



Dayananda Sagar College of Arts, Science, and Commerce

Department of Management - BBA

Under the guidance of IQAC

Organises

Faculty Workshop

Report of the Event Conducted



Department*: BBA

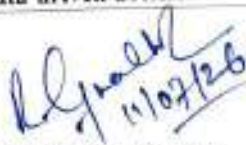
Date of Report: 11.07.2026

Sl. No.	Particulars	Event related Details			
1.	Event*	Faculty Workshop – BBA & BCom			
2.	Title of the Event	Data to Decisions: HR and Marketing Analytics for Business Educators			
3.	Date of Conduction	08.07.2026	4.	Time : 10.00 am to 12.00 pm	
5.	Venue	Building N0. - 13, Gallery Room No. – 3			
6.	Resource Person 1 Details (Profile to be enclosed)	Name	Mr.Subramanya V	Organization	Experiential Learning Strategist Data Analyst
		Designation	Free Lancer	Specialization	CSR Professional
		Mobile No.	996423935	Email ID	
7.	Topics Covered	Data to Decisions: HR and Marketing Analytics for Business Educators			
8.	Resource Person 2 Details (Profile to be enclosed)	Name	NA	Organization	
		Designation		Specialization	
		Mobile No.		Email ID	
9.	Topics Covered	Four types of Analytics, Raw Data to Decision Making, AI tools like Orange Data Mining & Looker Studio			
10.	No. Faculty Participants (Enclose a copy of names with signatures)	Internal:	46	External:	NA
11.	No. Student Participants (Enclose a copy of names with signatures)	Internal: Nil	NIL	External:	NIL
12.	Faculty Coordinator/s	Full Name	Prof.Ashwini Seshadri, Dr. Shwetha S P, Prof. Vinay, Prof. Manjushree, Prof. Aswathi Mohan & Prof. Kavya R		
		Department	BBA		
		Designation	Assistant Professor		
13.	Student Coordinator/s	Full Name			
		Department			
		Designation			
14.	Total Expenditure (Details to be enclosed)	Rs. 6694	15.	Sponsors and Amount (if any)	
16.	Agenda of the Event (Attach a copy)		17.	Provide the link of the report uploaded on College Website	
18.	Social Media Links (Provide the links of the report uploaded on Social Media)		19.	Report sent to Newspapers? If yes, provide cuttings/images:	

Sl. No.	Particulars	Event related Details			
20.	Certificates Printed? (Attach a copy**)	yes	21.	Feedback Collected? (Attach a copy**)	yes
22.	Attendance Sheet Attached? *	yes	23.	Photographs of the Event (About 5 relevant, clear, and appropriate photos with precise caption. The jpg files need to be attached)	yes
24.	Summary of the Event (Around 100 words)	The Department of BBA, Dayananda Sagar College of Arts, Science and Commerce, under the guidance of IQAC and Institution's Innovation Council (IC), successfully organized the first day of a two-day Faculty Development Workshop titled " Data to Decisions: HR and Marketing Analytics for Business Educators " on 08 July 2026 . Led by Mr. Subramanya V. , the workshop engaged faculty members through interactive simulations, real-world HR and Marketing Analytics case studies, and hands-on sessions using Excel, Orange Data Mining, Looker Studio, and AI tools . The programme empowered educators with practical analytics skills and reinforced the importance of data-driven decision-making in modern business education.			


