Dayananda Sagar College of Arts, Science, and Commerce

Internal Quality Assurance Cell
in association with Research & IPR Cell
Functional Analytics: Connecting Business Functions to Corporate Decision-Making

Department: MBA -BU

Date of Report: 12.10.2026

Sl. No	Particulars	Event related Details			
1.	**Event***	Experiential Learning Activity SDG 4 – Quality Education			
2.	**Title of the Event**	**Functional Analytics: Connecting Business Functions to Corporate Decision-Making**			
3.	**Date of Conduction**	30.09.2026	4.	**Time:**	10:00 AM to 12:00 PM
5.	**Venue**	504, Building Number 13, DSCASC			
6.	**Resource Person 1 Details** (Profile to be enclosed)	**Name: Mr. James Philip P,** **Designation: Associate Business Analyst,** **Mobile No.: 90477 77243** **Organization: Consultants to Government and Industry** **Specialization: Business Analyst,** **Email ID: jamesphilip2701@gmail.com**			
7.	**Topics Covered**	**Functional Analytics**			
8.	**Resource Person 2 Details** (Profile to be enclosed)	**Name** **Organization** **Designation** **Specialization** **Mobile No.** **Email ID**			
9.	**Topics Covered**	**NA**			
10.	**No. Faculty Participants** (Enclose a copy of names with signatures)	**Internal:**	**02**	**External:**	**NA**
11.	**No. Student Participants** (*Enclose a copy of names with signatures*)	**Internal:**	**55**	**External:**	**NA**
12.	**Faculty Coordinator/s**	**Full Name:** Dr. Arundathi KL **Department:** MBA-BU **Designation:** Assistant Professor			
13.	**Student Coordinator/s**	**Full Name: Shravya (Emcee, Brochure), Ganesh S(Photo)** **Department: Department of Management Studies (MBA-BU)**			
14.	**Total Expenditure** (Details to be enclosed)	**₹ 3952/-**	15	**Sponsors and Amount** (if any)	**NA**
16.	**Agenda of the Event** (Attach a copy)	**NA**	17.	**Provide the link of the report uploaded on College Website**	**Yes**
18.	**Social Media Links** (Provide the links of the report uploaded on Social Media)	**Yes**	19.	**Report sent to Newspapers? If yes, provide cuttings/images:**	**NA**
20.	**Certificates Printed?** (Attach a copy**)	**NA**	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 BizzlytIQ – Business Analytics Club, Department of Management Studies, organized an experiential learning activity titled "Functional Analytics: Connecting Business Functions to Corporate Decision-Making" on 30 September 2026 from 2:00 PM onwards, with Mr. James Philip P, Associate Business Analyst, Consultants to Government and Industry, as the Resource Person. The activity was designed to provide MBA students with practical exposure to the application of analytics across different functional areas and their interdependence within a corporate environment. The session covered functional analytics related to HR, payroll, compensation, recruitment, performance, sales, and marketing, highlighting how data from different functions can support business performance and managerial decision-making. Through practical examples and a collaborative approach, students gained insights into cross-functional business processes and the importance of integrating functional data for effective decision-making. The activity helped students connect classroom concepts with real-world corporate practices and enhanced their understanding of the role of analytics in business functions. It also strengthened students' analytical thinking, problem-solving, teamwork, communication, business process understanding, and data-driven decision-making skills. The experiential nature of the activity contributed to students' industry readiness and enhanced their understanding of potential Business Analyst and management roles. Overall, the session was informative and engaging and provided meaningful industry-oriented learning that supports SDG 4, Outcome-Based Education, and NBA and NAAC objectives related to experiential learning, skill development, industry interaction, and employability enhancement.			

Notes:
* Seminar / Webinar / Workshop / Symposium / Conference / Cultural Fest / Quiz / Sports / Literature Fest, etc. ** Format Copy need to be attached and hard copy need to be filed, *Original sheet need to be filed and scanned copy should be attached. *Department, please select the department

PS:

- **Whichever column is not applicable, write as NA.**
- **If the nothing is done / gained / spent, write as No/Nil.**

12/10/26
Event Coordinator

12/10/26
HOD

Head of the Department
Department of Management Studies (MBA-BU)
Dayananda Sagar College of
Arts, Science and Commerce
Bengaluru - 560 111

12/10/26
IQAC Coordinator

IQAC Co-ordinator
Dayananda Sagar College of Arts,
Science & Commerce
Kumaraswamy Layout, Bengaluru - 560 111

