

# Learn Experience Change

Creative initiatives  
in Media and  
Management at  
Centurion



**Centurion  
UNIVERSITY**

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



**School of Management &  
School of Media and Communication**



**Centurion  
UNIVERSITY**

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





**CHANGE**  
**EXPERIENCE**  
**LEARN**

**Learn:** Lifelong learning is an extension of classrooms, books, and theories.

**Experience:** The perfect balance of knowledge and skills is the key to making a real difference.

**Change:** The university and our students must transform societies – change begins with us.

# Shaping Lives...

## ABOUT US

Centurion University is a pioneer in 'Skill Integrated Higher Education'. Its unique model lays specific emphasis on creating sustainable livelihoods (aligned to SDGs) in challenging geographies through education that results in employability and ignites entrepreneurship. This model has been recognized by multiple Governments (Central and State), International Organizations such as UNESCO, the World Bank, and Policy Think Tanks like the NITI Aayog. Centurion University's School of Management has been recognized as a Center of Excellence by Ministry of Skill Development and Entrepreneurship, Government of India.

We strive to excel as the best-in-class human resource development hub that builds employable, enterprising and society centric youth through industry relevant education, skill development, new ventures, production, and technology development.

Living by the value system of Inclusivity, Integrity, Equity, Respect, and Sustainability; our founders, faculty, and staff are fully committed to - **Shaping Lives, Empowering Communities.**

Focusing on experience based and practice-oriented learning to create transformative impact through community-centric innovation and action research, the university has built an ecosystem that includes and integrates communities, industries, entrepreneurs, and other education and research institutions.

The university encourages its students to participate in the WorldSkills Competition, while many students have won gold and silver medals at the national level.

**The Centurion curriculum is aligned with the National Occupational Standards (NOS) as per the National Skills Qualifications Framework (NSQF). It is the only university accredited by the Government of India to contribute to the development of NSQF by creating new job roles and Qualification Packs (QP).**

# *Empowering Communities...*

## **SCHOOL OF MANAGEMENT**

School of Management (SoM) focuses on experiential, applied and action learning through projects, practice and production to foster a thriving start-up culture. It has been consistently reinventing management education with the objective of creating management leaders who can navigate the ever-changing business landscape. The curriculum is constantly updated to meet the dynamic needs of industry, academia and entrepreneurship. A student-centric pedagogy, project-based approach and design-driven curriculum provide students with required skills to succeed in this new environment where initiative, innovation, and risk taking are valued. Students are assigned to different in-house production units like Centurion Coffee Connect, Apparel Manufacturing Center of Excellence, Precision Machining Center, Transformer Unit, Sky Rider Electric Vehicle Unit, Advanced Wood Engineering Lab, Concrete Pavers Unit, Urban Micro Business Center, Vermicomposting Unit, Dairy Processing Unit, Mushroom Cultivation Unit, Bakery and Gram Tarang Foods, to hone their managerial as well as entrepreneurial skills in the real time business environment. Both faculty and student are also encouraged to ideate, innovate and establish their own enterprises. At the same time, through different extracurricular activities, human-centric skills, cooperation, empathy, social awareness, and global citizenship are fostered. The key strength of the school is its experienced and enthusiastic faculty, committed top management, flexible curriculum, digital course content, skill integrated programs, and strong linkage with industry, academia, civil society and government.



CENTURION  
COFFEE CONNECT

... coffee cherries.

The cherries are 100% handpicked,  
then soaked in water for 8 hours.

# BACHELOR OF **BUSINESS ADMINISTRATION (BBA)**

## Course Overview

This programme has been developed to disseminate knowledge of general management concepts, principles and processes by aligning the curriculum to meet the requirements of Industry 4.0. It aims at developing analytical, decision making and other managerial skills and abilities at strategic and operational level in real-time business situations. It further focuses on skill integrated and job readiness courses such as Data Analytics through MS-Excel, Retail Sales Associate, Business Plan, Video Processing, IELTS, etc. Students also develop a well-rounded personality through leadership skills, collaboration, empathy, and team spirit to exude self-confidence, cultivate requisite communication and presentation skills, which are valued by corporates in India.

