



ANNUAL REPORT- 2025



School of Management Studies



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Preface

The 21st century is a vibrant and transformative era, marked by hasty technological advancements, globalization, and ever-evolving business landscapes. In this age of constant change, the importance of management education has never been more evident. As businesses deal with unprecedented challenges and opportunities, individuals seeking to thrive in this environment require a compact foundation in management philosophies. In an era characterized by uncertainty and rapid change, effective leadership is more critical than ever. Leaders must inspire, adapt, and guide their teams toward common goals. Management education fosters leadership skills, enabling students to become visionary leaders who can flourish in unpredictable circumstances. The 21st century is marked by a culture of innovation and entrepreneurship. Start-ups are disrupting traditional industries, and established companies must innovate to stay relevant. Management education fosters an entrepreneurial mindset, encouraging students to think creatively, identify opportunities, and take calculated risks.

Globalization has brought countries and cultures closer together, creating a highly interconnected world. While this presents numerous opportunities for businesses to expand their reach, it also introduces complexities in terms of diverse markets, cultural nuances, and international regulations. Management education emphasizes the development of cross-cultural competencies, international business strategies, and global supply chain management. Graduates are not only well-versed in leading business across borders but are also adept at navigating the intricacies of global markets. The 21st century is marked by a culture of innovation and entrepreneurship. Start-ups are disrupting traditional industries, and established companies





must innovate to stay relevant. Management education nurtures an entrepreneurial mindset, encouraging students to think creatively, identify opportunities, and take calculated risks. We often collaborate with local incubators and provide resources for aspiring entrepreneurs. Graduates from School of Management Studies are well-prepared to embark on entrepreneurial ventures or drive innovation within existing organizations, contributing to economic growth and competitiveness.

Our SMS believes in quality of education and training through best teaching pedagogy consisting of case study analysis, audio-video classroom delivery, efficient storytelling, role play, management games, simulations, TAT approach and many more to make our students industry ready. In the academic year 2024-2025, we organized more than a dozen expert talks, workshops, guest lecture series, and outreach programmes that enables our students more vibrant and vigilant. In this academic year 2023-2024, we have organized many invited lectures, guest lectures, expert talks both in online and physical to cater the industrial need. This year we have organized an international conference (ICONMANIT-2024) on 30th December 2024, that brought a true spirit of research potentials among the scholars, academicians and industry experts. Similarly, a 32-days Certificate Programme for Banking, Finance and Insurance (CPBFI) in association with Bajaj Finserv organized for 196 students to provide internship and final placements in banking, non-banking and insurance sectors in Pan-India.

The School of Management Studies (SMS) foster the management education in accordance with the standard of industry and unveil the potential jobs for the next generation managers. SMS empower right education for right candidates at right time. We provide various specialization for MBA and BBA students that enable the students to excel their career in different sectors.

HoD, SMS





About School of Management Studies (SMS)

The School of Management Studies (SMS), GIET University, Gunupur, continues to strengthen its position as a center of excellence in management education in southern Odisha. The School is committed to nurturing future-ready professionals through quality teaching, industry-oriented curriculum, research, and experiential learning.

SMS offers BBA, MBA, and Ph.D. programmes in Management, designed to blend strong theoretical foundations with practical exposure through case studies, internships, industry projects, workshops, and seminars. The curriculum is regularly updated to align with emerging trends such as business analytics, digital marketing, entrepreneurship, sustainability, and Industry 5.0.

With a team of qualified and experienced faculty members, the School emphasizes innovation, leadership, ethical values, and social responsibility. The School also actively promotes research, faculty development programmes, conferences, and industry–academia collaborations.

Supported by modern infrastructure, smart classrooms, library resources, and an active Training & Placement Cell, the School of Management Studies aims to produce competent managers, entrepreneurs, and researchers who can contribute meaningfully to organizations and society.

The School remains dedicated to its vision of creating responsible leaders capable of addressing contemporary business and societal challenges.





From the HOD's Desk

Dear All,

Greetings.



It gives me immense pleasure to address you on behalf of the School of Management Studies, GIET University, Gunupur. Our School is committed to academic excellence, innovation, and holistic development of students through quality education, industry-integrated curriculum, and a strong research orientation.

We continuously strive to bridge the gap between theory and practice by emphasizing experiential learning, internships, industry interactions, workshops, and research-based activities. With the collective efforts of our dedicated faculty members, enthusiastic students, and supportive administration, the School is progressing steadily towards its vision of nurturing responsible managers, leaders, and entrepreneurs.

I extend my sincere appreciation to all faculty members, staff, students, and stakeholders for their continued support and cooperation. Let us work together with renewed commitment to uphold academic standards, encourage innovation, and contribute meaningfully to society and the nation.

With best wishes for continued success.

Warm regards,

Prof. Saumendra Das

Head, School of Management Studies



**GIET University, Gunupur**

BoS Proceedings

Ref: GIETU/SoMS/BoS/11**Date: 19th July 2025**

BOARD OF STUDIES (BoS) MEETING For AR-25 Regulation | MBA & Ph.D. Programmes (A.Y. 2025–2026)

Minutes of the Meeting

A meeting of the Board of Studies (BoS) for the School of Management Studies was convened to review and approve the curriculum and academic framework under the AR-25 Regulation for the 2-years MBA and Ph.D. programmes, applicable from the Academic Year 2025–2026, in line with UGC and AICTE guidelines.

Date: 19th July 2025**Venue: School of Management Studies, GIET University**

Agenda:

1. Approval of AR-25 Regulation for 2 years MBA and Ph.D. Programmes
2. Review and Revision of the MBA & Ph.D. Syllabus
3. Summer Internship Project and Research Report/ Journal Article Publication Guidelines
4. Continuous Internal & End-semester Assessment (CIA) Structure
5. Integration of Practical Learning Hours
6. Vision, Mission, PEOs, POs, PSOs of the Department
7. CO-PO Mapping
8. Introduction of New Courses
9. Forwarding the minutes of the meeting to academic council for final approval

Members Present:

Sl No.	Name	Designation	Position
1	Dr. Saumendra Das	Head of the Department	Chairman BoS
2	Dr. Sathya Swaroop Debasish	Professor & Head of the Department Department of Business Administration Utkal University	Member





		Bhubaneswar, Odisha	
3	Mr. Gupta Polisetty	Certified Independent Director Advisory Board Member Stylework Venture Partner Startuplanes Ex - Founder IIM Deloitte	Member
4	Mr. Sudam Charan Satapathy	Axis Bank Ltd Deputy Cluster Manager Koraput Zone Koraput	Member
5	Dr. Y. S. S. Patro	Professor	Member
6	Dr. Sadananda Sahoo	Professor	Member
7	Dr. T. Lokeswara Rao	Assoc. Professor	Member
8	Dr. I. J. Raghavendra	Assoc. Professor	Member
9	Dr. Subhasish Das	Assoc. Professor	Member
10	Dr. M.A. Rasheed	Assoc. Professor	Member
11	Dr. R. Raja	Assoc. Professor	Member
12	Dr. Madhireddy Vikram Reddy	Assoc. Professor	Member
13	Dr. Samir Kumar Panigrahi	Asst. Professor	Member
14	Dr. Smruti Rekha Sahoo	Asst. Professor	Member
15	Dr. Tarakeswara Rao Sivvala	Asst. Professor	Member

The meeting of the Board of Studies commenced with a welcome note by Chairman, BoS, School of Management Studies, GIET University.

Agenda wise discussion and resolution:

1. Approval of AR-25 Regulation for MBA and Ph.D. Programmes

- The proposed regulation and course structure was presented by **Dr. Saumendra Das**, Chairman BoS and approved for implementation from AY 2025-26.
- The proposed course structure for MBA programme comprises of 132 credits.

Resolution No. 1:

The Board resolved to approve the **AR-25 regulation and course structure** for the MBA and Ph.D. programmes in accordance with UGC and AICTE norms, effective from the Academic Year 2025–2026.

2. Review and Revision of the MBA & Ph.D. Syllabus

- Updated syllabus structure focusing on academic relevance, industry requirements, and employability.
- **Dr. Sathya Swaroop Debasish**, Professor, Utkal University, Bhubaneswar and **Mr. Gupta Polisetty**, industrialist emphasized the inclusion of multidisciplinary and emerging area





courses (Management of Principles and Organisational Behaviour, Business Law, Quantitative Techniques for Managers, Accounting for Managers, Information Technology for Decision Making, Financial Management, etc.)

Resolution No. 2:

The Board resolved to **revise and approve the syllabus** for both MBA and Ph.D. programmes, incorporating feedback from stakeholders and aligning it with contemporary industry requirements and global academic standards.

3. Summer Internship Project and Research Report/ Journal Article Publication Guidelines

- Clear evaluation and submission timelines finalized.
- **Dr. Sathya Swaroop Debasish** suggested to integrate the mid-review process in Summer Internship Project works and inclusion of viva-voce assessment.
- Summer Internship Project of 6-8 weeks' duration between 2nd and 3rd semester of MBA.
- **Dr. Sathya Swaroop Debasish** suggested to include the Research Report submission with contemporary topic/Article publication in any peer reviewed journal in 4th semester.

Resolution No. 3:

The Board approved the revised **Summer Internship Project and Research Report/ Journal Article Publication guidelines**, which include mid-term review, internal mentor evaluation, and viva-voce assessment at the department level for proper evaluation and implementation.

4. Continuous Internal and End-semester Assessment (CIA) Structure

- Revised CIA structure: 40% weightage (internal) and 60% (end-semester).
- **Mr. Gupta Polisetty** emphasized on the inclusion of diversified evaluation tools: cycle tests, assignments, class tests, case analysis, surprise tests, class participation, and presentations.

Resolution No. 4:

The Board resolved to **restructure the Continuous Internal Assessment (CIA)** component with 40% weightage and a variety of assessment tools including cycle tests, assignments, class test, case studies, quizzes, project-based evaluations, and presentations.

5. Integration of Practical Learning Hours

- **Mr. Sudam Charan Satapath**, Alumni suggested for mandatory practical exposure hours added across semesters through:
 - Live Projects
 - Industry Interface
 - Business Simulations
 - Skill Labs

Resolution No. 5:

The Board approved the **integration of practical learning hours** in all semesters through activities such as industry visits, live projects, fieldwork, business simulations, and lab-based practical to strengthen application-oriented learning.





6. Vision, Mission, PEOs, POs, PSOs of the Department

- o Existing Vision and Mission statements were reviewed and approved.
- o PEOs, POs, and PSOs finalized post stakeholder feedback and benchmarking.

Resolution No. 6:

The existing Vision, Mission, Programme Educational Objectives (PEOs), Programme Outcomes (POs), and Programme Specific Outcomes (PSOs) of the department were reviewed and unanimously approved.

7. CO-PO Mapping

- o CO-PO-PSO mapping aligned with NBA guidelines and Bloom’s Taxonomy.
- o Rubric-based assessment suggested for clarity in attainment.

Resolution No. 7:

The Board resolved to adopt a revised Course Outcome (CO) - PO mapping framework aligned with NBA guidelines using Bloom’s Taxonomy levels and suggested rubric-based attainment tracking.

8. Introduction of New Courses

- o Approved the introduction of the following new courses:
 - Artificial Intelligence and Machine Learning for Managers (2nd semester core elective)
 - Retail Marketing (3rd semester DSE in marketing)
 - International Marketing (4th semester DSE in marketing)

Resolution No. 8:

The Board approved the introduction of new elective courses in the curriculum to enhance academic diversity and employability. Some of the approved new courses include:

- Retail Marketing ((in the place of Salesforce Business Analyst-I)
- International Marketing (in the place of Salesforce Business Analyst-II)
- Artificial Intelligence and Machine Learning as a specialization (detail courses such as AI in Finance; AI in Human Resource Management; AI in Marketing; Disruptive Applications of AI and Emerging Technologies; Deep Learning for Business Applications; AI in Healthcare; AI in Operations and Supply Chain; Management of AI Products; Intelligent Automation and Natural Language Processing for Business).

Action Taken Report Based on BoS Resolutions

Resolution No.	Resolution Description	Action Taken
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1	Approval of AR-25 Regulation structure for MBA & Ph.D. programmes	The AR-25 regulation framework was finalized, documented, and submitted to the Academic Council for university-level ratification.
2	Revision and approval of MBA & Ph.D. syllabus	Revised syllabi for all semesters were prepared in alignment with UGC and AICTE. Curriculum books are under printing for the new batch.
3	Revision of Summer Internship Project regulations	New SIP guidelines including evaluation rubrics, review checkpoints, and viva schedule were prepared and disseminated to faculty and students. Orientation for mentors conducted.
4	Restructuring of Continuous Internal Assessment (CIA)	CIA structure was revised to 40% weightage with multiple evaluation components. Implementation to begin from Semester I (2025).
5	Integration of practical learning hours	Skill labs, live project slots, and field activity hours were added to the time table. MoUs with industry partners being pursued for hands-on learning integration.
6	Approval of Vision, Mission, PEOs, POs, PSOs	Final version of Vision, Mission, and Outcome statements uploaded on departmental webpage and displayed in all classrooms. Included in programme handbook.
7	Adoption of revised CO-PO Mapping	Faculty sensitization workshop conducted on CO-PO mapping and Bloom’s taxonomy. COs of all courses updated and aligned with PO/PSO indicators.
8	Introduction of new elective/skill-based courses	Course syllabi developed and approved. Course instructors identified. Electives to be offered from Semester III onwards.

