School of Branding and Advertising
(Mumbai Campus)

Important Dates for Programme:
BBA in Branding and Advertising
(Batch 2020 – 23)

Sr. No.	Details	Dates
1.	Register online (www.nmims.edu/www.npat.in)	Wednesday, December 11, 2019
2.	Last date for editable field (addition in school/program, change of exam date, change of test city)	Sunday, 26th April'2020
3.	Last date of Online Registration	Thursday, 30th April'2020
4.	Call letters available on website (www.nmims.edu/www.npat.in) for NMIMS-NPAT 2020 (5.00pm onwards)	Tuesday, 5th May'2020
5.	Conduct of online computer based NMIMS-NPAT 2020 test (Reporting time 8.45 am, Test timing 10.00 to 12.00 noon)	Saturday 9th & Sunday, 10th May'2020
6.	Call letter for Divergent Thinking Test & Personal Interview.	Friday, 22nd May'2020
7.	Conduct of Divergent Thinking Test (10:00 am to 12:00 noon) & Personal Interview (2:00 pm onwards)	4th , 5th & 6th June'2020
8.	Merit list of candidates selected for admission on website www.nmims.edu / www.npat.in at 5:00pm (I Merit List)	Wednesday, 10th June'2020
9.	Payment of admission fees (I Merit List)	11th June' 2020 to 19th June '2020
10.	Declaration of II Merit list of candidates selected for admission on website www.nmims.edu / www.npat.in after 5:00pm (if necessary)	Monday, 22nd June'2020
11.	Payment of admission fees (II Merit List)	23rd June to 30th June'2020
12.	Declaration of III Merit list of candidates selected for admission on website www.nmims.edu/www.npat.in after 5:00pm (if necessary)	Friday, 03rd July'2020
13.	Payment of admission fees (III Merit List)	04th July'2020 to 11th July'2020
14.	Commencement of program	Saturday, 01st August'2020
15.	Closure of Admission / Last date of admission	Monday, 17th August'2020

Note: The candidates must check his/her eligibility before applying for the course

NPAT dates will be announced shortly

Refund Rules

If a student chooses to withdraw from the program of study in which he / she is enrolled, the institution concerned shall follow the following five-tier system for the refund of fees remitted by the student.

Sr. No.	Percentage of Refund of Aggregate fees*	Point of time when notice of withdrawal of admission is served to HEI
1	100%	15 days or more before the formally-notified last date of admission. **(on & before 01st August'2020)**
2	90%	Less than 15 days before the formally-notified last date of admission. **(02nd August to 17th August'2020)**
3	80%	15 days or less after the formally notified last date of admission. **(18th August to 01st September'2020)**
4	50%	30 days or less, but more than 15 days, after formally notified last of admission **(02nd September to 16th September'2020)**
5	00%	More than 30 days after formally notified last date of admission. **(17th September'2020)**

In case of (1) in the table above, the deduction will be 5% of the fees paid as processing charges from the refundable amount, subject to a maximum of Rs 5,000/-.

Note: 1) The above refund rules are as per University Grants Commission (UGC) notification on Refund of Fees and Non Retention of Original Certificates of October, 2018 and are subject to revision as per UGC notification (as applicable).

2) Candidates to refer Important Dates of the respective programme.

SVKM'S NMIMS Deemed to be UNIVERSITY

SCHOOL OF BRANDING & ADVERTISING

NMIMS-NPAT® 2020

School of Branding and Advertising
(Mumbai Campus)

Admission Information Handout
BBA in Branding and Advertising
(Batch 2020 – 23)

1. Introduction

- This booklet gives information about the Admission Procedure and Admission Test of Bachelor of Business Administration – Branding and Advertising - (Mumbai,)
- Admission for above mentioned programmes is through NMIMS-NPAT 2020 and shortlisted candidates has to appear for Divergent Thinking Test and Personal Interview for further admission process.

2. Important Dates

Sr. No.	Details	Dates
1.	Start date for Online Registration	Wednesday, December 11, 2019
2	Last date for editable field (addition in school/program, change of exam date, change of test city) in the online registration form	Sunday, 26th April'2020
3	Last date for Online Registration	Thursday, 30th April'2020
4	Online Exam Date (one session per day)	09th & 10th May'2020
5	Duration of the Program	Three Years, Full time.

Note: The candidates must check his/her eligibility before applying for the course.

3. Program & Intake

Program	Mumbai Campus
BBA Branding and Advertising	120

4. Eligibility criteria for admission (Fulfilling all / applicable conditions mandatory)

4.1   A candidate must have passed **10+2 or equivalent examination** and must have obtained a minimum of **50% aggregate marks from any stream**

OR

Candidates passing **Diploma Engineering** with Minimum **50% aggregate** marks is eligible to apply.

4.2   A candidate who has passed 10+2 or equivalent examination from **IB Board** should be either IB certificate or DP awarded with 24 credits compulsory, having passed 3 HL with minimum (12 credits) & 3 SL with minimum (9 credits) mandatorily from any stream.