12/10/26
Principal

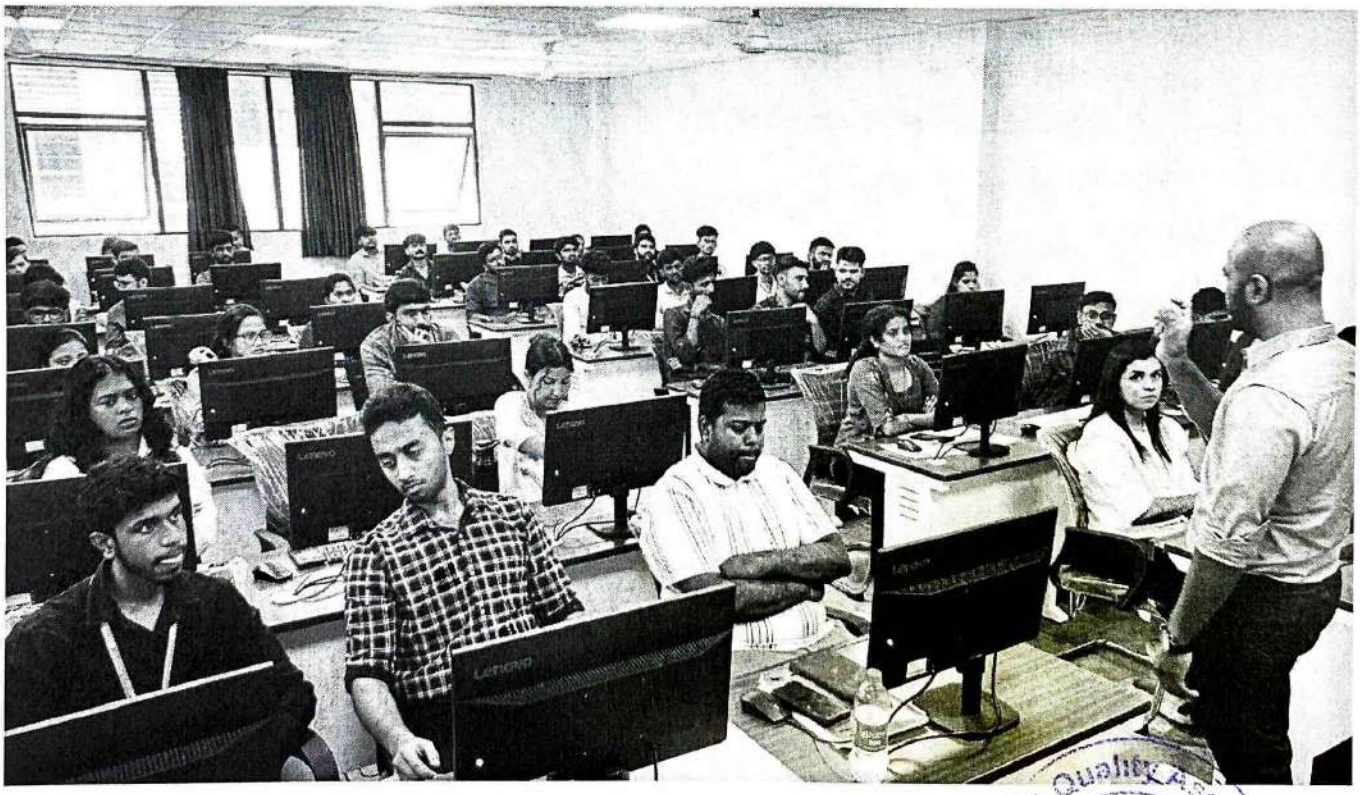
Principal
Dayananda Sagar College of Arts
Science & Commerce
Kumaraswamy Layout, Bengaluru - 560 111

Internal Quality Assurance Cell
Bengaluru
560 111

Photo.1: Photo of the Resource Person Mr. James Philip P, Associate Business Analyst, Consultants to Government and Industry