Event Coordinator


HOD - BBA


11/07/26
IQAC Coordinator


11/7/26
Principal

Principal
Co-ordinator
Dayananda Sagar College of Arts
Science & Commerce
Kumar any Layout, Bengaluru - 560 111

Poster of the Event



DAYANANDA SAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE,

Kumaraswamy Layout, Bengaluru - 560078



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of HRD Innovation)

Two - Days Workshop organised by BBA Department

Under the guidance of IQAC

TITLE OF THE EVENT



Day 1 : Data to Decisions: HR and Marketing Analytics for Business Educators



Target Audience:
BBA & B.Com Faculty



Date:
08th July 2026



Time:
10 am to 12 Pm



Venue:
Building No - 13 Gallery Room : 1

RESOURCE PERSON DAY 1



Subramanya V

Experiential Learning Strategist |
Data Analyst | ISR Advocate

ORGANISING COMMITTEE



Dr. Shwetha S P



Prof. Ashwini Seshadri



Faculty



HODs



Vice Principal



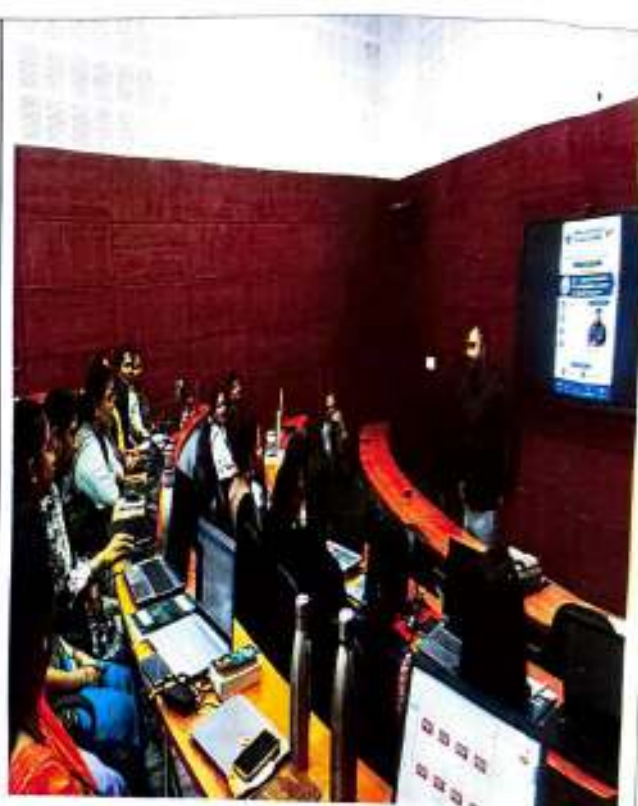
IQAC COORDINATOR



Principal

Photos of the Event

Trainer Engaging the participants



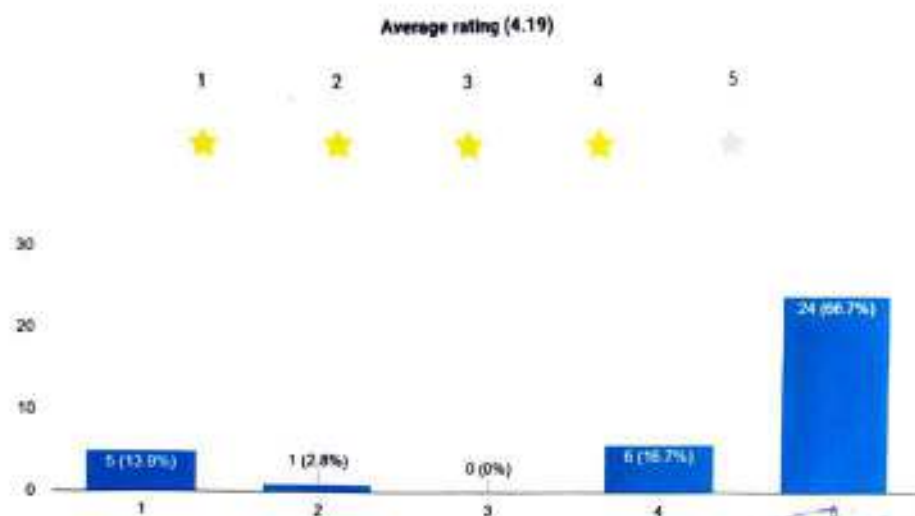


Certificate issued on Completion of the Workshop

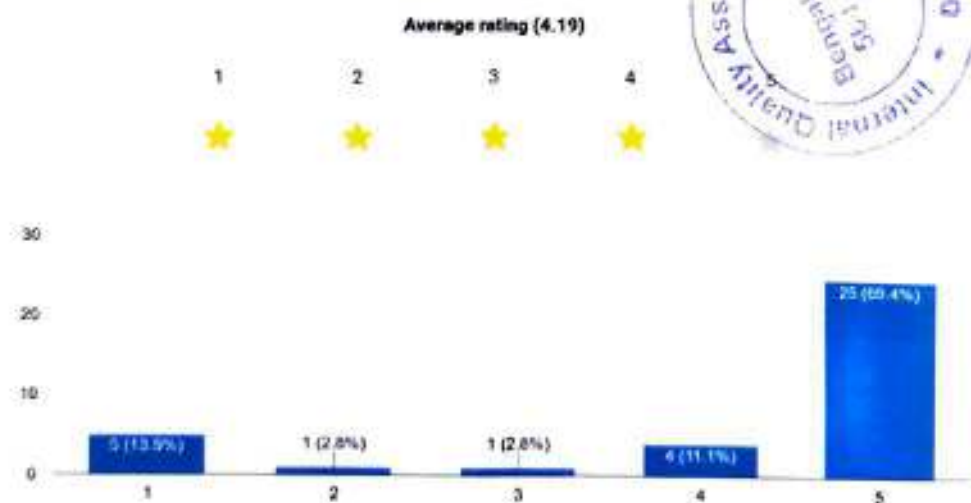


Feedback of the Event

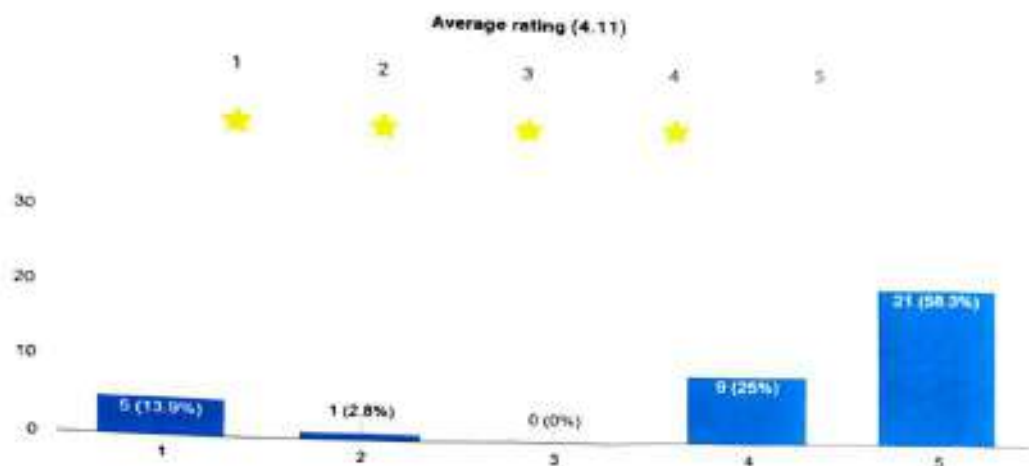
1. The workshop objectives were clearly communicated