## Duration

3 years (Six semesters)

## Scope/Job Opportunity

- Frontline executive in Business Enterprise including manufacturing and services (FMCG, FMCD, telecom, retail, infrastructure, financial services, etc.)
- Pursue higher education (MBA, etc.)
- Start own business as an entrepreneur

## Eligibility Criteria

10+2 pass (Senior Secondary) or its equivalent public examination conducted by any recognised Board of Education in India or abroad.





# BACHELOR OF COMMERCE (B.COM)

## Course Overview

The B. Com. programme enables students to develop practically applicable knowledge in the field of Banking and Accounting. The objective of this programme is to prepare a select cadre of future-ready professionals who will not only be efficient and effective managers, but also have a creative and refreshing approach to resolution of business problems and identifying and tapping new opportunities in the marketplace. The programme is designed to familiarize students with the banking and accounting operations, emphasising the preparation and analysis of financial statements. The curriculum provides the appropriate skills to students looking for Banking and Accounting positions in SMEs as well as corporate houses and businesses. Internship opportunities in the final year further helps students hone their skills to meet the requirements of the job in different sectors.

## Duration

3 years (Six semesters)

## Scope/Job Opportunity

- Accounts executive
  - Accountant
- Accounts receivable manager
- Accounts payable manager
- Banking operation executive
  - Financial planner
  - Accounts manager
- Finance and business entrepreneurship

## Eligibility Criteria

10+2 pass (Senior Secondary) or its equivalent public examination conducted by any recognised Board of Education in India or abroad.



# MBA HEALTHCARE MANAGEMENT

## Course Overview

The objectives of the programme are to understand the concepts and techniques of modern management and their application in making the managerial roles of students efficient and effective. Students learn to develop skills of analyzing, diagnosing and solving operational problems in the delivery of healthcare services. They are further exposed to the application of qualitative and quantitative analytical tools as applicable to the healthcare industry; to understand and appreciate methodologies of healthcare management training and develop skills with focus on strategic responsibility for training and human resources development for health care industry. A semester long internship helps to broaden the outlook and vision of students to the larger background and context of healthcare management.

## Duration

2 years (Four semesters)

## Scope/Job Opportunity

- Manager in the healthcare sector including hospitals
- Pharmaceutical companies
- Nutraceutical companies, etc
  - Pursue higher education (NET, PHD etc.)
  - Start their own business as an entrepreneur

## Eligibility Criteria

10+2+3 (Graduation in any discipline) or its equivalent public examination conducted by any recognised Board of Education in India or abroad.



BBA

# AIRLINES AND AIRPORT MANAGEMENT

## Course Overview

Airlines and Airport Management is one of the most sought-after career avenues at present. This programme is designed to develop industry-ready professionals to join the aviation sector with specialization in various functional areas pertaining to airlines and airport management. The students will be exposed to Fundamentals of Airline and Airport Industry, Certificate of Proficiency-Radio Telephony Restricted (Airplane) (COP RTR), Ramp Operation and Management, Airline and Airport Security and Safety Management and Operations, Cargo Management and Operation, Passenger and Public Handling in Airline and Airport, Airport Management and Operations, Meteorology and Dangerous Goods. The pedagogy adopted includes a blend of classroom discussions, case analysis, simulations, field visits and hands-on experience through industry integrated internships.

## Duration

3 years (Six semesters)

## Scope/Job Opportunity

- Airlines and general aviation as flight planning
- Ground Operations
  - Ramp Executive
- Flight Dispatcher
  - Airline Safety
  - Airline Security
- Airline Commercial

## Eligibility Criteria

10+2 pass (Senior Secondary) or its equivalent public examination conducted by any recognised Board of Education in India or abroad.



# MASTER OF BUSINESS ADMINISTRATION (MBA)

## Course Overview

The objective of the MBA program is to create management leaders who can navigate the ever-changing business landscape. The MBA curriculum is getting updated continuously to bring in existing and emerging challenges and opportunities in the business environment, both nationally and internationally. The teaching methods are student centric and geared towards experiential learning. It is accomplished through interactive classroom teaching, flipped classes, case discussions, workshops, student projects, live industry interactions and through several other innovative pedagogies. Contemporary topics such as legal aspects of marketing, ethical, social and environmental concerns in product, pricing, distribution and promotion decisions, socially responsible marketing, green marketing, social marketing, corporate governance and social responsibility of business, legal framework of business, e-business and cyber laws, labor and social security laws, ethical and legal issues in performance management, workforce diversity, role of ethics in organizational behaviour, sustainability, negotiation, international business, ethical and social considerations in strategic management and cross border ethics management, data analysis and visualization, AI/ML, additive manufacturing/3D printing, AR/VR, emerging mobility solutions, blockchain and robotics, are included in the curriculum.