Photo.2&3: During the session



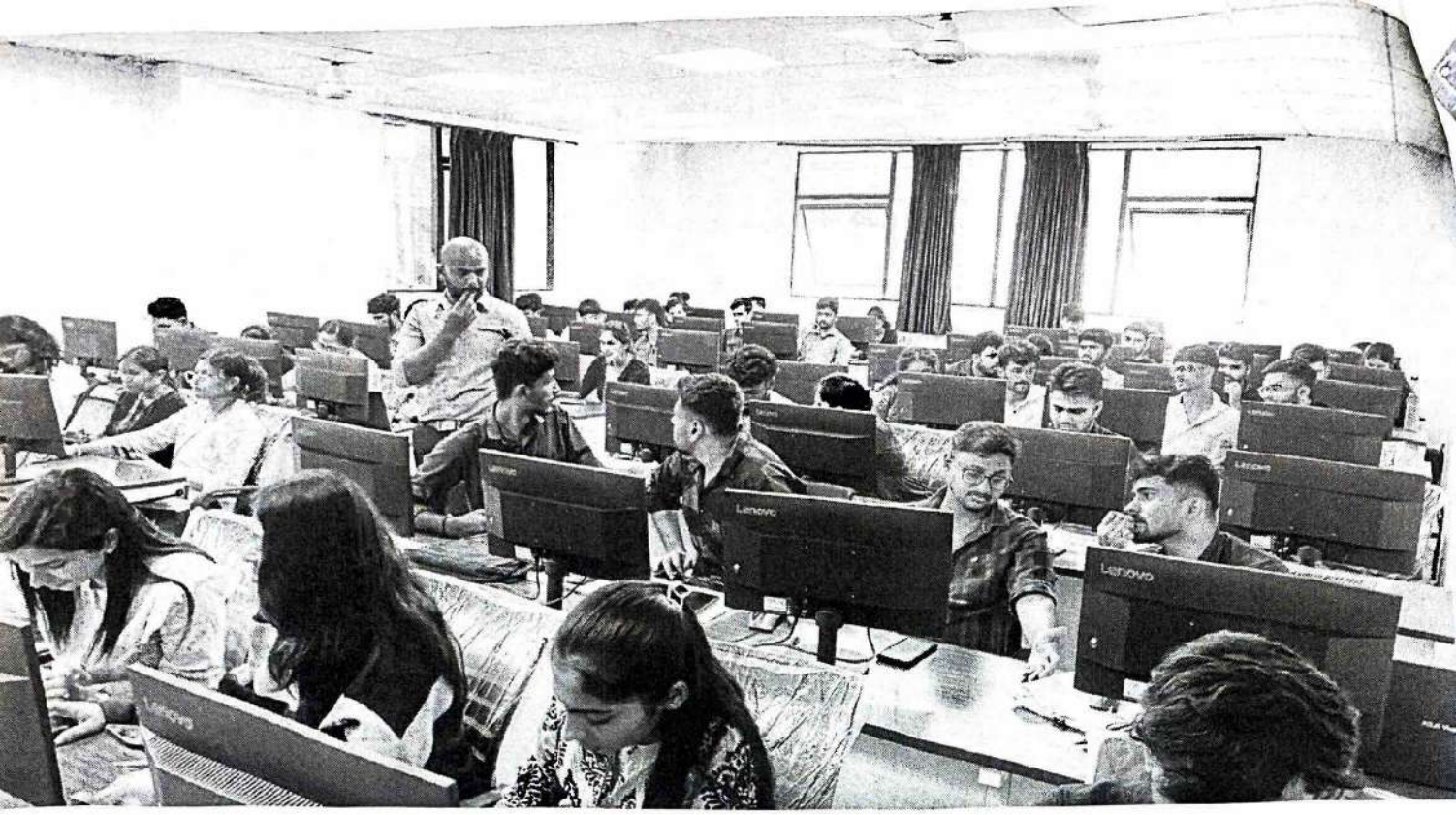
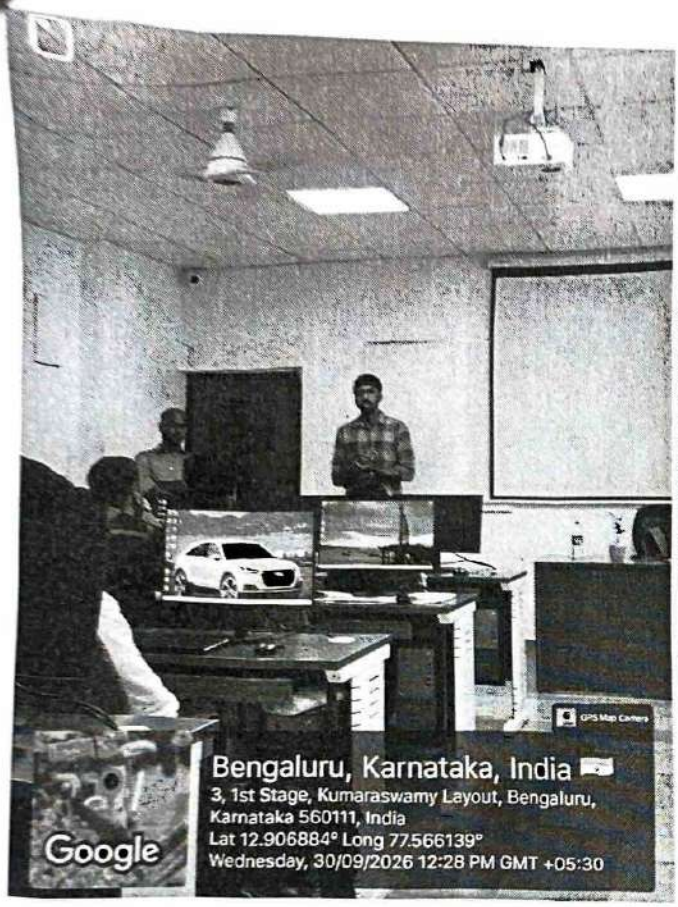