4.3   Candidates appearing for their final 10+2 or equivalent examination can also apply provided they meet minimum cut off marks and should be eligible & produce all the necessary documents, in original, at the time of admission.

4.4   Candidate of **CBSE & ICSE** should mention in the registration form / e-admission form (if selected) 10+2 or equivalent aggregate marks of all the subjects for which the candidate has taken & appeared for (not best of four, five, six or seven). The candidate shall have passed all the subjects taken & appeared for in the applicable examination/s.

4.5   In case mark sheet issued by the applicable Board / Institution is in percentile/s, the actual aggregate percentage of all the subjects taken & appeared by the candidate will be taken into consideration for confirming eligibility of the candidate for the program.

4.6   **Note for IB & Cambridge Candidates:** Candidates called for admission on the basis of merit list & who do not have final mark sheet will be given "Provisional Admission" based on predicted scores. Fees will be accepted from such candidate, but their admission will be confirmed on submission of final mark sheet, before the commencement of the programme.

Marksheet/Transcripts issued by Board/ University only be considered (School/Institute will not be accepted.)

4.7   Submission of AIU equivalence certificate to confirm the eligibility for the program is mandatory for those candidates who have completed their (10+2) examination from Overseas University/College.

4.8   Those candidates who have passed, or, are appearing for 10+2 examination from a Board / University where Grade Point Average is given, must produce in writing from the concerned Board/ University about the equivalent percentage for the GPA/ CGPA obtained.

4.9   Candidates above 25 years of age are not eligible to apply.

4.10   Single mark sheet with all compulsory subjects taken and passed in one attempt is mandatory, no compartmentalized mark sheet will be considered.

4.11   In any stage if it is found that, the 10 + 2 marks given by candidate in application form is different from marks actually obtained (as per mark sheet) such candidate admission will be cancelled & fees will be forfeited.

4.12   Candidate whose final mark sheet is not available at the time of admission are required to submit internet copy of result duly attested by Principal of the school / college with official seal, failing which candidate will not be admitted for the program.

4.13   Candidate will not be eligible if any subject is marked as ungraded / fail in the marksheet / grade sheet. For absent/ungraded in any of the additional/non mandatory subject will be considered as eligible provided such candidate is declared as pass by respective board.

4.14   It is sole responsibility of the candidate to ascertain whether they possess necessary and requisite qualification for admission to courses at NMIMS.

5. Admission Process

5.1) Online Registration & Payment of Registration Fee

- Visit www.nmims.edu/www.npat.in for online registration.
- Registration Fee is non-refundable.
- Candidates are given choice to register for multiple programs /Schools by paying fees for both days.

List of Schools and programs under NMIMS - NPAT 2020 are as follows:

In Engineering Category:

1) Mukesh Patel School of Technology Management & Engineering - Mumbai & Shirpur campus - B. Tech/ MBA Tech and School of Technology Management & Engineering - Navi Mumbai, Indore & Hyderabad campus - B. Tech / MBA Tech

In Non - Engineering Category:

1) Shobhaben Pratapbhai Patel School of Pharmacy & Tech. Management-Mumbai campus & School of Pharmacy & Tech. Management -Shirpur & Hyderabad campus - B. Pharm. + MBA (Pharma. Tech.)
2) Anil Surendra Modi School of Commerce - Mumbai campus & School of Commerce - Bengaluru / Navi Mumbai / Indore / Hyderabad / Dhule Campus - BBA / B. Com (Hons.)/ B. Sc. Finance
3) Sarla Anil Modi School of Economics - Mumbai campus & School of Economics - Bengaluru & Navi Mumbai Campus - B. Sc. Economics
4) School of Design - Mumbai campus - B. Des (Humanising Technology)
5) Jyoti Dalal School of Liberal Arts - Mumbai Campus - B.A. (Hons.) Liberal Arts
6) School of Branding and Advertising - Mumbai Campus - BBA in Branding & Advertising

- Online Registration Fees for a single day: For NMIMS-NPAT 2020 (Please refer online registration for payment details)
  - Rs. 1800/- plus applicable taxes for all programs of one school.
  - Rs. 3000/- plus applicable taxes for all programs of two different schools.
  - Rs. 4000/- plus applicable taxes for all programs of three different schools.
  - Rs. 5000/- plus applicable taxes for all programs of four different schools.
  - Rs. 6000/- plus applicable taxes for all programs of five different schools.
  - Rs. 7000/ - plus applicable taxes for all programs of six different schools.
  - Rs. 8000/- plus applicable taxes for all programs of seven different schools.

- Candidate must register once. Option is given to appear for **test on both the days (09th & 10th May'2020) by paying fees for both the days separately** according to the category (Engineering / Non – Engineering) as per school opted for. Fees will differ while doing registration for both days.

- Candidate who opted a school among the Engineering Category on first day of NMIMS-NPAT examination, will be able to appear for Non-Engineering category schools on next day and vice-a-versa.

- Option of date once chosen cannot be altered later/after successful completion of registration and payment.