## Duration

2 years (Four semesters)

## Scope/Job Opportunity

- Manager in FMCG
  - FMCD
  - IT
- Telecom
- Retail
- Banking
- Infrastructure
- Financial Services
- Food Processing
- Agri-Business Management

## Eligibility Criteria

10+2+3 (Graduation in any discipline) or its equivalent public examination conducted by any recognised Board of Education in India or abroad.





# MBA PHARMACEUTICAL MANAGEMENT

## Course Overview

The objective of this super specialized MBA programme is to develop knowledge, skills and competency of students to perform as effective professionals in the pharmaceutical sector. The syllabus and course contents are designed to meet the needs of fresh graduates and mid-career professionals. Students are exposed to Anatomy, Physiology, Pharmacology, Basic Epidemiology, Health Education, Drug Regulatory Affairs and Intellectual Property Rights. In addition to the above, this programme also makes students understand the concepts and techniques of modern management and their application through activity based experiential learning. This programme also includes developing skills to analyze, diagnose and solve operational problems in the delivery of pharmaceutical services; learning the application of qualitative and quantitative analytical tools as applicable to the pharmaceutical industry; and also to enhance the outlook and vision of students about the larger background and context of pharmaceutical management. A semester long internship provides them hands on skills and makes them industry ready.

## Duration

2 years (Four semesters)

## Scope/Job Opportunity

- Manager in the healthcare sector including hospitals
- Pharmaceutical companies
- Nutraceutical companies
- Pursue higher education (NET, PHD etc.)
- Start their own business as an entrepreneur

## Eligibility Criteria

B. Pharm / B.Sc. (+3 Sc.) with 50% (45% for SC/ST candidates) from a recognized university.



MBA

# RURAL AND URBAN DEVELOPMENT MANAGEMENT

## Course Overview

The program is facilitated through a Participatory Learning & Action Approach (PLA). Herein students/ participants learn by taking a series of predefined actions followed with structured reflection on the tasks and activities, enabling students/ participants to design a suitable course of action. Field work is a central component of this program. The field learning enables participants with action-reflection-action learning and prepares them with an ability to solve problems in real-life situations in the rural and urban development context. Besides classroom teaching, there are workshops, conferences and online classes on various dimensions of rural and urban management. Students also undertake development internships with partner institutions/ organizations to appreciate real-life situations with an experienced supervisor/mentor from the organization. Special workshops are also organized and facilitated by expert practitioners.

## Duration

2 years (Four semesters)

## Scope/Job Opportunity

- Manager in the corporate sector or development sector
  - Pursue higher education (NET, PHD etc.)
  - Start their own business as an entrepreneur

## Eligibility Criteria

10+2+3 (Graduation in any discipline) or its equivalent public examination conducted by any recognised Board of Education in India or abroad.



# MBA AGRI-BUSINESS MANAGEMENT

## Course Overview

The agriculture sector of India is regarded as the backbone of the economy. Agriculture is among the biggest employers in India, as well as in many other nations of the world, and satisfies the nutritional requirements of the population. This programme enables students to tackle the various challenges that the agricultural industry faces – such as the activities and roles of the government, a competitively charged environment, globalization's side effects and the rapidly changing technological pace. Agricultural education has always focused on disciplines that are associated with the improvement of productivity in agrarian farms. Students can contribute in several ways to tackle the shortage of food and nutrients and try to increase the production of food grains, store them in a proper way and more.

## Duration

2 years (Four semesters)

## Scope/Job Opportunity

- Manager in the corporate sector or development sector
- Pursue higher education (NET, PHD etc.)
  - Crop producer
  - Agricultural analyst
  - Market analyst
- Agribusiness marketing coordinator
  - Quality controller
- Farm appraiser and more

## Eligibility Criteria

10+2+3 (Graduation in any discipline) or its equivalent public examination conducted by any recognised Board of Education in India or abroad.



