



AVANTHI DEGREE & P.G. COLLEGE

(Affiliated to Osmania University & Recog. by Govt. of Telangana)

3-4-875/A/1, Barkatpura, Hyderabad - 27. (Block I),
Road No. 12, Above Honda Showroom, (Block-II), Narayanaguda, Hyderabad - 20.

EVENT ORGANIZATION REPORT-2026

Particulars	Details
Title of the Programme	Guest lecture on “Business Analytics”
Date	31- 08- 2026
Time	10:00 AM – 12:00 PM
Venue	Seminar Hall, Barkathpura, Hyderabad
Resource Person	Prof P. Sai Kumar, Retd. Dean, Institute of Public Enterprise.
Organized By	Department of Management and Commuter Science in coordination with IQAC
Event Coordinators	Ms. B. Durga Neelima and Ms. G. Valli Akkamma
Target Participants	Final Year Undergraduate Students B. Com (Business Analytics, BBA Final year
Theme	Business Analytics and its Scope
No. of participants	70 students + 5 lecturers
Objectives of the Event	To introduce students to the concept, importance, and scope of Business Analytics in the modern business environment and to explain the role of analytics in HR, Marketing and Finance for effective decision making



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REPORT - Guest Lecture on “Business Analytics”

The Department of Management and Computer Science, in coordination with the IQAC, organized a Guest Lecture on “Business Analytics and its Scope” for the Final Year Undergraduate students of B. Com (Business Analytics) and BBA on 31st August 2026. The programme was conducted from 10:00 AM to 12:00 PM at the Seminar Hall, Barkathpura, Hyderabad. The event was organized with the objective of providing students with practical insights into the growing importance of Business Analytics and its applications in the contemporary business environment.

The session was graced by Prof. P. Sai Kumar, Retd. Dean, Institute of Public Enterprise, as the Resource Person. His extensive academic and professional experience provided students with valuable perspectives on the relevance of analytical skills in business and management. The programme was coordinated by Ms. B. Durga Neelima and Ms. G. Valli Akkamma.

Objectives of the Event

The primary objective of the guest lecture was to introduce students to the concept, importance, scope, and applications of Business Analytics in the modern business environment. The programme aimed to help students understand how organizations use data and analytical techniques to support effective decision-making. Special emphasis was placed on the application of analytics in important business functions such as Human Resources, Marketing, Finance, and Operations.

The lecture also aimed to create awareness among students about the increasing demand for analytical skills in the corporate sector. It encouraged students to develop an analytical mindset, improve their problem-solving abilities, and understand the emerging career opportunities available in the field of Business Analytics.

Proceedings of the Event

The programme commenced with a welcome address by the event coordinators, who welcomed the Resource Person, faculty members, and students. The Resource Person was introduced to the gathering, followed by the formal commencement of the guest lecture.

Prof. P. Sai Kumar delivered an informative and engaging session on “Business Analytics and its Scope.” He explained the fundamentals of Business Analytics and discussed how organizations increasingly depend on data to understand business situations, identify opportunities, solve problems, and make informed decisions.

The Resource Person explained the practical applications of analytics across various functional areas of business. In Human Resources, analytics can be used for employee performance analysis, workforce planning, recruitment, and employee retention. In Marketing, analytics helps organizations understand customer behaviour, market trends, campaign effectiveness, and customer preferences. In Finance, analytical techniques support financial forecasting, risk assessment, budgeting, and performance evaluation. The session also highlighted the importance of analytics in Operations, particularly in improving efficiency, forecasting demand, managing resources, and optimizing business processes.



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The lecture was enriched with practical examples and real-world business situations, enabling students to connect their classroom learning with industry practices. The speaker also emphasized the importance of developing technical, analytical, and problem-solving skills to remain relevant in a rapidly changing business environment.

An interactive Question-and-Answer session was conducted towards the end of the programme. Students actively participated and clarified their doubts relating to Business Analytics, its applications, required skills, and career opportunities. The interaction provided students with an opportunity to engage directly with the Resource Person and gain practical insights.

Learning Outcomes

The guest lecture enabled students to:

1. Understand the concept, importance, and scope of Business Analytics and its role in data-driven decision-making.
2. Recognize the applications of analytics in key business functions such as HR, Marketing, Finance, and Operations.
3. Develop awareness about data-driven decision-making, emerging technologies, and career opportunities in Business Analytics.
4. Enhance analytical thinking and problem-solving skills and understand the competencies required for pursuing careers in Business Analytics.