The Board recommended that all revised and approved elements be **forwarded to the Academic Council** for final approval and university-level implementation and concluded with a formal vote of thanks by Chairman, BoS.

Chairman, BoS

Dr. Saumendra Das
 Dean (I/C) & Head of the Department
 School of Management Studies
 GIET University, Gunupur

Copy Submitted for approval to: 1. Chairman, BOG, GIET University

2. Chairman, Academic Council, GIET University

Copy Submitted for reference to: Registrar/COE/Dean (Academics)/Dean (Admin)/Dean (R&D)/All Members Concern



**Ref: GIETU/SoMS/BoS/12****Date: 3rd December 2025****Minutes of the Board of Studies (BoS) Meeting**

For AR-25 Regulation | MBA & Ph.D. Programmes (A.Y. 2025-2026)
Date: 3rd December 2025
Time: 4:00 PM (Online Mode)

Members Present

Sl. No.	Name	Designation	Role
1	Dr. Saumendra Das	Head of the Department, GIET University	Chairman, BoS
2	Dr. Sathya Swaroop Debasish	Professor & Head, Department of Business Administration, Utkal University, Bhubaneswar, Odisha	Member
3	Mr. Gupta Polisetty	Certified Independent Director, Advisory Board Member – Stylework, Venture Partner – Startuplanes, Ex-Founder	Member
4	Dr. Y. S. S. Patro	Professor	Member
5	Dr. Sadananda Sahoo	Professor	Member
6	Dr. T. Lokeswara Rao	Associate Professor	Member
7	Dr. Subhasish Das	Associate Professor	Member
8	Dr. Smruti Rekha Sahoo	Assistant Professor	Member
9	Dr. Tarakeswara Rao Sivvala	Assistant Professor	Member

Agenda Items Discussed**1. Discussion on AR-25 Regulation for MBA and Ph.D. Programmes**

The committee reviewed the AR-25 regulation draft in line with the Academic Council's recommendations and emphasized outcome-based education (OBE) alignment, academic flexibility, and research orientation.



**2. Review and Revision of MBA Credit Structure**

The BoS deliberated on reducing the total programme credits from **132 to 102** to align with **AICTE guidelines (2024)**. The revised structure ensures balanced coverage of core, elective, and experiential learning components.

3. Summer Internship Project and Research/Publication Guidelines

Guidelines for **Summer Internship Project (SIP)** and **Research Report/Journal Publication** were discussed. It was resolved to:

- Introduce structured mentorship and evaluation rubrics.
- Encourage publication of research papers from the project work in reputed journals.

4. Continuous Internal Assessment (CIA) and End-Semester Evaluation

The BoS approved a restructured **CIA framework** to promote continuous learning, including quizzes, case studies, presentations, and practical components, in line with OBE methodology.

5. Integration of Practical Learning Hours

The Board recommended integrating **Practical Learning Hours (PLH)** through simulation labs, fieldwork, live projects, and industry interactions to enhance employability and skill-based outcomes.

6. Revision of Vision, Mission, PEOs, POs, and PSOs

The Vision and Mission statements were reaffirmed with minor revisions for clarity and alignment with institutional objectives.

The Programme Educational Objectives (PEOs), Programme Outcomes (POs), and Programme Specific Outcomes (PSOs) were reviewed and approved after ensuring mapping with MBA electives and course outcomes.

Resolutions Passed

- The **AR-25 Regulation for MBA and Ph.D. programmes** was approved with the proposed modifications.
- The **revised credit structure (102 credits)** will be implemented from the **Academic Year 2025–2026**.
- The **updated PEOs, POs, and PSOs** will be uploaded in the departmental handbook and website.
- **CIA and End-semester evaluation frameworks** will be operational from the upcoming batch.

Conclusion

The Chairman thanked all members for their valuable inputs and participation. The meeting concluded with a vote of thanks at **5:30 PM**.

Ref: GIETU/SoMS/BoS/05**Date: 18th July 2025**

BOARD OF STUDIES (BoS) MEETING
For AR-25 Regulation | BBA Programmes (A.Y. 2025–2026) as per NEP 2020



**Minutes of the Meeting**

A meeting of the Board of Studies (BoS) for the School of Management Studies was convened to review and approve the curriculum and academic framework under the AR-25 Regulation for the 4-years BBA programme, applicable from the Academic Year 2025–2026, in line with NEP-2020 and AICTE guidelines.

Date: 18th July 2025

Venue: School of Management Studies, GIET University

Agenda:

10. Approval of AR-25 Regulation for 4 years BBA Programmes in line with NEP-2020 and AICTE guidelines.
11. Review and Revision of the BBA Syllabus from the Academic Year 2025-2026
12. Summer Training/Internship/Capstone Project Guidelines
13. Dissertation work/Summer Internship Project-II/ Research Internship Report and Viva –Voce Guidelines
14. Continuous Internal & End-semester Assessment (CIA) Structure
15. Integration of Practical Learning Hours
16. Vision, Mission, PEOs, POs, PSOs of the Department
17. CO-PO Mapping
18. Introduction of New Courses
19. Forwarding the minutes of the meeting to academic council for final approval

Members Present:

Sl No.	Name	Designation	Position
1	Dr. Saumendra Das	Head of the Department	Chairman BoS
2	Dr. Sathya Swaroop Debasish	Professor & Head of the Department Department of Business Administration Utkal University Bhubaneswar, Odisha	Member





3	Mr. Gupta Polisetty	Certified Independent Director Advisory Board Member Stylework Venture Partner Startuplanes Ex - Founder IIM Deloitte	Member
4	Mr. Sudam Charan Satapathy	Axis Bank Ltd Deputy Cluster Manager Koraput Zone Koraput	Member
5	Mr. Debasish Mohapatro	Asst. Professor	Member
6	Dr. Y. S. S. Patro	Professor	Member
7	Dr. Sadananda Sahoo	Professor	Member
8	Dr. T. Lokeswara Rao	Assoc. Professor	Member
9	Dr. I. J. Raghavendra	Assoc. Professor	Member
10	Dr. Subhasish Das	Assoc. Professor	Member
11	Dr. M.A. Rasheed	Assoc. Professor	Member
12	Dr. R. Raja	Assoc. Professor	Member
13	Dr. Madhireddy Vikram Reddy	Assoc. Professor	Member
14	Dr. Samir Kumar Panigrahi	Asst. Professor	Member
15	Dr. Smruti Rekha Sahoo	Asst. Professor	Member
16	Dr. Tarakeswara Rao Sivvala	Asst. Professor	Member
17	Dr. M. Karteek	Asst. Professor	Member
18	Mr. Narendra Panda	Asst. Professor	Member
19	Mr. Chiranjibi Rambabu Achary	Asst. Professor	Member
20	Mr. Dara Venugopal	Asst. Professor	Member
21	Mr. P. N. Murty	Asst. Professor	Member
22	Mr. Pramod Ranjan Panda	Asst. Professor	Member
23	Mrs. Swapnamayee Sahoo	Asst. Professor	Member
24	Mr. Girija Sankar Pradhan	Asst. Professor	Member
25	Mr. Sandeep Jena	Asst. Professor	Member

The meeting of the Board of Studies commenced with a welcome note by Chairman, BoS, BBA programme, School of Management Studies, GIET University.





Agenda wise discussion and resolution:

9. Approval of AR-25 Regulation for BBA Programme

- The proposed regulation and course structure was presented by **Dr. Saumendra Das**, Chairman BoS and approved for implementation from AY 2025-26.
- The proposed course structure for 3 Years BBA Program comprises of 120 credits and 4 Years BBA (Honours) and BBA (Honours with Research) 160 credits.
- Minimum eligibility criteria for opting the course in the fourth year will be as follows:
 1. BBA (Honours with Research): Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.
 2. For BBA (Honours): BBA Degree
- The proposed Course Level/Duration/System was presented by the Chairman, BoS for the Undergraduate / Three or Four years/6 or 8 Semesters with multiple entry and exit.

The following choice will be made available to the students joining in BBA Research Program:

- a) One year: Under Graduate Certificate in Business Administration
- b) Two years: Under Graduate Diploma in Business Administration
- c) Three years: Bachelor in Business Administration (BBA)
- d) Four years: Bachelor in Business Administration with Honours: BBA (Honours) and Bachelor in Business Administration Honours with Research: BBA (Honours with Research)

Resolution No. 1:

The Board resolved to approve the **AR-25 regulation and course structure** for the BBA programme in accordance with NEP-2020 and AICTE norms, effective from the Academic Year 2025–2026.

10. Review and Revision of the BBA Syllabus from the Academic Year 2025-2026

- Updated syllabus structure focusing on academic relevance, industry requirements, and employability.
- **Dr. Sathya Swaroop Debasish**, Professor, Utkal University, Bhubaneswar and **Mr. Gupta Polisetty**, industrialist emphasized the inclusion of multidisciplinary and emerging courses (Principles and Practices of Management, Business Communication, Financial Accounting, Business Statistics and Logical Thinking, General English, Indian Culture and Civilization, Information Technology for Managers, Human Behaviour and Organization, Marketing Management, Business Economics, Emerging Technologies and application, Media Literacy and Critical Thinking, Indian Constitution etc. in all semesters).

Resolution No. 2:

The Board resolved to **revise and approve the syllabus** for both BBA programme, incorporating feedback from stakeholders and aligning it with contemporary industry requirements and global academic standards according to the guidelines of NEP-2020.





11. Summer Training/Internship/Capstone Project Guidelines

- Clear evaluation and submission timelines finalized.
- **Dr. Sathya Swaroop Debasish** suggested to integrate the mid-review process in Summer Internship Project-I works and inclusion of viva-voce assessment.
- At the end of the Fourth Semester every student shall undergo Summer Training/Internship/Capstone for Eight Weeks in the industry/Research or Academic Institute. This component will be evaluated during the fifth semester.

Resolution No. 3:

The Board approved the revised **Summer Training/Internship/Capstone Project guidelines**, which include mid-term review, internal mentor evaluation, and viva-voce assessment at the department level for proper evaluation and implementation in 5th and 6th semesters.

12. Dissertation work/Summer Internship Project-II/ Research Internship Report and Viva –Voce for BBA (Honors)/ BBA (Honors with Research)

- Clear evaluation and submission timelines finalized.
- **Dr. Sathya Swaroop Debasish** suggested to integrate the mid-review process in dissertation work /Summer Internship Project-II/ Research Internship Report and inclusion of viva-voce assessment.
- At the end of the Seventh Semester every student shall undergo a dissertation work. This component will be evaluated during the Eighth semester.
- Research Internship Report and Viva –Voce and Dissertation (For Research Track) initiate in Forth year. The Dissertation work will start from the beginning of fourth year of BBA (Honours with Research) Program. The students of Fourth Year shall be assessed for Project Work and Research Internship Report and Viva –Voice and Dissertation (For Research Track).

Resolution No. 4:

The Board approved the revised **Dissertation work/Summer Internship Project-II/ Research Internship Report and Viva –Voce for BBA (Honors)/ BBA (Honors with Research) in Fourth year of BBA.**

13. Continuous Internal and End-semester Assessment (CIA) Structure

- Revised CIA structure: 40% weightage (internal) and 60% (end-semester).
- **Mr. Gupta Polisetty** emphasized on the inclusion of diversified evaluation tools: cycle tests, assignments, class tests, case analysis, surprise tests, class participation, and presentations.

Resolution No. 5:

The Board resolved to **restructure the Continuous Internal Assessment (CIA)** component with 40% weightage and a variety of assessment tools including cycle tests, assignments, class test, case studies, quizzes, project-based evaluations, and presentations.

14. Integration of Practical Learning Hours

- **Mr. Sudam Charan Satapath**, Alumni suggested for mandatory practical exposure hours added across semesters through:





- Live Projects
- Industry Interface
- Business Simulations
- Skill Labs

Resolution No. 6:

The Board approved the **integration of practical learning hours** in all semesters through activities such as industry visits, live projects, fieldwork, business simulations, and lab-based practical to strengthen application-oriented learning.

15. Vision, Mission, PEOs, POs, PSOs of the Department

- Existing Vision and Mission statements were reviewed and approved.
- PEOs, POs, and PSOs finalized post stakeholder feedback and benchmarking.

