



**Centurion
UNIVERSITY**

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



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)



CURRICULUM UPDATES

LEARNING RESOURCES

ACADEMIC ACHIEVEMENTS

SCHOOL OF MANAGEMENT

BBA | MBA

VIZIANAGARAM, ANDHRA PRADESH, CUTMAP.AC.IN

FACULTY COORDINATOR: DR. MOHANABABU CH

- INDUSTRY ORIENTED WORKSHOPS
- INTERACTIVE SESSION WITH DN RAO SIR
- POWER BI WORKSHOPS
- BIZFST 3.0

 **SCHOOL OF MANAGEMENT**
CENTURION UNIVERSITY OF TECHNOLOGY AND MANAGEMENT



**SHAPING FUTURE LEADERS –
TRANSFORMING IDEAS INTO IMPACT**

**ACTIVITIES THAT BUILD
TOMORROW'S MANAGERS**

 Academic Excellence Case Studies, simulation, capstone projects, critical thinking and problem solving, leadership and team building	 Skill Development Grooming lab, Incubation support, Managing Enterprise, Finance and Business Literacy, Digital and Technological skill
 Industry Exposure Internships, Corporate Talks, Industrial Visits, Live Consultancy Projects with Startups & MSMEs	 Culture & Social Engagement Management Fest, CSR & SDG projects, Rural Immersion Programs

FUTURE OF OUR GRADUATES

**EMPOWERED. ETHICAL.
EMPLOYABLE.
ENTREPRENEURIAL.**

SCHOOL OF MANAGEMENT

MBA | BBA

VIZIANAGARAM , ANDHRA PRADESH , CUTMAP.AC.IN

What's Going On - School of Management



NEWS UPDATE



Future Ready: Navigating Emerging Trends in Management

The School of Management at BBSR Campus hosted an online seminar featuring Mr. B.K. Swain, Director of HR and CEO of Agri Bord Industries, USA. He emphasized significant trends that are influencing modern management, such as digital transformation, artificial intelligence, and sustainability.

The session emphasized the need for adaptability, innovation, and continuous learning for future managers. Students gained valuable global insights into emerging business practices.





The School of Management at CUTMAP recently hosted an insightful offline workshop focused on digital marketing analytics, expertly led by Professor Rajesh Menon. This engaging session delved into various aspects of analytics, specifically concentrating on platforms like YouTube, email, and social media. Professor Menon emphasized the importance of data in gauging user engagement and refining campaign performance. Participants were introduced to vital metrics and practical techniques essential for making informed, data-driven marketing decisions.

Workshop: Digital Marketing Analytics

Throughout the workshop, attendees gained valuable knowledge on how to optimize digital strategies effectively. They learned how to interpret analytics to better understand audience behavior, allowing them to tailor their marketing efforts accordingly. The session was designed to provide actionable insights, equipping participants with the tools necessary to enhance their digital marketing endeavors. By the end of the workshop, attendees left with a clearer understanding of how to leverage data to drive successful marketing campaigns, ensuring they remain competitive in today's dynamic digital landscape.



Interactive Session with Prof. D.N. Rao

Insightful session

The School of Management at CUTMAP Campus held an enlightening session with Prof. D.N. Rao on September 9, 2025. This event focused on the Centurion Model of Education, which Prof. Rao articulated with great clarity.



He stressed the importance of experiential and skill-integrated learning, underscoring its role in modern education. The session provided students with valuable insights on how to effectively utilize campus resources for hands-on learning, innovation, and comprehensive personal development. Prof. Rao's interactive discussion not only engaged the students but also motivated them to adopt a practical approach to their studies.



He encouraged them to develop essential skills that would be crucial for their future academic pursuits and career aspirations. The session succeeded in inspiring students to set higher goals and strive for excellence in all their endeavors. This event was a significant contribution to the students' educational journey, fostering a proactive and innovative mindset.