# B.Sc. ANIMATION AND MULTIMEDIA

## Course Overview

B.Sc. Animation and Multimedia course offer knowledge on Multimedia, 2D and 3D animation technology, VFX and more. Through this course the students can get detailed ideas on different animation techniques, VFX, digital painting and digital publishing using the latest software. It is a perfect combination for those who want to show their creativity in the field of animation techniques, visual effects, webpage designing and are passionate to work with gaming companies, animation studios and entertainment Industries.

Animators are working in several different fields as per their interest and expertise; here are some of the common areas of recruitment in B.Sc. Animation and Multimedia:

- Entertainment
- Advertisement
- Gaming Industry
- Education
- Marketing
- Retail and
- Architecture

## Duration

4 years

## Scope/Job Opportunity

- 3D Artist
- Animator
- Animation Trainer
- Visual effect Artist
  - Concept Artist
- Graphic Designer
- Game Developer
  - Game Artist
  - Web Designer
- Content Developer

## Eligibility Criteria

The interested candidates need to pass 10th standard in all subjects including 50% aggregate marks from any recognized educational board.

Passed Class 12 or any other equivalent exam in any discipline with 50% aggregate marks from a recognized board.







# AWARDS & ACCOLADES

## Student Achievements



### World Skills at National Level

- Gold medal in Health and Social Care  
(For the first time in Odisha)
- Gold in CNC Turning ● Bronze in Joinery (Wood works)
- Received a **Patent** for “Automated Elephant Detection System to desist Railway accidents by unifying AI and IoT”
- Participated in the Dassault Systèmes and awarded one of the **best projects** – Living Heritage Project - developed model of Konark Sun temple in the 3D Experience Platform.



“...In India, the Centurion University of Technology and Management (Odisha) ... the only State-enacted University in the private sector with its strong industrial linkage through its Social Entrepreneurship Outreach (Gram Tarang) and its focus on community – has excelled in providing skills to students from rural areas.”

**Government of Odisha, after careful consideration, have been pleased to accord recognition to the Centurion University of Technology and Management as Skill University.**

- Research Report of Ernst and Young title, “Role of Higher Education in Creating Sustainable Livelihoods and Social Enterprises” is on the Model of Centurion University, published on 24th November 2016.
- NITI Aayog named Centurion University - Gram Tarang as the best practice reference point in the State of Odisha in their report titled, “State Forward: Best Practices from our States” released by the Honourable Prime Minister on 29th September 2016.
- Cited by name as a model in the debate of the General Assembly of United Nations on Right to Education. CUTM has been eloquently mentioned in the UN Secretary General Report on Right to Education (67th General Assembly, 2012)
- Acknowledged by the United Nations for works done in reaching out to the underprivileged through employment linked skill development.
- Case study by UNESCO, “Centurion University model of skilling” in the UNESCO – PROSPECTS: Volume 44, Issue 2 (2014).
- Case study of Wharton University of Pennsylvania, “Startups Spot Opportunity in Training India’s Informal Workforce” for people living in the Naxalite-infested regions in Odisha and Andhra Pradesh in June 2013.
- In Australia India Institute Report, titled “A Very Short Policy Brief: Sustainable Skill Development” in November 2016, the first reference of the policy brief is of Gram Tarang.
- Showcasing of Centurion University’s “Social Enterprise: A Global Outlook” in the Going Global Conference at Cape Town by the British Council in its international research report with a sample size of 200+ Universities where Centurion is the only reference from Indian subcontinent.
- Centurion University has become “Dassault Systèmes Academy Member” and it is the 1st Academy Member of Dassault Systems in India.
- Citation by The World Bank in its report (August 2015) on, “Governance for Quality in Higher Education in Odisha, India” as a unique model reiterating the significant edge in the domain of higher education.
- **The University has published 70 Patents, 7 Copyrights, 2 Design Patents and 2 patents granted.**

# LIFE AT CENTURION



Bhubaneswar Campus Entrance Gate



Paralakhemundi Campus



Bhubaneswar Basketball Ground



Centurion Cafeteria



Centurion  
UNIVERSITY

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

---

Campuses: Paralakhemundi | Bhubaneswar | Vizianagaram | Rayagada | Balangir | Balasore

---

**For admissions, Call: 82600 77222**

**CUTM Odisha – Website – [www.cutm.ac.in](http://www.cutm.ac.in)**

**CUTM Andhra Pradesh – Website – [www.cutmap.ac.in](http://www.cutmap.ac.in)**