Resolution No. 7:

The existing **Vision, Mission, Programme Educational Objectives (PEOs), Programme Outcomes (POs), and Programme Specific Outcomes (PSOs)** of the department were reviewed and unanimously approved.

16. CO-PO Mapping

- CO-PO-PSO mapping aligned with NBA guidelines and Bloom's Taxonomy.
- Rubric-based assessment suggested for clarity in attainment.

Resolution No. 8:

The Board resolved to adopt a revised **Course Outcome (CO) - PO mapping** framework aligned with NBA guidelines using Bloom's Taxonomy levels and suggested rubric-based attainment tracking.

17. Introduction of New Courses

- Approved the introduction of the following new courses:
 - *Indian Culture and Civilization as Indian Knowledge System (1st semester multi-disciplinary elective)*
 - *Information Technology for Managers (1st semester Core course)*
 - *Yoga and Physical Fitness (3rd semester value added course)*
 - *Business Environment and Public Policy (4th semester value added course)*
 - *Analytics for Competitive Advantage (discipline Specific Elective in Business Analytics)*
 - *Structured Query Language (discipline Specific Elective in Business Analytics)*
 - *Data Analytics using Python (discipline Specific Elective in Business Analytics)*
 - *Data Mining (discipline Specific Elective in Business Analytics)*
 - *Foundations of Machine Learning Tools (discipline Specific Elective in Business Analytics)*
 - *Big Data Analytics with HADOOP (discipline Specific Elective in Business Analytics)*





- *Service Operations Management (discipline Specific Elective in Logistics and Supply Chain Management)*
- *Green Supply Chain Management (discipline Specific Elective in Logistics and Supply Chain Management)*
- *Supply Chain Information System (discipline Specific Elective in Logistics and Supply Chain Management)*
- *Management of Manufacturing Systems (discipline Specific Elective in Logistics and Supply Chain Management)*

Resolution No. 9:

The Board approved the **introduction of new courses on multi-disciplinary electives, core courses, value added courses and discipline specific electives** in the curriculum to enhance academic diversity and employability.

Action Taken Report Based on BoS Resolutions

Resolution No.	Resolution Description	Action Taken
1	Approval of AR-25 Regulation structure for BBA programme	The AR-25 regulation framework was finalized, documented, and submitted to the Academic Council for university-level ratification.
2	Revision and approval of BBA syllabus	Revised syllabi for all semesters were prepared in alignment with NEP-2020 and AICTE. Curriculum books are under printing for the new batch.
3	Revision and approval of Summer Training/Internship/Capstone Project guidelines	New Summer Training/Internship/Capstone Project guidelines including evaluation rubrics, review checkpoints, and viva schedule were prepared and disseminated to faculty and students. Orientation for mentors conducted.
4	Revision and approval of Dissertation work/Summer Internship Project-II/ Research Internship Report and Viva –Voce for BBA (Honors)/ BBA (Honors with Research) guidelines	New Dissertation work/Summer Internship Project-II/ Research Internship Report and Viva –Voce for BBA (Honors)/ BBA (Honors with Research) guidelines including evaluation rubrics, review checkpoints, and viva schedule were prepared and disseminated to faculty and students. Orientation for mentors conducted.
5	Restructuring of Continuous Internal Assessment (CIA)	CIA structure was revised to 40% weightage with multiple evaluation components. Implementation to begin from Semester I (2025).
6	Integration of practical learning hours	Skill labs, live project slots, and field activity hours were added to the time table. MoUs with industry partners being pursued for hands-on learning integration.





7	Approval of Vision, Mission, PEOs, POs, PSOs	Final version of Vision, Mission, and Outcome statements uploaded on departmental webpage and displayed in all classrooms. Included in programme handbook.
8	Adoption of revised CO-PO Mapping	Faculty sensitization workshop conducted on CO-PO mapping and Bloom’s taxonomy. COs of all courses updated and aligned with PO/PSO indicators.
9	Introduction of new elective/skill-based courses	Course syllabi developed and approved. Course instructors identified. Electives to be offered from Semester V onwards.

The Board recommended that all revised and approved elements be **forwarded to the Academic Council** for final approval and university-level implementation and concluded with a formal vote of thanks by Chairman, BoS.

Chairman, BoS

Dr. Saumendra Das
Dean (I/C) & Head of the Department
School of Management Studies
GIET University, Gunupur

Copy Submitted for approval to: 1. Chairman, BOG, GIET University

2. Chairman, Academic Council, GIET University

Copy Submitted for reference to: Registrar/COE/Dean (Academics)/Dean (Admin)/Dean (R&D)/All Members Concern





Courses offered by SMS

SMS

— BBA (3 Years)

- | — Financial Management
- | — Human Resource Management
- | — Marketing Management

— MBA (2 Years)

- | — Marketing
- | — Finance
- | — HR
- | — Rural Management
- | — Operations & Supply Chain Management
- | — Business Analytics
- | — Systems & IT
- | — Agribusiness Management

— Ph.D. in Management

- Doctor of Philosophy in Business Management





Students Achievements

GIET UNIVERSITY, SCHOOL OF MANAGEMENT STUDIES: CELEBRATING OUR RUNNERS-UP

GIET, UNIVERSITY
Gunupur, Odisha,765022
SCHOOL OF MANAGEMENT STUDIES

**RUNNERS UP
SCAVENGER HUNT**

- ◆ K Kartikey
- ◆ Shimadri Bharat Srinivas
- ◆ Aditya Kumar Patra
- ◆ Godson Joy Lakra
- ◆ Deb Prakash Sahu



held at
Centurian University Annual management
fest MANZAR 3.0, Parlakhemundi.

WWW.GIET.EDU

GIET, UNIVERSITY
Gunupur, Odisha,765022
SCHOOL OF MANAGEMENT STUDIES

**Runners
AD-QUEST**

- ◆ Godson Joy Lakra
- ◆ K Sasank
- ◆ Jarsi Sharma
- ◆ Soumya Ranjan Das



held at
Centurian University Annual management
fest MANZAR 3.0, Parlakhemundi.

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Gunupur, Odisha,765022
SCHOOL OF MANAGEMENT STUDIES

**RUNNERS UP
CAPITAL CLASH**

K. Sasank



held at
Centurian University Annual management
fest MANZAR 3.0, Parlakhemundi.

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Gunupur, Odisha,765022
SCHOOL OF MANAGEMENT STUDIES




**KHO-KHO BOYS
RUNNER UP**

ANKIT KUMAR NAYAK

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GIET, UNIVERSITY
Gunupur, Odisha,765022
SCHOOL OF MANAGEMENT STUDIES




**KHO-KHO GIRLS
RUNNER UP**

RASHMI KUMARI

WWW.GIET.EDU





Outstanding Achievements of SMS Students at MANZAR 3.0

The **School of Management Studies (SMS), GIET University, Gunupur**, proudly celebrates the remarkable achievements of its students at the **Annual Management Fest MANZAR 3.0**, held at **Centurion University, Paralakhemundi**.

Demonstrating exceptional talent, teamwork, and competitive spirit, SMS students secured **Runner-Up positions** across multiple flagship events, bringing laurels to the university.

In the **Kho-Kho competitions**, both **Girls' and Boys' teams** showcased exemplary sportsmanship and determination, emerging as **Runners-Up**, reflecting the department's strong emphasis on physical fitness and team coordination.

In the **Scavenger Hunt**, a team comprising **K Kartikey, Shimadri Bharat Sriram, Aditya Kumar Patra, Godson Joy Lakra, and Deb Prakash Sahu** secured the **Runner-Up position**, highlighting their problem-solving ability, presence of mind, and collaborative skills.

Further strengthening SMS's academic excellence, **Mr. K. Sasank** achieved **Runner-Up in Capital Clash**, while the team of **Godson Joy Lakra, K Sasank, Jassi Sharma, and Soumya Ranjan Das** earned **Runner-Up in AD-Quest**, competing against participants from reputed institutions.

These achievements reflect the **holistic development approach** of the School of Management Studies, blending academics, leadership, strategy, and extracurricular excellence. The university congratulates all the students and faculty mentors for their dedication and continued pursuit of excellence.





Placement & Internship

Summer Internship Programme

A total of 157 students, comprising 120 MBA students and 37 BBA students, successfully completed their Summer Internship Programme during the academic session. The internships were undertaken across more than 50 reputed organizations, covering a wide range of diverse domains such as Marketing, Finance, Human Resource Management, Operations, Business Analytics, Digital Marketing, Banking & Financial Services, FMCG, Healthcare, Manufacturing, IT & ITES, Start-ups, NGOs, and EdTech, among others.

The primary objective of the Summer Internship Programme was to bridge the gap between theoretical classroom learning and real-world corporate practices. Through these internships, students gained hands-on practical exposure to organizational structures, work culture, managerial decision-making, and industry-specific challenges. Students actively worked on live projects involving market research, data analysis, operational tasks, HR functions, digital campaigns, client interactions, and strategic planning.

Notably, as many as 20 students received Pre-Placement Offers (PPOs) from their respective organizations, reflecting their strong performance, professional attitude, and industry readiness during the internship period.

The programme significantly contributed to the development of professional skills, including communication, teamwork, analytical thinking, problem-solving, leadership, and adaptability. Overall, the Summer Internship Programme served as a crucial experiential learning platform, enhancing students' employability and preparing them to confidently meet future corporate challenges.

Company Name	No of Students	Company Name	No of Students
Odisha Capital Market and Enterprise limited	14	NATCO PHARMA	3
HSPL	13	Art Genesis	2
JK Paper Ltd.	12	Graphaite India Limited Powmex Steel Division Titlagarh	2
Steel City Security Limited	9	Mahatma Gandhi cancer hospital and research centre ,vishakapatnam	2
Career finex	8	Pizza Hut	2
Auroedge PVT. LTD.	5	Promilo	2
HAL	5	Rourkela Steel Plant	2
IREL (India) Limited	3	APL Helathcare Ltd	1
MANTRIS HOTEL	3	ARUNDHATI MOTORS PRIVATE LIMITED, HEROMOTO, BALANGIR	1





Placement Highlights

*Out of 120 MBA students, more than 60 students **have been** successfully placed **in** over 25 reputed companies operating on a Pan-India level. The placements span across diverse functional domains such as Marketing, Finance, Human Resource Management, Business Analytics, Operations, Digital Marketing, Banking & Financial Services, FMCG, Healthcare, IT & ITES, EdTech, and Consulting, among others.*

The strong placement performance reflects the effectiveness of the institution's industry-oriented curriculum, skill-based training, internship exposure, and continuous career guidance and placement support. Students demonstrated strong professional competence, adaptability, and job readiness, enabling them to meet the dynamic requirements of organizations across multiple sectors.

Overall, the placement outcomes highlight the institution's commitment to enhancing employability, fostering industry-academia collaboration, and preparing students for successful managerial careers across varied domains.





Faculty Research Contributions

Prof. Saumendra Das, HOD

Funding From External Agencies

1	AIU	One Week Faculty Development Programme on “Strategic Career Planning & Development for Academic Excellence”	40,000
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Book Chapter Publications:

1. Saumendra Das. Exploratory Study on FPOs' Sustainability: A Green HRM Perspective. In Talent Management in Hotels and Hospitality. IGI Global Scientific Publishing. ISBN No: 9798337344874.
2. Saumendra Das. Smart Street Parking Systems: Applications for Internet of Things. In Prototyping-Based Smart Cities–Creative Solutions for Smarter Societies. AAP. ISBN No: 978-1-99851-140-2.
3. Saumendra Das. Impulse Buying and Mobile Payment Business Apps: How the Convenience of Mobile Payment Apps Contributes to Impulsive Purchases. In Effective Marketing and Consumer Behavior Tactics for High-End Products. IGI Global Scientific Publishing. ISBN No: 9798369387399.
4. Saumendra Das. Moderating Role of Employee Welfare Facilities on Job Satisfaction: An Empirical Analysis. In Advances in Ethical Work Climate and Employee Well-Being. IGI Global Scientific Publishing. ISBN No: 9798369388198.
5. Saumendra Das. Cybersecurity Frameworks and Best Practices for Industrial Growth and Resilience: Safeguarding Sustainability. In Cybersecurity and Data Science Innovations for Sustainable Development of HEICC. IGI Global Scientific Publishing. ISBN No 9781032711300.
6. Saumendra Das. An Empirical Study in Between Internal Branding and Organizational Citizenship Behavior: Mediation Effect of Employee Engagement. In Harnessing Happiness and Wisdom for Organizational Well-Being. IGI Global Scientific Publishing. ISBN No: 9798369384572.
7. Saumendra Das. Integrating Effect of AR and VR in Sustained Learning Outcomes in Self-Directed Learning Environments. In Impacts of AI on Students and Teachers in Education 5.0. IGI Global Scientific Publishing. ISBN No: 9798369381915.
8. Saumendra Das. Sustainable Developments of Sports and Adventure Tourism in the Era of Artificial Intelligence: A Systematic Review of a Decade. In Integrating Architecture and Design Into Sustainable Tourism Development. IGI Global Scientific Publishing. ISBN No: 9798369373880.





