute of Securities Market (NISM) held on 26 July, 2024.



# Centurion UNIVERSITY

*Shaping Lives...*

*Empowering Communities...*

## **CORPORATE OFFICE**

HIG-4 | JAYADEV VIHAR | OPPOSITE PAL HEIGHTS | BHUBANESWAR |  
KHURDA | ODISHA | INDIA | PIN - 752050

## **CAMPUS**

BHUBANESWAR | PARALAKHEMUNDI | RAYAGADA | BOLANGIR | | BALASORE | CHATRAPUR

[www.cutm.ac.in](http://www.cutm.ac.in)