Dr. Subhash University

A Report on Sensitization

Organizing School: School of commerce and management

Organizing Department:- Bachelor of business Administration

Event Title: Sensitization

Event Date: 23/07/2026

Venue: C - 211

Name of Coordinator :Prof.Jincy chavda

Name of Experts:- Dr. Ashok Thummar

Participation:

Girls - 34	Boys - 42	Faculties - 01	Total - 76

Objective of the Event:

The Sensitization Session, organized as a part of the Bridge Course for the newly admitted BBA Semester-I students, aimed to facilitate a smooth transition from school to university life by introducing students to the academic culture, institutional values, and opportunities available during their undergraduate studies. The session was designed to help students understand the significance of higher education, encourage a positive attitude toward learning, and prepare them for the challenges and expectations of the BBA programme. It also sought to familiarize students with the importance of innovation, creativity, discipline, and active participation in both academic and co-curricular activities.

Another key objective of the session was to inspire students to develop essential professional and personal competencies such as leadership, communication, teamwork, problem-solving, critical thinking, and adaptability. The resource person motivated students to embrace lifelong learning, remain open to new ideas, and continuously enhance their skills to meet the demands of the evolving business environment. The session also encouraged students to set meaningful academic and career goals while cultivating ethical values and a growth mindset.

Brief Summary of the Event:

The Sensitization Session, organized as a part of the Bridge Course for the newly admitted BBA and B.com Semester-I students, aimed to facilitate a smooth transition from school to university life by introducing students to the academic culture, institutional values, and opportunities available during their undergraduate studies. The session was designed to help students understand the significance of higher education, encourage a positive attitude

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