9. Saumendra Das. Education on Sustainable Competitive Administration: A Review. In *Organizational Readiness and Research: Security, Management, and Decision Making*. IGI Global Scientific Publishing. ISBN No: 9798369385623.

Journal Article Publications:

1. Das, S., Evaluating advertising effectiveness on consumers' online shopping behaviour across regional and spatial contexts: A light gradient boosting machine approach. *Journal of Applied Bioanalysis*.
2. Das, S., Forging circuits and bytes: The mediator with moderating effects of digital transformation on the circular economy and sustainable entrepreneurship. *International Journal of Accounting and Economics Studies*.
3. Das, S., Exploring the role of millet farming in achieving SDG 12 in Odisha. *IJASE*.
4. Das, S., ECO retreat as brand equity of Odisha tourism: A progressive approach towards value integration. *International Journal of Accounting and Economics Studies*.
5. Das, S., How personalized ads based on browsing history and online behavior trigger impulse buys. *The Academic-International Journal of Multidisciplinary Research*.
6. Das, S., Triggering organizational effectiveness: Exploring its profound impact of organizational culture in the retailers of Odisha. *International Journal of Accounting and Economics Studies*.
7. Das, S., Art festivals as tourism magnets: Exploring the success of Konark Festival in promoting destination appeal. *Siddhant: A Journal of Decision Making*.
8. Das, S., Leveraging AI and behavioral economics to enhance decision-making. *World Journal of Advanced Research and Reviews*.
9. Das, S., Empowering Odisha's tribal products: The role of GI tags in destination marketing. *Splint International Journal of Professionals*.

Conference Publications:

1. Das, S. (2025). A machine learning driven approach to real-time fraud detection in modern banking system. In *Proceedings of the 6th International Conference for Emerging Technology (INCET 2025)* May 23–25, 2025.
2. Das, S. (2025). Memetic firefly algorithm and higher-order functional link neural network approach for Asian stock price prediction. In *Computational intelligence in pattern recognition: Proceedings of CIPR 2024* Springer.

Conference & FDP Attended:

1. Das, S. (2025). Advanced multivariate data analysis for research in management, commerce and social sciences. Five-day Faculty Development Programme, School of Management Studies, GIET University, Odisha, 26–30 December 2025.





2. Das, S. (2025). Cyber security. One-week Faculty Development Programme, GIET University, organized by National Institute of Technical Teachers Training and Research (NITTTR), 23–27 June 2025.
3. Das, S. (2025). Strategic career planning & development for academic excellence. Faculty Development Programme, organized by Association of Indian Universities (AIU) & GIET University, School of Management Studies, GIET University, 17–21 March 2025.
4. Das, S. (2025). 6th International Conference on Emerging Technology (INCET 2025). Jain College of Engineering, Belagavi, India, in association with IEEE Bangalore Section, 22–24 May 2025.
5. Das, S. (2025). International Conference on Advanced Research in Digital Age (ICARD-2025). Biju Patnaik Institute of Information Technology & Management, Bhubaneswar, 22 February 2025.
6. Das, S. (2025). International Conference on Advanced Research in Digital Age (ICARD-2025). Biju Patnaik Institute of Information Technology & Management, Bhubaneswar.
7. Das, S. (2025). International Conference on Advanced Research in Digital Age (ICARD-2025). Biju Patnaik Institute of Information Technology & Management, Bhubaneswar.

Dr. Smruti Rekha Sahoo, Assistant Professor**Book Chapter Publication:**

1. Sahoo, S. R. (2025). An empirical study in between internal branding and organizational citizenship behavior: Mediation effect of employee engagement. In *Harnessing happiness and wisdom for organizational well-being*. IGI Global. ISBN: 979-83-6938-457-2. (Published on 27 January 2025).

Journal Article Publications:

1. Sahoo, S. R. (2025). Cloud-based business management systems (CBMS): Enhancing efficiency and scalability. *Journal of International Commercial Law and Technology*, International. (Published on 15 December 2025).
2. Sahoo, S. R. (2025). The role of emotional intelligence in shaping employee commitment in private healthcare organizations. *Journal of International Commercial Law and Technology*, International. (Published on 18 November 2025).
3. Sahoo, S. R. (2025). Leveraging emotional intelligence in AI-driven HRM: Mitigating stress and enhancing work-life balance in the service industry. *International Journal of Accounting and Economics Studies*, International, Scopus Indexed. (Published on 28 August 2025).
4. Sahoo, S. R. (2025). Talent management impact on employee retention and talent acquisition using the neural network method. *Industrial Engineering Journal*, National, Scopus Indexed. (Published on 05 May 2025).
5. Sahoo, S. R. (2025). Digital intervention in recruitment and selection. *GIET University Journal*, National. (Published on 07 January 2025).
6. Sahoo, S. R. (2025). Work life balance of women employees in IOCL. *GIET University Journal*, National. (Published on 07 January 2025).
7. Sahoo, S. R. (2025). Tuned in and dial-up: Leveraging radio, TV, and telemarketing for brand success. *GIET University Journal*, National. (Published on 07 January 2025).



**Conference Publication:**

1. Ray, S., Sahoo, S., & Patnaik, R. (2025). Quantifying Soft Power: Mathematical Modeling of Cultural Diplomacy. *Training and Development Journal*, 16(1), 14-22.

FDP & Workshop Attended:

1. Sahoo, S. R. (2025). 03-day faculty development programme on patent & copyright awareness for innovators and integrating sustainability in design and construction. Department of Civil Engineering, in association with G. H. Rasoni College of Engineering and Management, Pune, 07–10 November 2025.
2. Sahoo, S. R. (2025). International faculty development programme on research methodology, AI tools & publication strategies. Gandhi Institute of Excellent Technocraft, 21–26 July 2025.
3. Sahoo, S. R. (2025). Cyber security. Faculty Development Programme, GIET University in association with National Institute of Technical Teachers Training and Research (NITTTR), 23–27 June 2025.
4. Sahoo, S. R. (2025). Innovative course design: Aligning with NEP 2020, outcome-based education and AI tools integration. Faculty Development Programme, organized by Association of Indian Universities (AIU) & GIET University, 12–16 May 2025.
5. Sahoo, S. R. (2025). Strategic career planning & development for academic excellence. Faculty Development Programme, organized by Association of Indian Universities (AIU) & GIET University, 17–21 March 2025.
6. Sahoo, S. R. (2025). Advanced multivariate data analysis for research in management, commerce and social science. Five-day National Workshop organized by the School of Management Studies, GIET University, Gunupur, 26–30 December 2025.
7. Sahoo, S. R. (2025). Oceans of opportunity: Navigating the blue economy for global growth (conducted in Oriya language). Workshop organized by Gandhi Institute of Excellent Technocrats, 15–17 September 2025.
8. Sahoo, S. R. (2025). Strategic selling mastery: Empowering banking & insurance professionals. Workshop organized by School of Management Studies, 23 May 2025.

Dr. Karteek Madapana, Assistant Professor**Book Chapter Publications:**

1. Madapana, K. (2025). *Education on sustainable competitive administration: A review*. In **Education on sustainable competitive administration: A review**. IGI Global Scientific Publishing. ISBN: 979-83-6938-562-3. (Published on 09 January 2025).
2. Madapana, K. (2025). *Shaping cutting edge technologies and applications for digital banking and financial services*. In **Quantum computing and portfolio optimization in financial services**. CRC Press. (Published on 03 January 2025).





3. Madapana, K. (2025). *Exploring TQM applications in the construction industry of Visakhapatnam, Andhra Pradesh*. In **Information communication and technology: Driving business performance in digital era**. New Delhi Publishers. (Published on 15 October 2025).

Journal Article Publications:

1. Madapana, K. (2025). Empowering women's SHGs through blockchain: A microfinance perspective. *Rajagiri Management Journal, International, Web of Science (WoS) indexed*. (Published on 21 November 2025).

Patent Publication:

1. Madapana, K., & Rao, N. V. J. (2025). Blockchain-enabled microfinance framework for empowering rural women through self-help groups. Indian Patent Application No. 202531040175. Filed on 25 April 2025 and published on 02 May 2025.

Mr. Girija Shankar Pradhan:**FDP & Workshop Attended:**

1. Pradhan, G. S. (2025). *Next-gen entrepreneurship and disruptive innovation: Strategies for sustainable start-ups and tech-driven ventures*. Faculty Development Programme, Department of Management Studies, AITAM, 10–15 November 2025.
2. Pradhan, G. S. (2025). *Patent and copyright awareness for innovators and integrating sustainability in design and construction*. Faculty Development Programme, Department of Civil Engineering in association with G. H. Rasoni College of Engineering and Management, Pune, 10–13 November 2025.
3. Pradhan, G. S. (2025). *Cyber security*. Faculty Development Programme, National Institute of Technical Teachers Training and Research (NITTTR), 23–27 June 2025.
4. Pradhan, G. S. (2025). *Research methodology*. NPTEL Online Certification Course, 01 January 2025 – 01 May 2025.
5. Pradhan, G. S. (2025). *Strategic career planning & development for academic excellence*. Faculty Development Programme, organized by Association of Indian Universities (AIU), GIET University & AADC, 17–21 March 2025.
6. Pradhan, G. S. (2025). *Role of intellectual property rights (IPR) and projects in higher education*. Faculty Development Programme, organized by Association of Indian Universities (AIU), GIET University & AAD, 03–07 March 2025.
7. Pradhan, G. S. (2025). *Multimodal effective teaching approach for e-learning in higher education*. Faculty Development Programme, GIET University, 20–24 January 2025.





Mr. Sandeep Jena:

Patent Publication:Jena, S., Dravya, V., & Likhita, D. (2025). *Adaptive decision support system integrating ESG-centric AI analytics and real-time business intelligence*. **Indian Patent Application No. 202531040193**. Filed on 25 April 2025 and published on 02 May 2025.

Events Organized by SMS

February – 2025

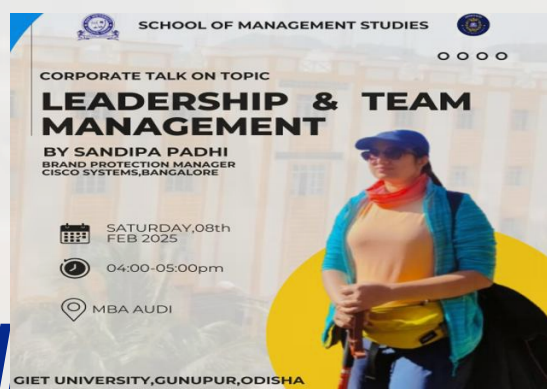
- REPORT ON AWARENESS PROGRAM ON FINANCIAL



General Manager - Network Operation) as the keynote speaker.

The program focused on educating students about the importance of financial independence. Mr. Acharya shared his expertise, guiding attendees on how to navigate financial planning and build a secure economic future. The event was a significant step in enhancing the financial literacy of the management students.

CORPORATE TALK ON LEADERSHIP & TEAM MANAGEMENT PROGRAM





The School of Management Studies, GIET University, Gunuppur, organized a Corporate Talk on the topic “Leadership & Team Management” on Saturday, 08 February 2025, from 4:00 PM to 5:00 PM at the MBA Auditorium.

The session was delivered by Ms. Sandipa Padhi, Brand Protection Manager, Cisco Systems, Bangalore. The talk provided valuable industry insights into effective leadership practices, team coordination, decision-making, and managing teams in dynamic corporate environments.

The session was highly interactive and enriched students’ understanding of real-world leadership challenges, aligning academic learning with corporate expectations. It proved beneficial for MBA students in enhancing their managerial perspective, leadership skills, and career readiness.



Alumni Interaction Session with Subhashree Satapathy

The School of Management Studies, GIET University organized an Alumni Interaction Session with Ms. Subhashree Satapathy to provide students with valuable career guidance and industry insights. The session focused on real-world experiences, professional challenges, and career growth strategies. It was highly interactive and helped students gain practical perspectives beyond the classroom.

SPANDAN 1.0 – ANNUAL MANAGEMENT FEST





SPANDAN 1.0 – ANNUAL MANAGEMENT FEST

Organized by: School of Management Studies, GIET University, Gunupur

Date: 21.02.2025 TO 22.02.2025

Venue: MEGA AUDI

1. Event Overview

Spandan 1.0 is an annual management fest organized by the **School of Management Studies, GIET University, Gunupur**. This event aims to provide a platform for students to showcase their creativity, leadership, and managerial skills through a combination of **technical, non-technical, and cultural activities**.

2. Objectives of the Event

- To encourage innovation and creativity among students.
- To provide a networking platform for students and industry professionals.
- To enhance leadership and management skills through interactive sessions and discussions.
- To promote teamwork and collaboration through competitions and cultural events.