Photo.4, 5 & 6: Students presenting their allotted cases



Internal Quality Assurance Cell
Bengaluru
55-/ 111
DSCASC



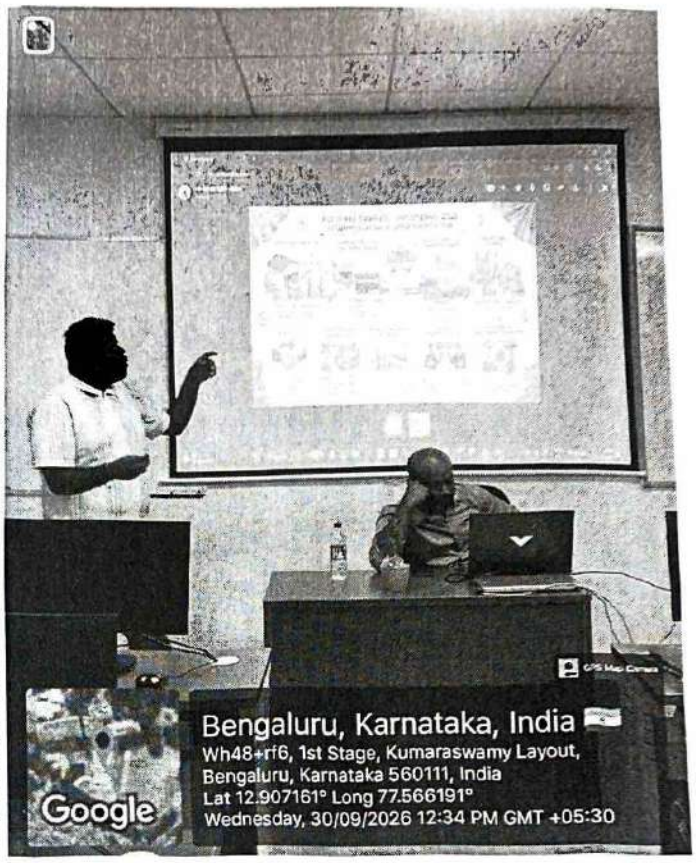


Photo-7: Presenting token of appreciation to the Guest and Vote of Thanks



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

Department of Management Studies

BizzlytIQ – Business Analytics Club

In association with

IQAC

Functional Analytics:
Connecting Business Functions to Corporate Decision-Making



Resource Person

Mr. James Philip P
Associate Business Analyst,
Consultants to Government
and Industry



Wednesday, 30 September 2026 | **11:00 AM – 1:00 PM** | **Venue 510 MBA Lab**

Coordinator	Professor & HOD	Vice-Principal	Principal
Dr. Arundathi KL	Dr. S. Gokula Krishnan	Prof. Hemanth Uppala	Dr. Balu L

Internal Quality Assurance Cell
Bengaluru

DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE AND COMMERCE

Bengaluru - 560111

Department of Management Studies (MBA)

Experiential Learning activity "Functional Analytics: Connecting Business Functions to Corporate Decision-Making"