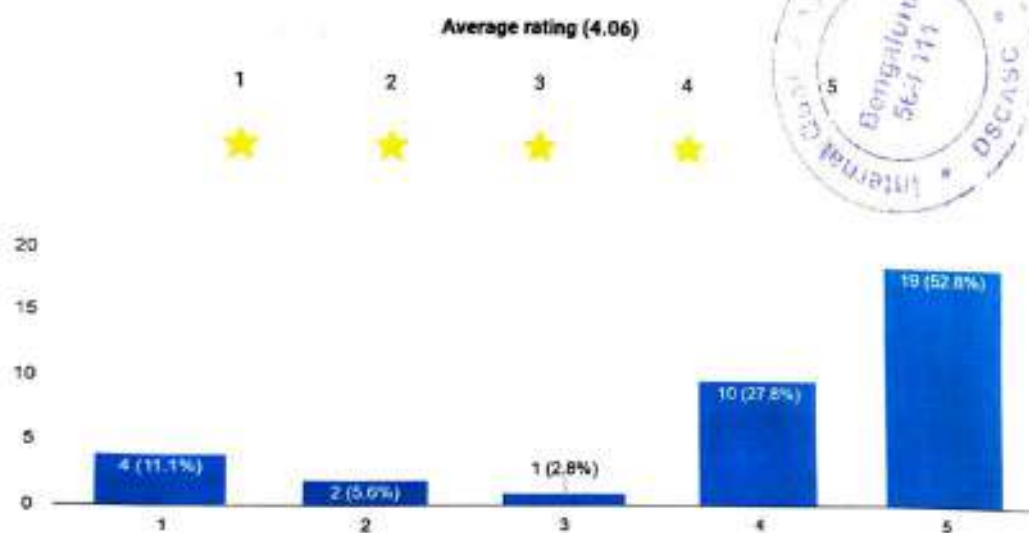
2. The content was relevant to my teaching and research.



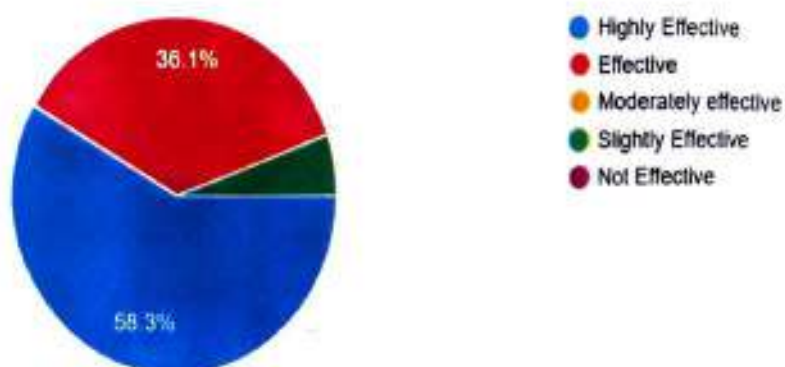
3. The workshop (Day-1) enhanced my ability to apply analytics concepts in teaching, research, and decision-making.



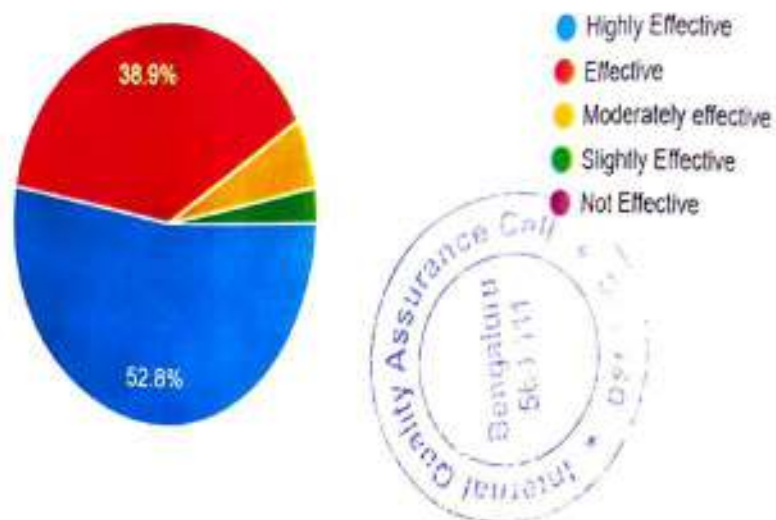
4. The workshop (Day-2) improved my knowledge of Fintech and Digital Finance.