3. Dignitaries & Special Guests

The event was graced by esteemed guests from various industries, including:

- **Avinash Sutar**
- **Debasish Panda**, Founder, Auroedge Pvt Ltd.
- **Atulya Patjoshi**, Regional Head, Government and Institutional Banking, Rest of Odisha, ICICI Bank.
- **Dr. Saumendra Das**, HOD, School of Management Studies, GIET University.
- **Dr. Debasish Mahapatro**, Assistant HOD, SMS, GIET University.



4. Event Proceedings

A. Inauguration Ceremony

1. **Welcoming the Guests:** All dignitaries were invited to the stage and honored with flower bouquets.
2. **Lighting of the Lamp:** The event commenced with the traditional lighting of the lamp ceremony.
3. **Introduction to Spandan 1.0:** A brief overview of the event's objectives and significance was presented.



B. Guest Speeches

Prominent industry professionals delivered insightful speeches on various topics:



1. **Dr. Saumendra Das** – Welcome Address
2. **Debasish Panda** – Industry insights on business transformation and ERP solutions.
3. **Devendra Das** – Discussion on Data Science, AI, and bridging the skill gap in IT.
4. **Atulya Patjoshi** – Banking sector insights and financial strategies.
5. **Avinash Sutar** – Digital transformation and SAP technologies.

C. Panel Discussion

A panel discussion was conducted on “**Managing the New Generation Workforce**”, where experts shared their perspectives on leadership, team management, and workforce expectations in the evolving corporate world.

D. Felicitation of Guests

All esteemed guests were felicitated with mementos as a token of appreciation.

E. Cultural Performances

The fest also featured vibrant cultural events, including:

1. **Dance Performance** – By MBA 1st-year student, Punam.
2. **Drama Performance** – By MBA 1st-year students.
3. **Singing Performance** – By [Insert Name].
4. **Group Dance** – By BBA 3rd-year students.



5. Key Takeaways & Outcomes

- Enhanced interaction between students and industry experts.
- Valuable insights on leadership, financial strategies, and digital transformation.
- Encouragement of teamwork and collaboration among students.
- Celebration of student talent through cultural events.





6. Conclusion

Spandan 1.0 was a **resounding success**, with enthusiastic participation from students, faculty, and industry professionals. The event provided a platform for learning, networking, and celebrating the spirit of management.

ବାର୍ଷିକ ମ୍ୟାନେଜମେଣ୍ଟ ପ୍ରୋଜେକ୍ଟ ସ୍ପନ୍ଦନ-୧.୦

ସ୍ପନ୍ଦନ-୧.୦ (ପଠ୍ୟ): ସ୍ପନ୍ଦନ-୧.୦ ପ୍ରତିଷ୍ଠାପନାର ୧୦୦ତମ ବାର୍ଷିକୀ ଅବସରରେ ପାଠ୍ୟ ପ୍ରୋଜେକ୍ଟ ପ୍ରତିଯୋଗିତା ଆୟୋଜନ କରାଯାଇଥିଲା। ଏହା ପାଠ୍ୟ ପ୍ରୋଜେକ୍ଟ ପ୍ରତିଯୋଗିତା ଆୟୋଜନ କରାଯାଇଥିଲା। ଏହା ପାଠ୍ୟ ପ୍ରୋଜେକ୍ଟ ପ୍ରତିଯୋଗିତା ଆୟୋଜନ କରାଯାଇଥିଲା।

ଦୁଇଦିନିଆ ବାର୍ଷିକ ମ୍ୟାନେଜମେଣ୍ଟ ପ୍ରୋଜେକ୍ଟ ସ୍ପନ୍ଦନ-୧.୦

ଏହି ପ୍ରୋଜେକ୍ଟ ପ୍ରତିଯୋଗିତା ଆୟୋଜନ କରାଯାଇଥିଲା। ଏହା ପାଠ୍ୟ ପ୍ରୋଜେକ୍ଟ ପ୍ରତିଯୋଗିତା ଆୟୋଜନ କରାଯାଇଥିଲା। ଏହା ପାଠ୍ୟ ପ୍ରୋଜେକ୍ଟ ପ୍ରତିଯୋଗିତା ଆୟୋଜନ କରାଯାଇଥିଲା।

TREASURE HUNT ACTIVITY



The **Ignition Club** successfully organized a **one-day Treasure Hunt event on 01 February 2025**, designed to enhance teamwork, problem-solving, and quick decision-making skills among participants. The event featured **three engaging rounds** involving clue discovery, puzzle solving, and a final hunt. **Team Phoenix** emerged as the winner, while **Team Titans** secured the runner-up position. The event witnessed enthusiastic participation and concluded as a memorable learning experience.

MARCH

Alumni Interaction Session Mr. Sushant Kumar Kamba, Assistant Manager, YES Bank





The School of Management Studies organized an **Alumni Interaction Session** with **Mr. Sushant Kumar Kamba, Assistant Manager, YES Bank**. He shared valuable insights on the banking industry, career growth, and workplace expectations, guiding students on professional skills and industry readiness. The session was interactive and helped students bridge the gap between academics and corporate practices.

Faculty Development Program (FDP) on "Strategic Career Planning & Development for Academic Excellence"

Organized by: Association of Indian Universities (AIU)- Gandhi Institute of Engineering and Technology University, Odisha, Gunupur (GIET University) - Academic and Administrative Development Centres (AADC)

Date: March 17-21, 2025



 <p>Gandhi Institute of Engineering and Technology University, Odisha, Gunupur</p> <p><i>Invitation</i></p> <p>You are cordially invited to attend a one week Online FACULTY DEVELOPMENT PROGRAM on</p> <p>"Strategic Career Planning & Development for Academic Excellence"</p> <p>(March 17 to 21, 2025) Jointly organised by Association of Indian Universities (AIU)-Academic & Administrative Development Centre (AADC)</p> <p>Date : March 17, 2025 (Monday) Time : 05:00 P.M. Venue : MBA Auditorium, School of Management Studies</p>	<p>OUR ESTEEMED SPEAKERS</p> <p>Prof. Devi Prasad Misra Vice- Chancellor Vikram Dev University, Jaypur, Odisha</p> <p>Prof. K. C. Biswal Registrar Tezpur University, Tezpur, Assam</p> <p>Dr. Ashok Kumar Patnaik Professor & Director Centre for Human Resource Development Administrative Staff College of India, Hyderabad</p> <p>Dr. Punyashree Panda Associate Professor School of Humanities, Social Sciences & Management Indian Institute of Technology, Bhubaneswar</p> <p>Dr. P.K. Paul Executive Director (MCIS Program, Dept. of CIS, & Information Scientist(Offg.)) Raiganj University, India</p> <p>Prof. V. Krishna Mohan Professor & OSD PG Dept. of Commerce & Management Andhra University, Visakhapatnam</p> <p>Dr. Saumendra Das FDP COORDINATOR</p> <p>Dr. P.K Panigrahi FDP COORDINATOR</p>	<p>Inaugural Ceremony Agenda Date: 17.03.2025</p> <p>5:00 PM-5:05 PM :- Welcome address by FDP Coordinator Dr. Saumendra Das, GIET University, Gunupur</p> <p>5:05 PM-5:10 PM :-Address by AIU-GIET University-AADC Convener Prof. (Dr.) NVJ Rao Registrar, GIET University</p> <p>5:10 PM-5:15 PM :-Address by AIU-GIET University-AADC Convener Prof. (Dr.) AVNL Sharma Vice Chancellor, GIET University</p> <p>5:15 PM-5:20PM :-Introduction to Chief Guest by FDP moderator Dr. Smrutirekha Sahoo, GIET University, Gunupur</p> <p>5:20 PM-6:00 PM :-Address by Chief Guest Prof. Devi Prasad Misra Vice- Chancellor, Vikram Dev University Jaypur, Odisha</p> <p>6:00 PM-6:05 PM:- Vote of Thanks by</p>
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Program Overview

The 5-day Faculty Development Program (FDP) aimed to equip faculty members with essential strategies for academic career advancement and institutional growth.

Inauguration Highlights:

- **Welcome Address:** Dr. Saumendra Das (HoD, MBA) outlined the program objectives.
- **University Leadership:** Prof. NVJ Rao (Registrar) and Prof. AVNL Sharma (Vice-Chancellor) emphasized the critical role of faculty in higher education excellence.
- **Chief Guest Address:** Prof. Devi Prasad Misra (VC, Vikram Dev University) spoke on aligning personal career goals with institutional strategic objectives.

Key Technical Sessions

Distinguished speakers covered various facets of academic development over five days:

- **Goal Setting (Day 1):** Prof. K. C. Biswal discussed the role of goal-setting and performance assessment in Higher Education Institutions (HEI).
- **Research & Development (Day 2):** Dr. Ashok Kumar Patnaik highlighted strategies for integrating research into academic careers and securing funding.
- **Networking & Ethics (Day 3):** Dr. Punyashree Panda focused on professionalism, personal branding, and effective networking techniques.
- **NEP 2020 Implementation (Day 4):** Dr. P. K. Paul provided insights on designing student-centered curricula aligned with the National Education Policy 2020.
- **Assessment Frameworks (Day 5):** Prof. V. Krishna Mohan discussed continuous assessment and feedback mechanisms to improve learning outcomes.

Conclusion

The program concluded on March 21, 2025, with a valedictory session featuring an assessment test and certificate distribution. The FDP successfully provided participants with actionable insights to enhance their teaching methods and professional growth.





Expert Talk on: Employers’ Expectations of the Employability Skills of Management Graduates

An Expert Talk on “Employers’ Expectations of the Employability Skills of Management Graduates” was organized to sensitize students about current industry requirements. The session highlighted essential skills such as communication, problem-solving, adaptability, leadership, and professional ethics. It provided practical insights into bridging the gap between academic knowledge and corporate expectations, helping students enhance their career readiness.



APRIL

One-Day Workshop on "From Dreamer to Doer: The Entrepreneur’s Roadmap"

Date: 18th April 2025

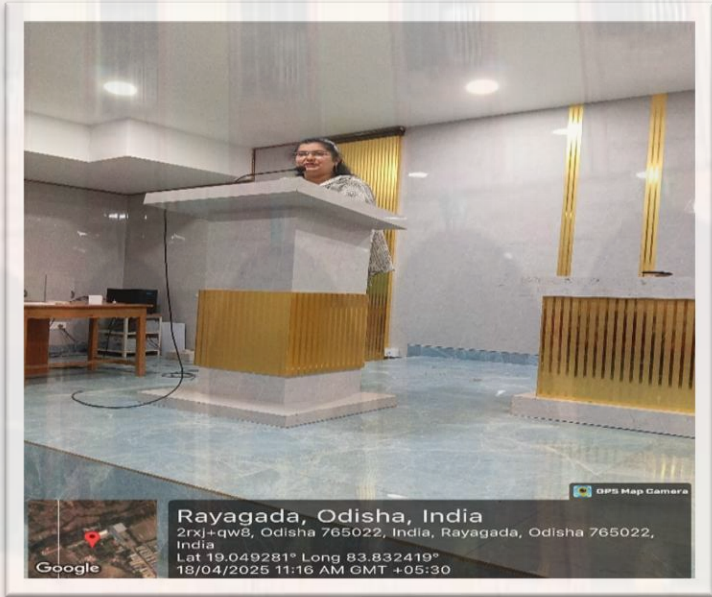
Venue: MBA Auditorium, GIET University, Gunupur

Organized by: School of Management Studies, GIET University, Gunupur





The School of Management Studies, **GIET University, Gunupur**, organized a **One-Day Workshop** titled **“From Dreamer to Doer: The Entrepreneur’s Roadmap”** on **18th April 2025** at the **MBA Auditorium**. The workshop aimed to ignite the entrepreneurial mindset among students by providing a structured framework to transform innovative ideas into viable business ventures, aligning with the university’s vision of fostering innovation, creativity, and leadership.



The keynote address was delivered by **Dr. Pavani Kadiyala**, Mentor at the **Andhra Pradesh Innovation Society**, who shared valuable insights from her extensive experience in mentoring startups and working within innovation ecosystems. Her session emphasized the journey from ideation to execution, the importance of resilience, and the role of creativity in solving real-world problems through entrepreneurship.





The workshop featured engaging sessions including a **business model analysis of Swiggy**, an **interactive case study on Japstro**, and a **group activity on business idea proposal** using the Business Model Canvas. Students actively participated in problem identification, solution design, value proposition development, and revenue modeling, fostering teamwork and practical learning.