Date: 30.09.2026 Time: 11.00 am - 01.00 pm Venue: 510 MBA Lab

Sl No	University Register No.	Name of the Students	Sign
1	P03CJ24M015002	Yashwanth Gowda	
2	" 029	Ganesh. N. L	
3	" 041	Yashwanth N.K	
4	P03CJ24M015123	B. Nithin Kumar	
5	" 060	Mahabala. S. Adi	
6	" 202	Shashank. Potadar.	
7	P03CJ24M015237	Manoj TD	
8	P03CJ24M015014	S. Ganesh	
9	P03CJ25M015022	Aditya. H.G	
10	P03CJ25M015178	Rida Ayesha	
11	P03CJ24M015204	Naveena. N	
12	P03CJ25M015026	Vyshali	
13	P03CJ25M015144	Nikitha	
14	P03CJ25M015146	Dheekshana.	
15	P03CJ25M015145	Amit	
16	P03CJ25M015056	Amogh	
17	" 062	Bhavya	
18	" 053	Jagdish	
19	" 054	Bodhana	
20	P03CJ25M015084	Shrikant. H.K	
21	P03CJ25M015076	Vijay Kumar. P	
22	P03CJ25M015100	Aditya	
23	P03CJ25M015177	Omkar M. Pujeri	
24	P03CJ25M015002	Koneti Nandini	
25	P03CJ24M015228	Sudarshan	
26	P03CJ24M015091	Prajwal	

Internal Quality Assurance Cell Bengaluru 560 111 DSCASC

27	P03CJ24M015199	S. Akshay Kumar	
28	P03CJ25M015095	Murtuja Jamal Kalodagi	
29	P03CJ25M015023	Mallikarjun. C.	
30	P03CJ25M015020	Vivek Kumar. V	
31	P03CJ24M015238	Sharan SB	
32	P03CJ24M015158	Annapoornaishwari	
33	P03CJ25M015087	Renu Priya. R	
34	P03CJ25M015025	Bhagyashree Hegde	
35	P03CJ25M015091	Nirmala Mulagund	
36	P03CJ25M015038	Likith. L	
37	P03CJ25M015024	Geethika. V	
38	P03CJ25M015188	Nayana.	
39	P03CJ24M015058	Shravya. B	
40	P03CJ25M015047	Raju. B	
41	P03CJ24M015167	Rahul. C	
42	P03CJ25M015103	Anisha Konar	
43	P03CJ25M015137	Shruti Jaiswal	
44	P03CJ25M015115	SURAJ. V	
45	P03CJ25M015124	R. Sagar	
46	P03CJ25M015106	FAIZ Khan	
47	P03CJ25M015013	Syed Arshad Zain	
48	P03CJ25M015148	Dheekshanaa. D	
49	P03CJ25M015032	Subhashree. S	
50	P03CJ25M015025	Monisha. C. S	
51	P03CJ25M015015	R. P. Vikas Gowda	
52	P03CJ25M015072	Kushal K	
53	P03CJ25M015156	Sujan. M. V.	
54	P03CJ25M015040	Syed Zeeshan Mujeeb	
55	P03CJ25M015044	Nehith B	

Internal Quality Assurance Cell Bengaluru 560 111

30/9/26
Coordinator
Dr. Arundathi KL

12/25
Professor and HoD
Dr. S Gokula Krishnan

Bizzly+IQ - Business analytics club

Functional Analytics : Connecting Business functions to corporate decision-making

Date: 30/9/2026

Nikitha.S

PO3CS25M015144

Resource Person :
Mr James Philip P

Coordinator - Dr Arundathi

The seminar covered some interesting and relevant topics that were useful for understanding the subject better. However a case study activity, which felt lengthy and time consuming could have been used more effectively for additional concepts or practical insights



Dayananda Sagar College of Arts, Science and Commerce

Department of Management Studies

30-09-2026

Renu Peiya.R
P03CJ25M015087

Guest Lecture on

~~Bibliometrics~~ Functional Analytics: Connecting Business Functions to Corporate ~~Business~~ Decision-Making.

The Guest lecture on "Functional Analytics: Connecting Business Functions to Corporate Decision-Making" was highly informative and practical, showing how finance, HR, Marketing, Operations, Sales and Supply chain are interconnected. The SHOBHA FASHION HUB case illustrated the domino effect of cross-functional decisions involving logistics, Trade finance, Project valuation, payroll, employee benefits, leave management, and compliance. The discussion of Real options valuation further demonstrated practical corporate finance applications. Overall, the session emphasized that effective decision-making requires a cross-functional perspective, as errors in one department can create wider financial and operational consequences.



Functional Analytics – Mr. James Philip R

D/30/9/2020

The guest lecture was highly informative and engaging.

The session helped me, understand how different bsns functions such as in finance, HR, Marketing and BA.

The real world examples & case studies help me to understand the and realate bsns practically.

The speaker Sir explained complex topics in simple & effective manner.

Overall, it was very useful and enriching learning experience.

Thank you Sir. ☺

