



**Dayananda Sagar College of Arts, Science, and Commerce**  
Internal Quality Assurance Cell  
**Department of BBA**

Department: BBA

Date of Event: 17-04-2026

Sl. No	Particulars	Event Details		
1	Event*	Guest Lecture on Business Research Methodology for 4 <sup>th</sup> Sem BBA Students		
2	Title of the Event	"Theoretical Learning and Real World Research Application"		
3	Date of Conduction	17th April 2026	4. Time	11:00 AM to 1: 00 PM
5	Venue	Room No. 212, Building No. 13		
6	Resource Person 1 Details (Profile to be enclosed)	Name: Dr. SHANKAR GUDDAD Designation: Assistant Professor	Organization: St. Joseph University	
7	Topics Covered	Research Process, Review of Literature, Data collection Method, Classification and Interpretation of Data		
8	Resource Person 2 Details	NA		
9	Topics Covered	NA		
10	No. of Faculty Participants (Enclose a copy of names with signatures)	Internal:	NA	External: NA
11	No. of Student Participants (Enclose a copy of names with signatures)	Internal:	70	External: NA
12	Faculty Coordinator/s	Dr. Shwetha S P Prof. Vinay M Department: BBA/B.Com		
13	Student Coordinator/s	Ms. Bhagya Kiran, Ms. Manya, Mr. Alokraj		
14	Total Expenditure (Details to be enclosed)	3200	15 Sponsors and Amount (If Any)	Nil
16	Agenda of the Event (Attach a Copy)	NA	17 Provide the Link of the report uploaded on college website	NA
18	Social Media Links (Provide the links of the report uploaded on social media)	<a href="https://www.instagram.com/p/DXtmEfkEeV7/?igsh=YzZpMDZxNWhsNTBn">https://www.instagram.com/p/DXtmEfkEeV7/?igsh=YzZpMDZxNWhsNTBn</a>		19 Report sent to Newspapers? If yes, provide cuttings/images: NA
20	Certificates Printed? (Attach a copy**)	NA	21 Feedback Collected? (Attach a copy**)	2
22	Attendance Sheet Attached? #	Attached	23 Photographs of the Event	Attached
24	Summary of the Event (Around 100 words)	The Department of Management (BBA-BU) organized a guest lecture on "Theoretical Learning and Real-World Research Applications" for 4th semester BBA students. The session covered key aspects of the research process, including literature review, hypothesis formulation, data collection, analysis, and report writing, benefiting around 70 students. The lecture was delivered by Dr. Shankar Guddad, St. Joseph's University and helped students understand the practical application of theoretical concepts in real-world research.		

Event Coordinator

HOD-BBA

IOAC Co-ordinator  
Dayananda Sagar College of Arts,  
Science & Commerce  
Kumara my Layout, Bengaluru - 560011

Principal  
Dayananda Sagar College of Arts  
Science & Commerce



# DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE



(Affiliated to Bangalore University and Recognized by Government of Karnataka)

Shavige Malleshwara Hills, Kumaraswamy Layout, Bengaluru 560111

Department of Management (BBA)  
under the Guidance of IQAC

Organizes

Guest Lecture  
on

## "Theoretical Learning and real World Research Applications"



**Dr. Shankar Guddad**

Assistant Professor  
St. Joseph's University



**DATE**

17 April 2026  
11:00 TO 1:00 PM



**VENUE**

Room No. 212  
11:00 TO 1:00 PM

**ALL ARE WELCOME**

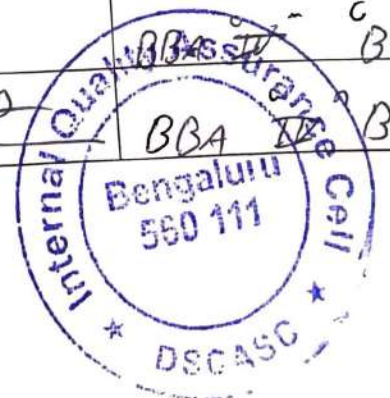
Faculty | HODs | Director | IQAC Coordinator | Vice Principal | Principal





DAYANANDASAGAR COLLEGE OF ARTS SCIENCE AND COMMERCE  
Shavige Malleshwara Hills, Kumarswamy Layout, Bangalore-560011  
Department of BBA  
Guest Lecture on  
On  
Bridging Campus to Career: "Theoretical Learning and real world Research  
Applications—17/04/2026

S.No	Reg No	Name of the Student	Signature	Class and Section
1	U03CJ24M0118	Mohd Arbaan Baig		BBA 4 <sup>th</sup> 'B'
2	U03CJ24M0045	Lakshmi Navasimha		BBA 4 <sup>th</sup> Sem 'B'
3	U03CJ24M0125	Mohammed Dehan		BBA 4 <sup>th</sup> Sem 'B'
4	U03CJ24M0103	Mohammed Luqman		BBA 4 <sup>th</sup> Sem 'B'
5	U03CJ24M0071	Parvitha Pawar		BBA '4 <sup>th</sup> Sem 'B'
6	U03CJ24M0111	Mohammed Fahad Sama		BBA '4' Sem 'B'
7	U03CJ24M0086	Ricky Tongbram		BBA '4' Sem 'B'
8	U03CJ24M0070	Pranav Kumar		BBA '4' Sem 'B'
9	U03CJ24M0139	NIRANJAN . S		BBA '4' Sem 'B'
10	U03CJ24M0081	NISCHAY GOWDAM		BBA '4' Sem (B)
11	U03CJ24M0146	Prashanth		BBA '4' Sem (B)
12	U03CJ24M0144	md. Asfraz. Ahmed		BBA '4 sem' (B)
13	U03CJ24M0159	Mohit Kumar Mali		BBA 4 <sup>th</sup> Sem 'B'
14	U03CJ24M0143	Paikar Bawman		BBA 'IV' 'B'
15	U03CJ24M0049	RANJITHA RAMESH		BBA '4' Sem 'B'
16	U03CJ24M00122	PRATHEET . P		BBA '4' Sem 'B'