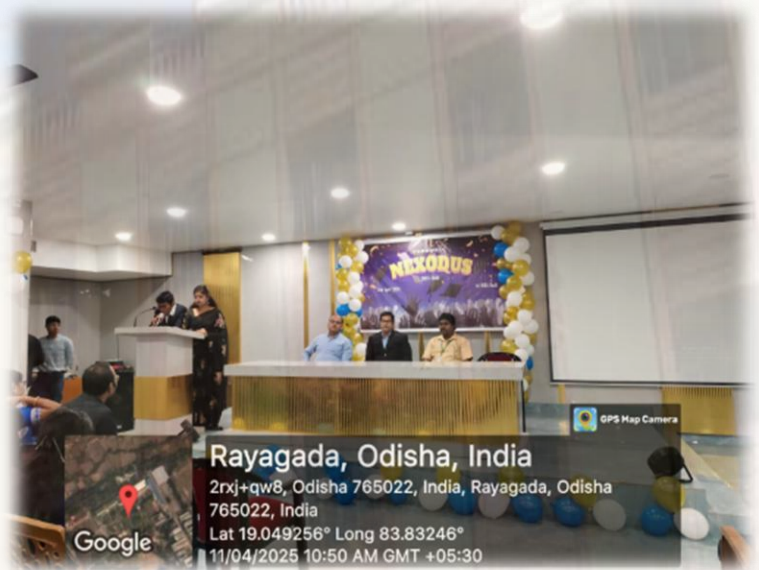
Overall, the workshop was highly impactful, offering students hands-on exposure to entrepreneurial thinking and strategic planning. It successfully bridged theoretical concepts with real-world application, motivating students to move from being dreamers to doers and equipping them with essential skills for their entrepreneurial journey.

Farewell Party of BBA 2022–2025 Batch



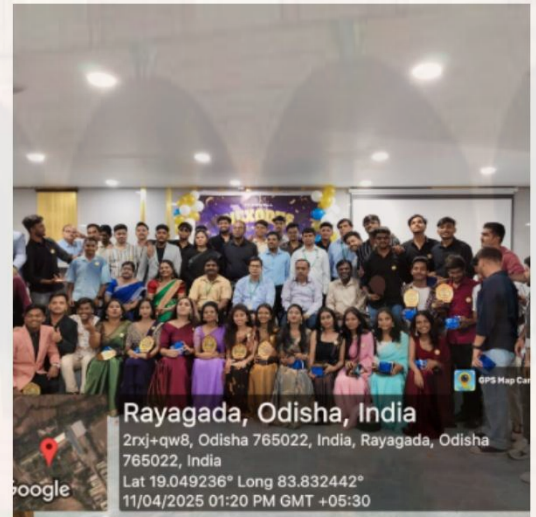
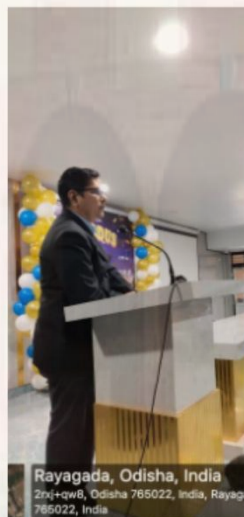


The School of Management Studies, GIET University, Gunupur, hosted a memorable farewell event for the outgoing BBA 2022–2025 batch on 18th April 2025 at the MBA Auditorium. This event, titled "Nexodus", symbolized both a heartfelt goodbye and a celebration of the journey undertaken by the final year students. The occasion was filled with nostalgic memories, cultural performances, and moments of joy, laughter, and gratitude. Faculty members, junior students, and the final year batch came together to mark this special milestone.



The School of Management Studies, GIET University, Gunupur, organized a heartfelt Farewell Party titled “Nexodus” for the BBA 2022–2025 batch on 18th April 2025 at the MBA Auditorium. The event marked a memorable send-off for the outgoing students, celebrating their academic journey and the bonds formed over the years in an atmosphere filled with joy, nostalgia, and gratitude.

The program commenced with the traditional lamp lighting ceremony, followed by a warm welcome address by the Head of the Department, encouraging the graduates as they step into the next phase of their lives. The event featured a rich blend of cultural dances, instrumental performances, and engaging enthusiasm of both juniors and seniors.





MAY

Farewell Party of MBA 2023–2025 Batch

The School of Management Studies, GIET University, Gunupur, organized a memorable Farewell Party for the MBA Batch of 2023–2025 on 2nd May 2025 at the Electrical Auditorium. The event was conducted to honor the graduating students and celebrate their academic journey, achievements, and shared experiences during their time at the institution.

The farewell ceremony was marked by a harmonious blend of emotions, reflection, motivation, and cultural engagement. Faculty members and students gathered to express appreciation, extend heartfelt wishes, and inspire the outgoing batch as they prepare to embark on their professional careers. The event served as a meaningful platform to strengthen bonds, cherish memories, and encourage the graduates to carry forward the values and learning imparted by the institution.



The farewell ceremony for the **MBA 2023–2025 batch**, organized by the **School of Management Studies, GIET University, Gunupur**, was conducted with great enthusiasm and emotional warmth. The program commenced with a **traditional lamp lighting ceremony**, symbolizing knowledge and wisdom, followed by a **welcome address by the Head of the Department, Dr. Saumendra Das**, who appreciated the achievements of the graduating students and motivated them to pursue excellence in their professional careers.





The farewell ceremony for the **MBA 2023–2025 batch**, organized by the **School of Management Studies, GIET University, Gunupur**, was conducted with great enthusiasm and emotional warmth. The program commenced with a **traditional lamp lighting ceremony**, symbolizing knowledge and wisdom, followed by a **welcome address by the Head of the Department, Dr. Saumendra Das**, who appreciated the achievements of the graduating students and motivated them to pursue excellence in their professional careers.

The event was further enriched by an inspiring **guest address by the Branch Manager and Assistant Branch Manager of ICICI Bank**, who shared valuable career insights and emphasized professionalism, dedication, and ethical conduct. The cultural segment featured a variety of **dance and music performances**, along with interactive games that created an atmosphere of joy, engagement, and camaraderie among students and faculty.



where all final-year students were honored w
accomplishments. The program ended with a **vote of thanks by Mr. Debasish Mohapatra, Assistant HOD**, expressing gratitude to the guests, performers, organizers, and participants. Overall, the farewell served as a meaningful and memorable send-off, blending celebration, reflection, and inspiration, and wishing the graduating students success in their future endeavors.

Strategic Selling Mastery: Empowering Banking & Insurance Professional





The **Three-Day Management Development Program (MDP)** on **“Strategic Selling Mastery: Empowering Banking & Insurance Professionals”** was successfully conducted from **23rd May to 25th May 2025** with the objective of strengthening practical, client-focused, and result-oriented sales competencies in the BFSI sector. The program aimed to equip banking and insurance professionals, faculty members, and trainers with contemporary selling techniques that enhance customer engagement, conversions, and long-term relationship building.

The program commenced with an inspiring inaugural address by **Dr. Saumendra Das**, who emphasized the significance of strategic selling in banking and insurance and highlighted the School of Management Studies’ commitment to professional development through industry-aligned initiatives. The forenoon sessions on Day 1 and Day 2 were led by **Mr. Bhuban Mohan Bastia**, focusing on sales presentation skills, communication effectiveness, consultative selling approaches, handling objections, and ethical closing practices. Interactive discussions and participant engagement during the afternoon sessions enriched the learning experience.

On **Day 3**, the sessions were conducted by **Mr. Subas Subramanya**, who provided in-depth insights into **cross-selling and upselling strategies in BFSI**, supported by role-play simulations and real-life case activities. Participants actively engaged in solving real sales scenarios, group discussions, and peer feedback, enabling practical application of concepts learned during the program.

The MDP concluded with a **felicitation ceremony**, where the resource persons were honored by **Dr. A. V. N. L. Sharma, Vice-Chancellor, GIET University**. Overall, the program was highly impactful, enhancing





participants’ sales effectiveness, ethical decision-making, and training capabilities, while reinforcing the university’s commitment to bridging academic learning with industry practice.

JULY MONTH

Alumni Interaction Ms. Surita Rao
Proud Alumna – Batch of 2020–2022
Current Designation: HR Manager, Bajaj Allianz

The School of Management Studies organized an Alumni Interaction Session with Ms. Surita Rao, a proud alumna of the 2020–2022 batch and currently serving as HR Manager at Bajaj Allianz. She shared valuable insights on human resource practices, corporate culture, and career progression. The session was interactive and highly informative, helping students gain practical understanding of industry expectations and professional growth.



Workshop on “Data to Decision”

Resource Person: Mr. G. Nagaraju
President, Tata – IIT Kharagpur Hyderabad Chapter





The **School of Management Studies** organized an impactful workshop on **“Data to Decision”**, led by **Mr. G. Nagaraju**, President of the **Tata–IIT Kharagpur Hyderabad Chapter**. The session emphasized the critical role of data as a strategic asset in modern organizations, highlighting how informed decision-making relies on accurate data collection, analysis, and interpretation rather than intuition alone.

Mr. Nagaraju explained how data-driven decision-making enhances business efficiency, reduces uncertainty, and supports strategic planning across functional areas such as finance, marketing, operations, and human resource management. Through practical examples, he demonstrated how organizations leverage data analytics to identify trends, predict outcomes, optimize resources, and gain competitive advantage in dynamic market environments.

The workshop also stressed the importance of analytical thinking, data literacy, and ethical use of data in managerial decision-making. Participants gained valuable insights into transforming raw data into actionable intelligence, enabling better problem-solving and evidence-based decisions. Overall, the event proved to be highly informative and significant, strengthening students’ understanding of the growing importance of data in effective management and leadership.



AUGUST

Induction Program Report (MBA & BBA 2025–2026 Batch)

The **Induction Program for the MBA & BBA 2025–2026 batch** was designed to lay a strong foundation for students' academic and professional journeys. The program introduced students to the institutional culture, academic expectations, ethical values, and professional standards essential for success in management education. Through interactive sessions, expert talks, and orientation activities, students gained clarity on curriculum structure, evaluation methods, and career pathways.



The induction played a crucial role in shaping professional careers by developing **self-awareness, communication skills, teamwork, discipline, and adaptability** from the very beginning. Sessions on industry expectations, employability skills, and professional conduct helped students align their aspirations with real-world corporate requirements. Faculty interactions and mentoring also fostered confidence, motivation, and a sense of belonging among students.

Overall, the induction program served as a vital transition platform from student life to professional mindset. It equipped the new batch with the right attitude, skills, and values needed for long-term career growth, responsible leadership, and continuous learning, thereby setting the tone for a successful and meaningful management education experience.

Alumni Interaction



The **School of Management Studies** organized an **Alumni Interaction Session** with **Mr. K. Avinash Gupta**, providing students with valuable insights into industry expectations and professional growth. He shared his career journey, practical workplace experiences, and guidance on skill development, adaptability, and career planning. The session was interactive and inspired students to align academic learning with real-world professional demands.

International Expert Talk “Smarter the Phones, Dumber You Are...”



The **School of Management Studies** organized an **International Expert Talk** titled “**Smarter the Phones, Dumber You Are...**”, focusing on the impact of excessive smartphone usage on human behavior, productivity, and cognitive abilities. The session highlighted issues such as digital dependency, reduced attention span, and the importance of mindful technology use. The talk encouraged students to adopt balanced digital habits for improved learning, well-being, and professional effectiveness.



Guest Lecture Series on Compensation and Benefit Management by Prof. Bhabani Prasad Rath, Retired Professor, IRPM, Berhampur University, Berhampur

The School of Management Studies organized a Guest Lecture Series on “Compensation and Benefit Management”, delivered by Prof. Bhabani Prasad Rath, Retired Professor, IRPM, Berhampur University. The lecture provided in-depth insights into compensation structures, employee benefits, and their strategic role in talent attraction, motivation, and retention. The session enhanced students’ understanding of HR policies and their practical application in organizational effectiveness.





OCTOBER

Expert Talk on “Leadership Competencies – Leading Self”

Date: 11th October 2025

Speaker: Dr. Reena Das, Chief Human Resources Officer, Keolis Hyderabad MRTS

The School of Management Studies organized an Expert Talk on “Leadership Competencies – Leading Self” on 11th October 2025. The session was conducted by **Dr. Reena Das**, Chief Human Resources Officer at Keolis Hyderabad MRTS.

Dr. Das emphasized the importance of self-awareness, emotional intelligence, and continuous personal development as the foundation of effective leadership. She shared valuable insights on how leaders can inspire others by first mastering self-leadership, setting clear personal goals, and aligning values with organizational vision.

The session was highly interactive, with students engaging in discussions and reflective exercises to assess their own leadership potential. The talk concluded with an inspiring message on developing resilience and adaptability in a rapidly changing business environment



Freshers’ Day Celebration – 2025

Date: 13th October 2025

Organized by: BBA and MBA Students, School of Management Studies





SMS ANNUAL REPORT 2025

The BBA and MBA students of the School of Management Studies organized Freshers' Day 2025 on 13th October 2025 to welcome the newly admitted students into the department.