Workshop: Driving Impact with Email Marketing



The School of Management at CUTM Vizianagaram recently hosted a two-day workshop focused on email marketing, conducted by Prof. Rajesh Menon, the CEO of Impact Digital Services Pvt. Ltd. The workshop aimed to equip participants with foundational and advanced skills in email marketing. Over the course of the sessions, attendees explored various aspects of email campaigns, including how to effectively design and personalize emails, segment audiences, and track performance metrics. A significant portion of the workshop was dedicated to teaching participants how to leverage analytics tools to assess engagement levels and make informed, data-driven decisions.



EVENT HIGHLIGHTS

Prof. Menon emphasized the importance of integrating email marketing into a comprehensive digital strategy, offering practical insights and strategies. By the end of the workshop, participants gained valuable skills that would enhance their ability to execute successful email marketing campaigns, ultimately contributing to the broader goals of their digital marketing initiatives.



Internal Hackathon on Power BI

The School of Management, CUTMAP conducted an Internal Power BI Hackathon on 19th September 2025 for BBA 3rd year students. Twenty participants worked in teams to create interactive dashboards based on real business scenarios, showcasing their data analysis and visualization skills. The event encouraged creativity, teamwork, and practical application of analytics concepts. Faculty appreciated the students' innovative dashboards and problem-solving approaches.

Block Chain Work shop



Siddharth's sir blockchain workshop provided an insightful session on blockchain and Bitcoin. The workshop delved into the principles of blockchain technology, explaining how it ensures secure and transparent transactions.

Participants gained a deeper understanding of Bitcoin's role within the blockchain ecosystem, exploring its impact on the financial sector. Siddharth's engaging presentation style kept attendees captivated, encouraging interactive discussions and questions. Overall, the session was both enlightening and educational, offering valuable knowledge to all participants.

BIZFEST 2K25

UNITING BUSINESS MINDS



★ HIGHLIGHTS

🎉 BIZFEST 2K25: A Remarkable Achievement!

Taking place on October 23rd and 24th, 2025, BIZFEST 2K25 was a lively celebration of creativity, entrepreneurship, strategy, and student talent. With enthusiastic participation, flawless coordination, and incredible energy, the event emerged as one of the year's most successful business festivals.

P. Sastry, as the esteemed chief guest, delivered an exceptionally captivating and insightful session on entrepreneurship. With his dynamic presence and profound knowledge, he engaged the audience, sparking inspiration and encouraging innovative thinking, leaving everyone eager to embark on their entrepreneurial journeys with newfound excitement and confidence.



CENTURION UNIVERSITY OF TECHNOLOGY AND MANAGEMENT

BIZFEST 2K25

School of Management

CHIEF GUESTS



D N RAO
VICE PRESIDENT, CUTM



PANEESH RAO
BOARD MEMBER, CUTM



Prof. G S N RAJU
CHANCELLOR, CUTM AP



Prof. P.K MOHANTY
VICE-CHANCELLOR, CUTM AP



DR PALLAVI
REGISTRAR, CUTM AP



VENUE: CENTURION UNIVERSITY OF TECHNOLOGY & MANAGEMENT
Vizianagaram, Andhra Pradesh

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BIZFEST 2K25

UNITING BUSINESS MINDS



🎉 BIZFEST 2K25: A Grand Success!

Held on 23rd & 24th October 2025, BIZFEST 2K25 was a vibrant celebration of creativity, entrepreneurship, strategy, and student talent. With enthusiastic participation, seamless coordination, and exceptional energy, the event turned out to be one of the most successful business fests of the year.

Students showcased remarkable teamwork, leadership, and innovation—truly living up to the theme “Uniting the Business Minds.”

★ DAY 1 HIGHLIGHTS

Business Plan Presentation – Innovation at its Best
Teams of young entrepreneurs presented powerful business ideas.

Every presentation was filled with creativity, financial planning, and future-thinking. The judges appreciated the confidence and clarity shown by participants.

AD-MAD Competition – Creativity Unleashed
Students produced highly engaging 60-second ad videos promoting their own product ideas.

The session was full of humor, originality, and brilliant marketing imagination.

Paper Trading – The Stock Market Comes Alive
Teams competed in a risk-free stock trading simulation.