17	U03CJ24M0123	Abdullah Naadri	<del>Ab</del>	'C' Sec
18	U03CJ24M0051	Abhishek Aditya	Abh	'A' Sec
19	U03CJ24M0033	Dhruv H.Y	Dhruv	'A' Sec
20	U03CJ24M0075	Abhishek Nagar	Abhishek	'A' Sec
21	U03CJ24M0077	Jitini Yadav	Jitini Yadav	'A' Sec
22	U03CJ24M0029	Anupam Shastri	Anupam	'A' Sec
23	U03CJ24M0048	Lagan Parappanavar	Lagan	'A' Sec
24	U03CJ24M0130	S. Ananyan	S. Ananyan	'A' Sec
25	U03CJ24M0132	Anish Anto	Anish	'A' Sec
26	U03CJ24M0131	Jagadheeswaran	Jagadheeswaran	'A' Sec
27	U03CJ24M0014	Jayaditya R.G	Jayaditya	'A' Sec
28	U03CJ24M0061	Bharath H. Chitnarth	Bharath	'A' Sec.
29	U03CJ24M0149	Dhanush K.M	Dhanush	'A' Sec
30	U03CJ24M0063	Kushal S	KUSHAL S	'A' Sec
31	U03CJ24M0030	Dhanush S	Dhanush	'A' Sec
32	U03CJ24M0119	Shaleh Ibrahim	Shaleh	'C' Sec
33	U03CJ24M0113	Daryem Basir	Daryem	'C' Sec.
34	U03CJ24M0109	Tarun Khatri	Tarun	'C' Sec
35	U03CJ24M0078	Manvendra Parmar	Manvendra	'B' Sec
36	U03CJ24M0108	Muhammad Zaid Khan	Muhammad Zaid Khan	'B' Sec
37	U03CJ24M0142	Mohammed Zakariya	Zakariya	'B' Sec.
38	U03CJ24M0117	Spruiddin Khan	Spruiddin	'B' Sec.
39	U03CJ24M0074	Santosh Pun	Santosh	'B' Sec.



40	Amrutha.M	U03CJ24M0032	BBA 'A'	Amrutha
41	Bhagyakaram.S	U03CJ24M0001	BBA 'A'	Bhag
42	Manya V Jogi	U03CJ24M0054	BBA 'B'	Manya
43	Mandara.S	U03CJ24M0041	BBA 'B'	Mandara-S
44	Lakshmi Pradeep	U03CJ24M0016	BBA 'B'	Lakshmi
45	Likitha.K	U03CJ24M0004	BBA 'B'	Likitha
46	PAVANA.R	U03CJ24M0005	BBA 'B'	Pavana.P
47	Meghana.R	U03CJ24M0042	BBA 'B'	Megha
48	Sarvesh Ravi	U03CJ24M0097	BBA 'C'	Sarvesh
49	Ravi Yadav	U03CJ24M0089	BBA 'B'	Ravi
50	Ashwin L.S	U03CJ24M0021	BBA 'A'	Ashwin L.S
51	Hithen, KK	U03CJ24M0179	BBA 'A'	Hithen - KK
52	Siddhesh S. Ravi	U03CJ24M0124	BBA 'C'	Ravi
53	Ayed Liyakhat	U03CJ24M0095	BBA 'C'	Liyakhat
54	Biyal Kumar	U03CJ24M0112	BBA (C)	Biyal
55	Shaik Afrid	U03CJ24M0161	BBA 'C'	Afrid
56	Shreyas Kumar	U03CJ24M0110	BBA 'C'	Shreyas
57	Subramany Prasad	U03CJ24M0022	BBA 'C'	Subramany
58	SYEDMUBARAK RAZI	U03CJ24M0082	BBA 'C'	Mubarak
59	R. Diganth Singh	U03CJ24M0027	BBA 'B'	Diganth
60	Rahul.N	U03CJ24M0028	BBA 'B' Sec	Rahul
61	Praveen E	U03CJ24M0057	BBA 'B' Sec	Praveen
62	Usha.M	U03CJ24M0002	BBA 'B' Sec	Usha
63	Jayathi.S	U03CJ24M0006	BBA 'A' sec	Jayathi.S
64	Aryan chandra	U03CJ24M0073	BBA 'A' sec	Aryan
65	Alok Raj P.	U03CJ24M0096	BBA 'A' sec	Alok Raj
66	Tobani Ravanna	U03CJ24M0060	BBA 'A' sec	Tobani
67	Dhanthina Gnanish	U03CJ24M0012	BBA 'A' sec	Dhanthina



## Feed Back.

it : Research and its process [24/4/26]

The session on Research and its process was very useful and informative. It made students understand the meaning of Research and its process. The importance for the academics and in the practical life. The explanation of different steps in identifying the problem, collecting data, analysing the information and drawing conclusions was clear and easy to follow.

The examples given during the session helped me understand the topic better. The session improved my knowledge and made me more interested in learning research method. Overall, the session was helpful and very good. It gave us a clear idea how research is conducted step by step.



Yours Sincerely  
Naveen A