The event began with a formal inaugural session, followed by a series of cultural performances, fun games, and talent shows. Senior students warmly welcomed the newcomers, fostering a spirit of camaraderie and inclusion. The faculty members encouraged the fresher's to actively participate in academic and co-curricular activities, emphasizing the importance of holistic development.

The program concluded with a vote of thanks and a group photo session, marking a memorable beginning for the new batch.



Guest Lecture on “From Operational to Strategic HR: The Changing Role of Human Resources”

Date: 14th October 2025





SMS ANNUAL REPORT 2025

Speaker: Mr. Sanjeeb Kumar Samal, HR Manager, Heritage Foods Ltd.

Organized by: School of Management Studies

Coordinated by: Dr. Saumendra Das, Head of the Department

The School of Management Studies organized a guest lecture on “From Operational to Strategic HR: The Changing Role of Human Resources” on 14th October 2025. The session was delivered by Mr. Sanjeeb Kumar Samal, HR Manager at Heritage Foods Ltd., who shared his professional insights with the final-year MBA students.

Mr. Samal discussed how the HR function has evolved from administrative and operational tasks to a more strategic role in shaping organizational success. He emphasized the importance of aligning HR practices with business goals, talent management, and leadership development.

The interactive session concluded with a Q&A segment, where students clarified their doubts and gained valuable perspectives on building a career in strategic human resource management.



Alumni Interaction Session with Mr. Pinaki Dash

Date: 17th October 2025

Speaker: Mr. Pinaki Dash, CAD Manager, IDFC First Bank, Nashik

Organized by: School of Management Studies





The School of Management Studies organized an alumni interaction session with **Mr. Pinaki Dash**, a proud alumnus of the MBA Batch 2019–2021, who is currently serving as CAD Manager at IDFC First Bank, Nashik.

Mr. Dash interacted with the MBA 3rd Semester students and shared his professional journey, insights into the banking and financial sector, and experiences from his career progression. His talk highlighted the importance of developing analytical, interpersonal, and decision-making skills for success in the corporate world.

The session was highly motivating, offering students practical perspectives on career development and the transition from campus to corporate life.



NOVEMBER

Expert Talk on “Medical Device Industry and Career Opportunities”

Date- 04-11-2025

Speaker-Mr. Nitturi Naresh Kumar, Scientist-E, Biomedical skill council

Organized by- School of Management Studies

The School of Management Studies Organized an expert Talk on “Medical Device Industry and Career Opportunities”. The session was conducted by Mr. Nitturi Naresh Kumar a Scientist-E of Biomedical Skill Council.

He delivered an informative session today for our MBA Final Year and EEE students. He spoke on the topic “Medical Device Industry and Career Opportunities,” providing valuable insights into industry trends, skill





requirements, and various career pathways. What it can say expert talk, or guest lecturers, or workshop, or industrial training or seminar The session was highly enlightening and encouraged.



Alumni Interaction session with Ms. Richa Karishma

Date- 05-11-2025

Speaker- Ms. Richa Karishma, Senior Talent Acquisition Specialist, Cavisson System

Organized by-School of Management studies

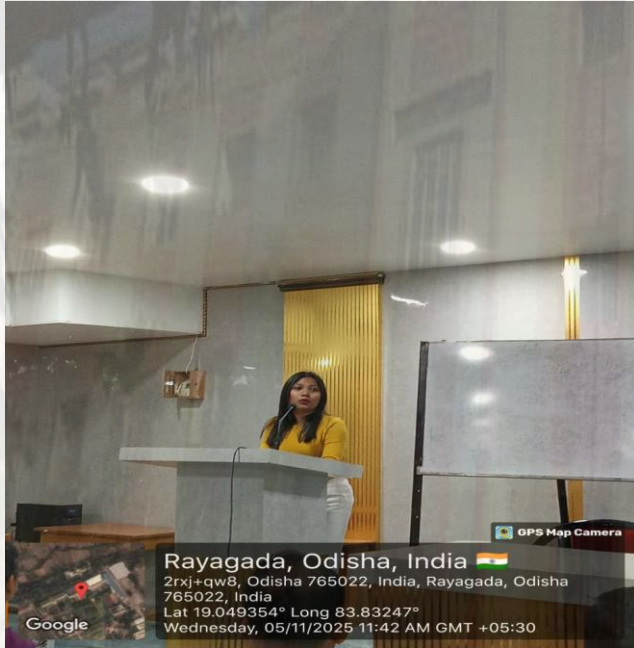
The School of Management Studies Organized an Alumni Talk on 5th of November 2025. The session was conducted by Ms. Richa Karishma.

Today, we had the privilege of welcoming Ms. Richa Karishma, a proud alumna of the MBA Batch 2019–2021. She is currently serving as a Senior Talent Acquisition Specialist at Cavisson Systems Inc. Ms. Richa





interacted with our MBA 3rd Semester students, sharing her valuable insights, experiences, and career journey, and inspired the students with her practical knowledge and guidance.



Workshop on “Unlocking Success Through Indian Civilization”

Date: 21 November 2025

Resource Person: Mr. Sashibhusan Nayak

Organized by: School of Management Studies, GIET University

The School of Management Studies, GIET University, organized a workshop on “Unlocking Success Through Indian Civilization” on 21 November 2025, led by Mr. Sashibhusan Nayak, with the valued presence of Dr. Saumendra Das (HOD) and Dr. Raghavendra (CSE).





The session highlighted the relevance of Indian civilization in modern life, demonstrated practical meditation techniques for stress relief and focus, and engaged the students. Participants reported high satisfaction, praising the clarity of delivery, usefulness of meditation, and overall inspiration. The workshop successfully blended cultural wisdom with wellness practices, motivating students towards discipline, positivity, and wellbeing.



Workshop on “Leadership Excellence and the Strategic Role of HR in Modern Organizations”

Date: 24 November 2025

Speaker: Dr. S. Anand Reddy, Group Head – L&OD, HETERO Labs, Hyderabad

Organized by: School of Management Studies, GIET University

The School of Management Studies organized a one-day workshop on “Leadership Excellence and the Strategic Role of HR in Modern Organizations” to provide students with insights into leadership competencies, modern HR practices, and the evolving strategic role of HR in organizational growth.





Dr. S. Anand Reddy delivered an inspiring session that emphasized leadership, organizational culture, employee development, and the importance of HR professionals and psychotherapists in creating supportive workplaces, while also sharing industry examples and sharing lessons through stories, discussing future trends such as data-driven HR, employee wellness, and strategic workforce planning through interactive discussions.



Alumni Interaction Session with Mr. Subas Ch. Sadangi

Date: 25-11-2025

Speaker: Mr. Subas Ch. Sadangi, Corporate HR Leader

Organized by: School of Management Studies

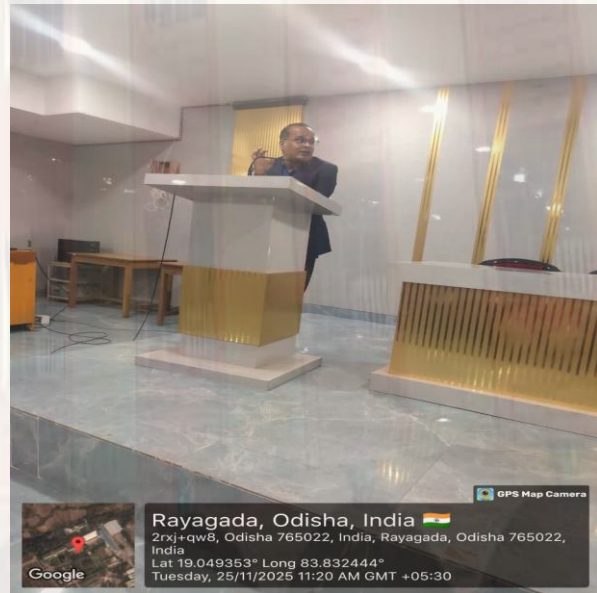
The Alumni Interaction Session with Mr. Subas Ch. Sadangi, Corporate HR Leader and proud alumnus of GIET University, was organized to help BBA and MBA first-year students understand the transition from academics to the corporate world.

The session emphasized essential skills such as communication, adaptability, teamwork, and emotional intelligence, while also guiding students on career planning, resume building, and interview preparation. Mr.





Sadangi highlighted the importance of continuous learning, discipline, and ethical behaviour as key industry expectations. Students responded enthusiastically, appreciating the practical insights and motivational value of the talk, and shared that it gave them clarity on aligning academic learning with professional readiness.



New Book Publication

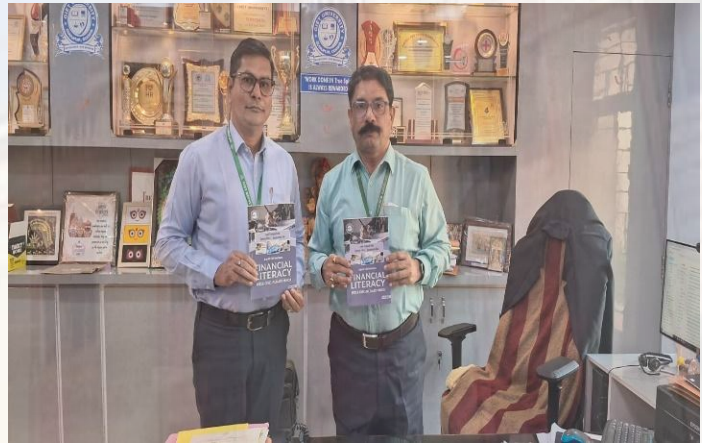
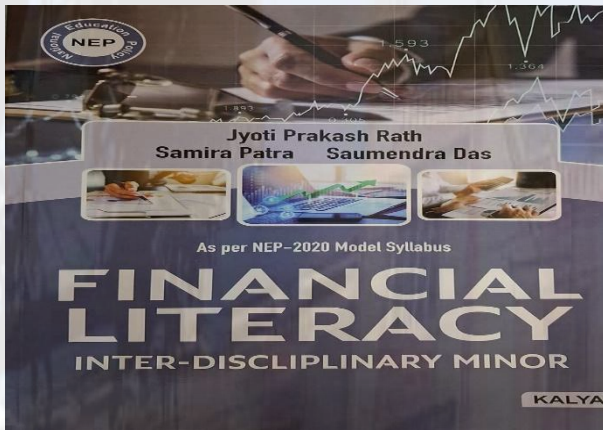
The School of Management Studies is delighted to announce the publication of a new academic book titled: “Financial Literacy: Inter-Disciplinary Minor”

Authors: Jyoti Prakash Rath, Samira Patra, and [Saumendra Das](#)

Publisher: Kalyani Publishers

Edition: As per NEP–2020 Model Syllabus





This book has been developed in line with the National Education Policy (NEP-2020) to promote essential financial skills among students across disciplines. It covers key areas such as personal finance, savings, investments, credit management, insurance, taxation, and digital financial systems with practical illustrations and activities. The publication aims to strengthen financial awareness and empower learners to make informed financial decisions, fulfilling the objectives of the interdisciplinary minor framework under NEP-2020. The University congratulates the authors for this significant academic contribution.

Warm Regards,

School of Management Studies, GIET University, Gunupur

Conduct of MBA Project Viva Voce Examination

The MBA Project Viva Voce examination was successfully conducted on **28.11.2025** at the **School of Management Studies, GIET University, Gunupur**.

The following external examiners evaluated the project work of the MBA students:

1. **Dr. M. P. Suri Ganesh**
Assistant Professor
Department of Management
RGUKT (IIIT) Srikakulam
2. **Dr. P. V. A. Naidu**
Assistant Professor



Department of Management
RGUKT (IIIT), Etcherla

We extend our sincere gratitude to the external examiners for their valuable time, expert evaluation, and constructive feedback to the students.



DECEMBER

One-Day Workshop on “India’s Growth Story: Challenges & Opportunities for Viksit Bharat @2047”

Date: 08 December 2025

Organised by: School of Management Studies

The School of Management Studies successfully conducted a One-Day Workshop on

“India’s Growth Story: Challenges & Opportunities for Viksit Bharat @2047” on 08 December 2025.

The session was graced by **Dr. Hemachandra Padhan, Assistant Professor, Indian Institute of Management (IIM), Sambalpur**, as the resource person. Dr. Padhan delivered a highly insightful and thought-provoking lecture focusing on India’s economic growth trajectory and the pivotal role of youth, innovation, and policy reforms in achieving the vision of a developed India by 2047.

During the workshop, key issues discussed included:





Major challenges in India’s growth journey

Strategic opportunities for sustainable and inclusive development

The role of education, entrepreneurship, and governance in nation-building

The workshop witnessed enthusiastic participation from faculty members and students. The interactive deliberations made the event intellectually stimulating and deeply relevant to national development goals. The programme concluded with participants feeling inspired and motivated to contribute meaningfully to India’s growth story and the vision of Viksit Bharat @2047.



The School of Management Studies extends its sincere gratitude to Dr. Hemachandra Padhan for sharing his valuable insights and making the event a grand success.

