

DEPARTMENT OF MANAGEMENT STUDIES (BBA)

CULTURAL EVENT

1. Introduction

SWAGATAM-2024, the orientation program for the BBA Batch 2024 was held on 13th September 2024 at JIMS Greater Noida. The event aimed to welcome the incoming students and provide them with an overview of the curriculum, academic expectations, campus culture, and career opportunities. It was a well-structured event that marked the beginning of the students' journey in the BBA program, designed to instil motivation and clarity for the upcoming three/ four years.

2. Objectives of the Orientation

- **Formal Induction:** To introduce students to the BBA curriculum, faculty, and the academic structure of the program.
- **Cultural Engagement:** To offer a glimpse of the diverse cultural activities and clubs available at JIMS, encouraging students to participate actively in extracurricular activities.
- **Interaction:** To create an interactive environment for students to connect with faculty, senior students, and peers.
- **Motivation and Inspiration:** To inspire students to excel in both academics and co-curricular pursuits through motivational talks and cultural performances.