Outcome and Impact of the Programme

The programme successfully bridged the gap between theoretical knowledge and practical application. Students gained a better understanding of how data can be converted into meaningful business insights and how organizations use analytics to improve their decision-making processes.

The session also created awareness about the growing relevance of Business Analytics across different industries and functional areas. Students were motivated to acquire relevant analytical and technological skills and explore career opportunities in the emerging field of Business Analytics.

Conclusion

The guest lecture on “Business Analytics and its Scope”, delivered by Prof. P. Sai Kumar, Retd. Dean, Institute of Public Enterprise, was highly informative and beneficial to the students. The programme provided valuable insights into the growing importance of data-driven decision-making and the application of analytics in HR, Marketing, Finance, and Operations.

The interactive nature of the session helped students gain practical understanding, enhance their analytical thinking, and become aware of emerging career opportunities. The programme was successfully conducted with the active support of the Department of Management and Computer Science and IQAC. The event concluded with a vote of thanks, expressing gratitude to the Resource Person, management, faculty members, coordinators, and students for their valuable contribution to the successful organization of the programme.



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Barkatpura – Hyderabad

NOTICE

Date: 11.09.2026

Lr. No: ADPG 024/09/26-27

Subject: Guest Lecture on “Business Analytics”

This is to inform all the Final Year Undergraduate Students of B.Com (Business Analytics) and BBA that the Department of Management and Computer Science, in coordination with the IQAC, is organizing a **Guest Lecture on “Business Analytics”**

Date: 31-08-2026

Time: 10:00 AM – 12:00 PM

Venue: Seminar Hall, Barkathpura, Hyderabad

Resource Person: Prof. P. Sai Kumar, Retd. Dean, Institute of Public Enterprise

Target Participants: Final Year B. Com (Business Analytics) and BBA Students

All the concerned students are requested to attend the programme and make the best use of this valuable learning opportunity.

Event Coordinators:

Ms. B. Durga Neelima

Ms. G. Valli Akkamma

PRINCIPAL
Avanthi Degree & P.G. College
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(Block-I) Barkatpura, (Block-II) Narayanaguda,
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BARKATHPURA, NARAYANGUDA & DILSUKHNAGAR
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**MUTTAMSETTI
SRINIVASA RAO**
Chairman

Department of Management and Computer Science

in coordination with

IQAC

Organises

GUEST LECTURE ON **BUSINESS ANALYTICS**

RESOURCE PERSON:

Prof.M.L.Saikumar



DATE

31/08/2026



TIME

10.00 AM to 12.00 PM



VENUE

**Seminar Hall, Avanthi Degree and
PG College, Barkathpura**



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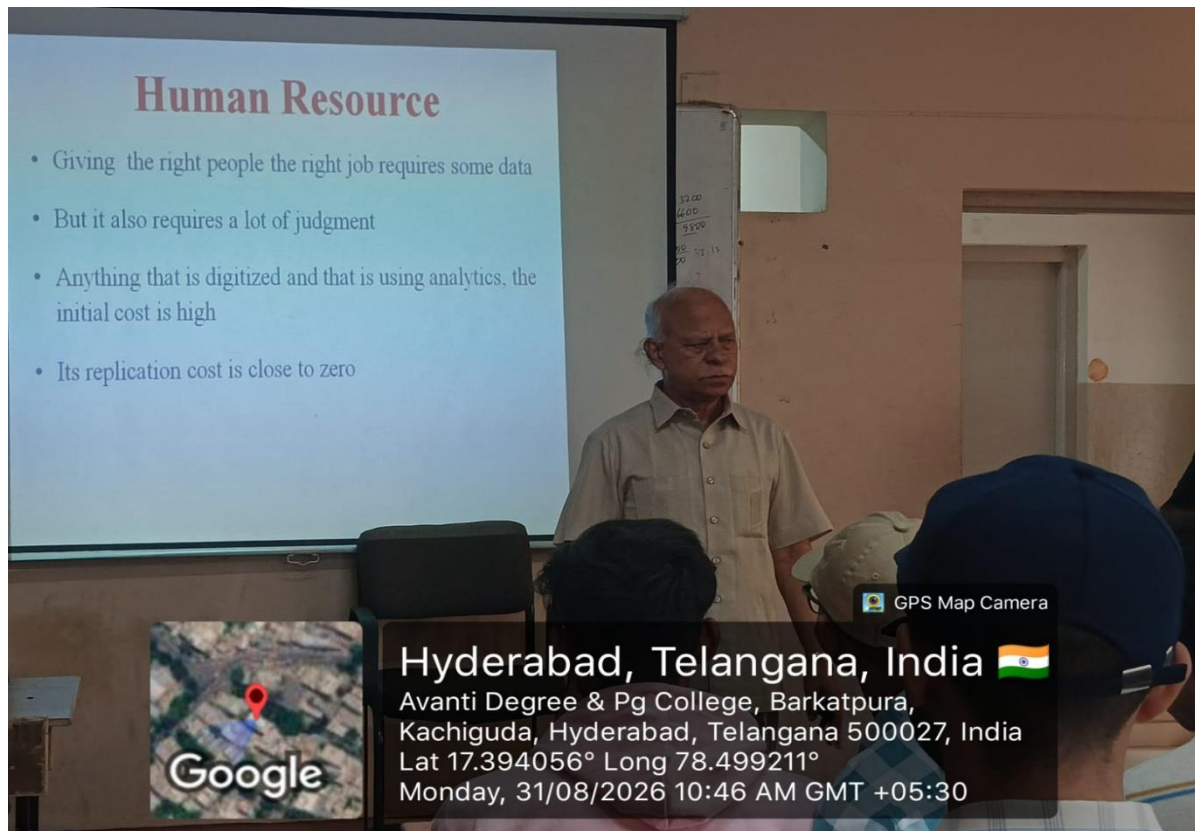