Faculty Development Programme on “Academic Excellence and Integrity”

Date: 08 December 2025

Organised by: School of Management Studies

The School of Management Studies successfully conducted a One-Day Faculty Development Programme (FDP) on “Academic Excellence and Integrity” on 08 December 2025.

The programme was graced by **Dr. Hemachandra Padhan, Assistant Professor, Indian Institute of Management (IIM), Sambalpur**, as the resource person. Dr. Padhan delivered an inspiring and highly informative session, guiding faculty members on essential aspects of academic professionalism.



The FDP primarily focused on:

Techniques for writing high-quality research papers

Pedagogical tips and innovative approaches for enhancing classroom teaching

Upholding academic excellence and integrity in teaching and research

The session witnessed active participation from faculty members and was marked by meaningful discussions and practical insights. The programme proved to be highly insightful and is expected to significantly contribute to strengthening the teaching–learning process at the School of Management Studies, GIET University.





The School of Management Studies sincerely thanks Dr. Hemachandra Padhan for his valuable guidance and contribution towards academic capacity building.

Expert Talk on “Understanding Financial Statements”

Date: 09 December 2025

We are delighted to share that **Dr. Rabindra Kumar Swain**, Head of the Department, Department of Commerce, Utkal University, Bhubaneswar, delivered an insightful Expert Talk on the topic “Understanding Financial Statements” on 09 December 2025.

During the session, Dr. Swain provided in-depth clarity on key components of financial statements, including balance sheets, income statements, and cash flow statements. His practical explanations enabled students to better understand financial interpretation and its role in effective managerial decision-making.

The session was highly informative and interactive, significantly enhancing the financial literacy and analytical skills of the participants. Students greatly benefited from Dr. Swain’s rich academic experience and practical insights.

We extend our sincere gratitude to Dr. Rabindra Kumar Swain for sparing his valuable time and for sharing his expertise and enriching guidance.

The session proved to be truly impactful and informative for all participants.

Expert Talk by Industry Professional

Date: 10 December 2025

Organised by: School of Management Studies, GIET University

The School of Management Studies, GIET University successfully organized an Industrial Expert Talk on 10 December 2025.

The session was delivered by **Mr. Minna Prakash**, President & Downstream Business HR Head, BCoE–Employee Relations, Hindalco Industries Ltd., as the distinguished resource person.

Mr. Prakash shared valuable industry insights and practical perspectives drawn from his vast professional experience.





During the expert talk, he deliberated on key aspects such as:

- Career growth and professional development
- Current and future expectations of the industry
- Essential future-ready skills for management graduates

The session proved to be highly beneficial for students, providing them with clarity on career pathways and aligning academic learning with real-world industry requirements. The interaction was engaging and informative, motivating students to prepare themselves for emerging challenges in the corporate world.



The School of Management Studies expresses its sincere gratitude to Mr. Minna Prakash for his enriching contribution and for inspiring students through his expert insights.

GIET University Signs MoU with Hindalco Industries Limited (Aditya Birla Group)

Date: 10 December 2025

The School of Management Studies, GIET University, Gunupur, is pleased to announce the signing of a Memorandum of Understanding (MoU) between GIET University, Gunupur and Hindalco Industries Limited (Downstream Business), Aditya Birla Group on 10 December 2025.

The MoU was formally signed by Dr. N. V. Jagannadha Rao, Registrar, GIET University, and Mr. T. M. Prakash, President HR & Head – Employee Relations, Hindalco Industries Limited, in the presence of senior university officials and faculty members.

The primary objective of this collaboration is to strengthen academia–industry linkage by facilitating internship opportunities for MBA students of GIET University across various plants and units of Hindalco Industries Limited. As per the MoU, the internship duration will be a minimum of two months, aligned with university academic requirements. Students will receive industry exposure, mentorship, and guidance, and upon successful completion, will be awarded Internship Completion Certificates by Hindalco Industries Limited.





The MoU, valid for a period of three years, also outlines responsibilities related to academic coordination, student supervision, workplace safety, confidentiality, and evaluation, ensuring a structured and meaningful industry learning experience.

This strategic partnership marks a significant step towards enhancing experiential learning, employability, and industry readiness of management students at GIET University. The School of Management Studies expresses its sincere gratitude to the Hindalco leadership for their support and commitment to academic-industry collaboration.

Glimpses from the MoU signing ceremony highlight the shared vision of both institutions towards nurturing future-ready management professionals.

Expert Talk on “Becoming Industry Ready: Competencies Employers Want”

Date: 10 December 2025

Organised by: School of Management Studies, GIET University

The School of Management Studies, GIET University is delighted to share that it successfully organized an Expert Talk on “Becoming Industry Ready: Competencies Employers Want” on 10 December 2025.

The session was delivered by Mr. Priyadarshi Sadangi as the distinguished resource person. He shared valuable insights on future-ready skills, professional attitude, and the competencies employers seek in management graduates. The talk emphasized the importance of continuous learning, adaptability, and aligning academic knowledge with industry expectations.

The session proved to be highly motivating and informative for BBA and MBA students, guiding them on how to prepare themselves for the dynamic corporate environment through skill development, practical exposure, and lifelong learning.

The School of Management Studies extends its sincere gratitude to Mr. Priyadarshi Sadangi for his enriching interaction and for inspiring students to become industry-ready professionals.



Inauguration at SMS, GIET University, Gunupur 🎓

The School of Management Studies (SMS), GIET University, Gunupur successfully inaugurated the Five-Day Faculty Development Programme (FDP) on

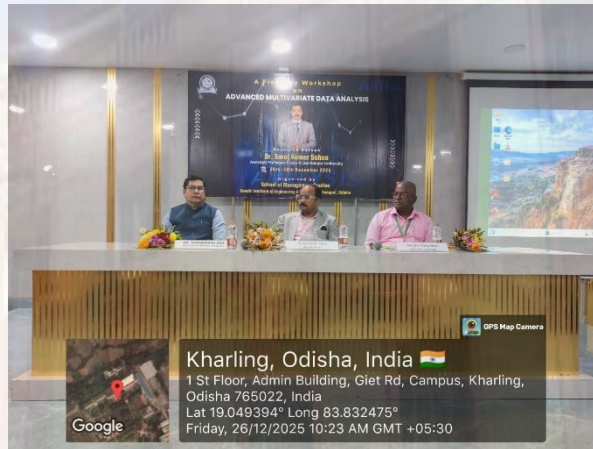




“Advanced Multivariate Data Analysis for Research in Management, Commerce & Social Science.”

The inaugural ceremony was graced by Prof. Kumar, Controller of Examinations (COE), University, as the Chief Guest, and Dr. Das, Head, School of Management Studies, as Honour.

The programme is being convened by Dr. Madapana, who highlighted the critical role data analysis techniques in enhancing quality and academic outcomes.



(Dr.) P. Vijay
GIET
Saumendra
the Guest of

Kartek
of advanced
research

Day 1 Technical Sessions were conducted by Dr. Saroj Kumar Sahoo, Assistant Professor, Sambalpur University. The sessions focused on Exploratory Factor Analysis (EFA) and Multiple Regression Analysis, offering participants strong conceptual clarity along with hands-on practical exposure.

The interactive discussions and engaging learning environment were highly appreciated by the faculty members, setting a solid foundation for the upcoming sessions of the FDP.

✦ Strengthening research capabilities through data-driven insights.

Day 2 Highlights | FDP at SMS, GIET University, Gunupur

The Second Day of the Five-Day Faculty Development Programme on

“Advanced Multivariate Data Analysis for Research in Management, Commerce & Social Science” was conducted successfully at the School of Management Studies (SMS), GIET University, Gunupur.

The technical sessions were led by Dr. Saroj Kumar Sahoo, Assistant Professor, Sambalpur University, who provided in-depth insights into Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM). The sessions emphasized model specification, validation, reliability, and interpretation of results using practical research examples.

The hands-on demonstrations and interactive discussions enabled participants to clearly understand the application of CFA and SEM in empirical research, significantly enhancing their analytical and publication-oriented research skills.

The active participation and enthusiasm of the faculty members made the second day highly engaging and academically enriching, further strengthening the momentum of the FDP.

✦ Advancing research rigor through sophisticated analytical tools.

Day 3 Highlights | Faculty Development Programme





The third day of the Faculty Development Programme on “Advanced Multivariate Data Analysis for Research in Management, Commerce and Social Sciences” was successfully conducted by our esteemed Resource Person, Dr. Saroj Kumar Sahoo, Assistant Professor, Sambalpur University.

✦ **Key topics covered:**

- Examining model fit indices
- Improving model fit using modification indices
- Testing reliability and validity
- Convergent validity
- Discriminant validity

The session was highly insightful and offered practical clarity on structural model assessment, significantly strengthening participants’ understanding of advanced Structural Equation Modeling (SEM) applications in research.

☀ **Day 4 Highlights | Five-Day Faculty Development Programme** ☀

Day 4 of the Five-Day Faculty Development Programme featured an in-depth and enriching session by Dr. Saroj Kumar Sahoo, Assistant Professor, Sambalpur University, focusing on advanced concepts in Structural Equation Modeling (SEM).

✦ **Key focus areas included:**

- Formative vs. Reflective measurement models
- Distinctions between SEM and Path Models
- Testing and evaluation of structural models
- Identification of model bias
- Assumption testing for robust empirical research

The session emphasized enhancing rigor and validity in empirical research models. The interactive discussions and practical explanations significantly deepened participants’ understanding of complex SEM applications in management and social science research.

☀ **Day 5 Highlights | Faculty Development Programme** ☀

Day 5 marked the successful conclusion of the Five-Day Faculty Development Programme on

“Advanced Multivariate Data Analysis for Research in Management, Commerce and Social Sciences.”





The final day focused on consolidation of learning, practical reflections, and interactive discussions, enabling participants to integrate advanced multivariate techniques and Structural Equation Modeling (SEM) into their ongoing and future research work.

The programme concluded on a high note, reflecting the collective academic efforts of the resource person, organizing team, and enthusiastic participants, and reinforcing our commitment to research excellence and continuous faculty development.



Book Publications

From Innovation to Sustainability – Industry 5.0

Delighted to share the publication of our book **“Industry 5.0: A Futuristic Approach on Innovative Management Practices for Sustainable Development.”**

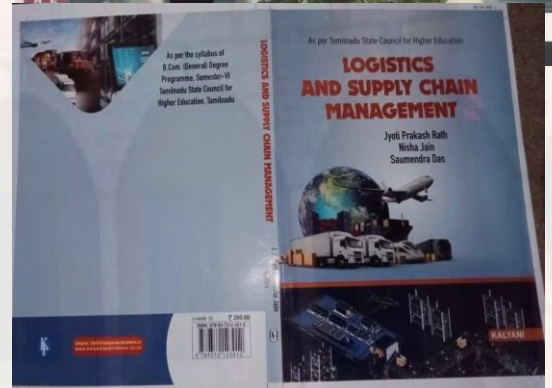
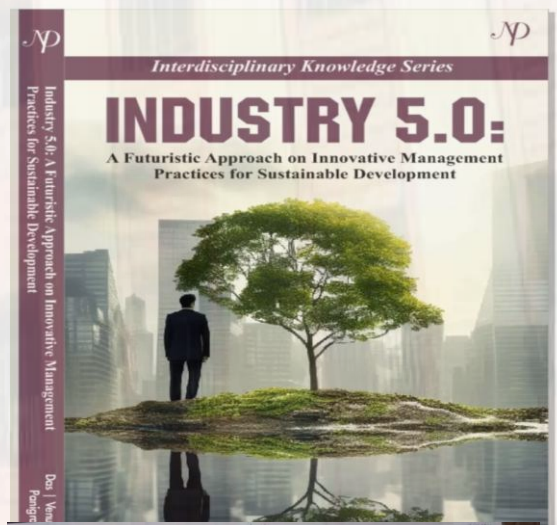
This work emphasizes the integration of technology, innovation, and sustainable management to shape the future of industries and organizations.

New Academic Book Published, Contributing to Contemporary Research and Practice

The School of Management Studies is proud to announce the publication of a new academic book that makes a significant contribution to contemporary thought in the field of management and allied disciplines. The book addresses emerging trends, theoretical perspectives, and practical insights relevant to academics, researchers, students, and industry professionals.

The publication reflects a rigorous academic approach, integrating conceptual clarity with real-world applications. It is designed to support higher education curricula, promote research-oriented learning, and encourage critical thinking in the domain of management and social sciences.

The authors have drawn upon extensive teaching, research, and industry exposure to present a comprehensive and insightful work that aligns with current academic and professional requirements. The book is expected to serve as a valuable reference for postgraduate students, doctoral scholars, and faculty members.





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The management and faculty members of the institution have congratulated the author(s) on this scholarly achievement and expressed confidence that the publication will enhance the academic reputation of the institution and contribute meaningfully to knowledge dissemination.