The activity brought excitement, strategy, and real-time decision-making.

Participants demonstrated excellent analytical and trading skills.

Business Quiz – The Battle of Brains
Multiple rounds of intense buzzer questions kept the hall buzzing.

Teams competed neck-to-neck, showcasing knowledge in business, current affairs, and global markets.

★ DAY 2 HIGHLIGHTS

★ DAY 2 HIGHLIGHTS – 24th October 2025

Squid Game – Business Edition (Most Loved Event!)

Our own version of Squid Game combined teamwork, strategic thinking, and fun.

Students enthusiastically participated in elimination-based business challenges until one team took the crown.

Cultural Fiesta – A Burst of Talent

The cultural performances added color and joy to the event.

Dance, singing, skits, and more kept the audience entertained and energized throughout the evening.

Prize Distribution – Celebrating Excellence

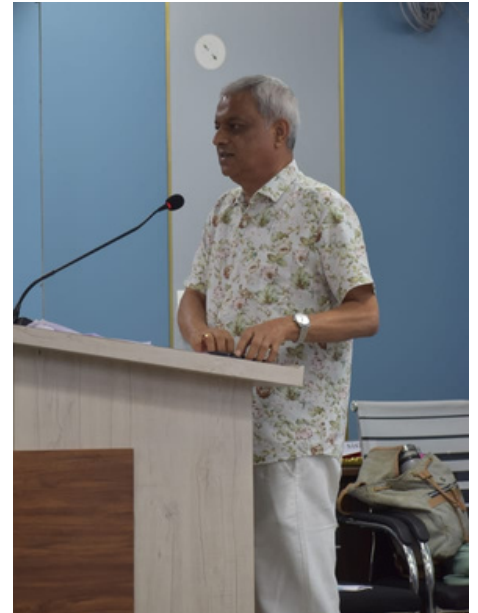
All participants received certificates, and winners across all competitions were honored with special prizes and recognition.

Smiles, applause, and celebration filled the auditorium!



★ DAY 2 HIGHLIGHTS

During the event, Paneesh Rao, a CUTM board member, shared valuable insights on business strategies and essential skills for achieving success, offering attendees practical advice and guidance for navigating the business world effectively. His expertise provided a comprehensive understanding of strategic planning and skill development.



★ TEAMWORK THAT MADE IT POSSIBLE

The event was executed flawlessly thanks to the dedicated efforts of:

- Organizing Committee
- Coordinators
- Volunteers
- Faculty Mentors
- Event Moderators

The commitment ensured everything ran with precision, professionalism, and passion.



BIZFEST 2K25

EVENT GALLERY



BBA PROUD MOMENT



We are delighted to announce that P. Sripada Srija, a BBA 2nd year student of our university, has showcased an exceptional performance at the Telangana State 11th Weightlifting Championship.

She secured:

- 🥇 One Gold medal at the Youth level
- 🥈 Two Silver medals at the Junior and Senior levels

Her outstanding lifts:

- Snatch: 60 kg
- Clean & Jerk: 65 kg
- Total: 125 kg
- Weight Category: 48 kg

Based on her performance, she has been selected for the National Championship.

We heartily congratulate P. Sripada Srija on this remarkable accomplishment and wish her great success at the national level.

CORPORATE TALK



CENTURION UNIVERSITY OF
TECHNOLOGY AND MANAGEMENT
VIZIANAGARAM, ANDHRA PRADESH



School of Management

CORPORATE TALK ON START-UP ECOSYSTEM



SUNIT SARASWAT

CXO With Sales, Marketing and Operations experience with
MNC, Indian Companies and Start-ups



Gallery Hall -1



20.12.2025



2 PM -3PM

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We have hosted an interactive session focusing on career growth in management, which will cover key topics such as making effective management decisions, engaging in impactful projects, and securing valuable internships. This session aims to provide insights and strategies for advancing your career in management, offering participants the opportunity to learn from experts and network with fellow professionals. Whether you're just starting out or looking to take your career to the next level, this session promises to deliver valuable guidance and inspiration.