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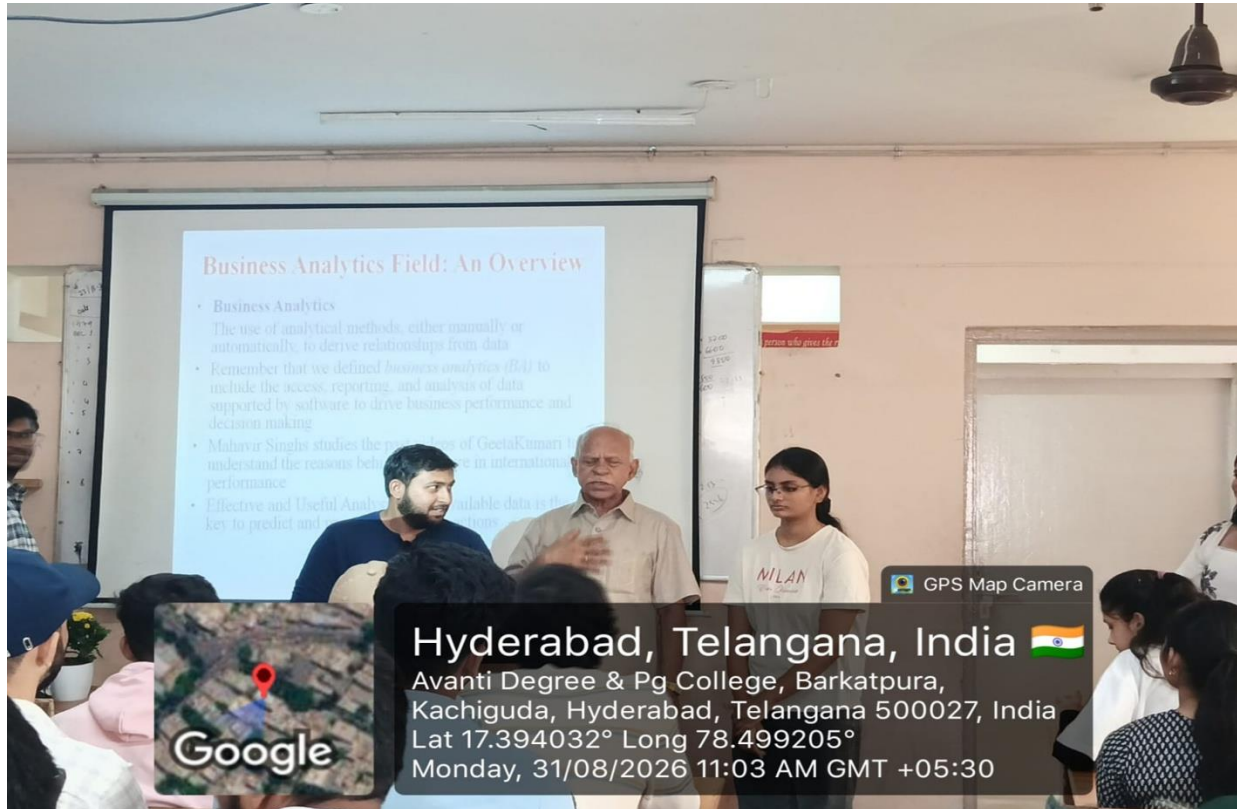


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