5. How Effective was the trainer (Day-1-Mr. Subramanya V) in Explaining Concepts and Engaging Participants During the Workshop



6. How Effective was the trainer (Day -2-Dr. Binny Cherrian) in explaining Concepts and Engaging Participants During the Workshop





**DAYANANDA SAGAR COLLEGE OF ARTS,
SCIENCE AND COMMERCE**

Kumaraswamy Layout, Bangalore - 560011
(Affiliated to Bangalore University, Approved by AICTE, NBA,
Accredited)

Internal Quality Assurance Cell

BBA Department Organizes Two Day Faculty
Workshop



Name of the Activity: Day 1 - Workshop on "Data to Decisions: HR and Marketing
Analytics for Business Educators"

Department: BBA & BCom

Date: 8/07/2026 Time: 10 am to 12 pm

Sr.	Faculty Name	Dept.	Signature
1	Rashmi K.M	B Com	
2	ANUSHA KALBURGIKAR	BBA	
3	YASHASWINI S.	Bcom	
4	DIKAVYA R.	BBA	
5	Dr. Pige Sharma	Bcom	
6	Parminder Kaur	BBA	
7	Dr. Rashmi S	BCom	
8	Dr. Ashwini Basavaraj	BBA	
9	Yashaswini H.R	BCom	
10	Dr. Pooobi Arinash	B. Com	
11	Dr. Shrutika C	B. Com	
12	Shrutika B.T	BCom	
13	Shrutika H.S	Bcom	
14	Sonamya G	BCom	
15	Dr. Vinutha K	BBA	
16	Vidhyashree S	BBA	
17	Pasarnal R	BBA	

18	Mukesh Sani	BBA	M. Jani 08/7/2026
19	SANGEETHA	B.Com	Sangeetha 08/7/26
20	Praveen mv	B.Com	Praveen 08/7/26
21	Sunil Kumar V.	B.Com	Sunil 08/7/26
22	Anirudh. N.M	B.Com	Anirudh 08/7/26
23	Ajith Kumar KV	B.Com	Ajith 08/7/26
24	DR. MEGHANAC	B.Com	Dr. Meghanac 08/7/26
25	Dr. Chiluka Puspahala	BBA	Dr. Chiluka Puspahala 08/7/26
26	LOKESHWARI D.V	B.Com	Lokeshwari D.V 08/7/26
27	Lavanya C	B.Com	Lavanya C 08/7/26
28	Manjushree R K	B.Com	Manjushree R K 08/7/26
29	ASHATH MOHAN	B.Com	Ashath Mohan 08/7/26
30	USHA E. R	B.Com	Usha E. R 08/7/26
31	SRREENIVAS. H P	BBA	Sreenivas. H P 08/7/26
32	Dr. UMESH M.R	B.Com	Dr. Umesh M.R 08/7/26
33	Dr. Gangadhar Ramadga	B.Com	Dr. Gangadhar Ramadga 08/7/26
34	Ashwini Sehadri	BBA	Ashwini Sehadri 08/07/2026
35	ROXNA MP	BBA	Roxna MP 08/7/2026
36	Dr. Shwetha. S.P	BBA	Dr. Shwetha. S.P 08/7/26
37	Shylajan	BBA	Shylajan 08/7/26
38	Vinay M	B.Com	Vinay M 08/7/26
39	Dr. R. Paritha	BBA	Dr. R. Paritha 08/7/26
40	Amshupali. V.	B.Com	Amshupali. V. 08/7/26
41	Jascha Begum	B.Com	Jascha Begum 08/7/26
42	Lahanashree N	B.Com	Lahanashree N 08/7/26
43	Nagarajawari. M	B.Com	Nagarajawari. M 08/7/26
44	Lalitha	B.Com	Lalitha 08/7/26
45	Rashmi Umargi	B.Com	Rashmi Umargi 08/7/26



46	Anitha A	BBA	AR
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Event Coordinator Name: Ashwini Seshadri

Signature: 