- Candidates who attend the test on both the days, their highest scores will be considered for merit list as per the choice of school & preferences given by them.

- **If there are multiple / duplication registrations, then registration for NMIMS-NPAT will not be considered & registration fee will be forfeited.**

5.2   Instruction for uploading photo:

1.   Photos should be in .jpeg format, and dimensions should be 200 pixels tall and 150 pixels wide. Size should not exceed more than 200 kb.
2.   Photo should have either white or a lightly colored background.
3.   Eyes should be open and clearly visible.
4.   Photo should have candidates face distinctly visible, straight and at the center. Shoulder tops should be also clear in the photo. Photographs should not be more than 6 months old.
5.   Photos where candidate is seen to be wearing cap or goggles will be rejected.

5.3)   Test City List

The NMIMS-NPAT 2020 will be conducted at following centers (Cities).

Sr. No.	State	City
1	Andhra Pradesh	Vishakhapatnam
2	Assam	Guwahati
3	Delhi	Delhi
4	Gujarat	Ahmedabad, Surat, Vadodara, Rajkot, Valsad
5	Jharkhand	Jamshedpur, Ranchi
6	Karnataka	Bangalore
7	Madhya Pradesh	Indore, Bhopal, Jabalpur
8	Maharashtra	Mumbai, Navi Mumbai, Thane, Shirpur, Pune, Nagpur, Nashik, Aurangabad
9	Rajasthan	Jaipur, Udaipur, Kota, Bhilwara
10	Uttar Pradesh	Lucknow, Kanpur, Meerut, Agra, Varanasi, Noida, Greater Noida, Ghaziabad.
11	West Bengal	Kolkata
12	Tamil Nadu	Chennai
13	Chattisgarh	Raipur
14	Punjab	Chandigarh, Mohali, Ludhiana
15	Orissa	Bhubaneswar
16	Bihar	Patna
17	Uttarakhand	Dehradun
18	Goa	Panjim
19	Hariyana	Yamuna Nagar, Gurugram, Faridabad.
20	Telengana	Hyderabad

•   Candidates will be given an option to choose two test cities at the time of online registration which is applicable for the both days if candidate has opted for the test on both days.

•   Online registration form will be editable for restricted fields only i.e. addition in school/program, date of examination and change of test city. Changes will be applicable for both days if candidate has opted for test for both days. Last date for changes in above field will be 26th April'2020. Changes will not be accepted from 27th April'2020 in online registration form.

•   In case adequate numbers of candidates have not registered in any of the particular centers, such candidates will be informed to take the exam at the next available nearest center/place which will be mentioned in the admit card. NMIMS University decision in this regard will be final.

5.4   Admit Card

- All eligible candidates who have registered successfully will be called for an online test. On the basis of information indicated in the application form, the admit card for the admission test & the venue will be made available to the candidate.

- Candidates are required to download the admit card with same log in Id and password used for online registration form from website www.nmims.edu / www.npat.in.

- No candidate, without admit card or without the photograph on the admit card will be permitted to appear for the online test.

- Candidate must carry any one requisite original ID proof along with photocopy of the same while appearing for NMIMS-NPAT 2020.

    List of ID proof:
    1. Voters ID
    2. Passport
    3. School/College ID
    4. Aadhar Card
    5. Driving License (Learner license will not be accepted)
    6. 12th Admit Card
    7. PAN Card

5.5   Structure of the Test – NMIMS-NPAT 2020

The NMIMS-NPAT 2020 would be an objective type multiple-choice test. (There will be no descriptive type of questions) for both Engineering and Non Engineering. Test for Engineering is different than Non Engineering (for details please refer engineering handout).

Test will be conducted for 100 minutes; each section will have 40 questions.

The NMIMS-NPAT Exam will comprise of 3 major sections as follows:

Section	Test	For 2020		
		No. of Questions	Time in Minutes	Weightage / Marks for final Score
1	Reasoning & General Intelligence	40		60
2	Proficiency in English Language	40	100	30
3	Quantitative & Numerical ability	40		10
Total		**120**	**100**	**100**

Type of questions and difficulty level of Tests will be on SAT Pattern

6　Guidelines for physically challenged candidates

Physically Challenged will include the following (as per Person with Disability ACT of India)

1. Visually Challenged	2. Leprosy-cured
3. Hearing impairment	4. Loco motor disability
5. Cerebral palsy	6. Learning Disability / Dyslexia

Candidates who wish to request for assistance must fill in the details in the online application while registering. The candidate must upload their Disability Certificate at the time of online registration. Any request, application and/or certificate received after the closure of Registration will not be accepted and the candidate will have to appear for the test without any assistance in spite of their special status.

Each application will be reviewed on a case-to-case basis and appropriate assistance will be made available at the test center. Candidates should carry their Disability Certificate at the time of examination.

- Divergent Thinking Test and Personal Interview for shortlisted candidates.
  Candidates are required to be present in person for the below mentioned test and personal interview :
  - Divergent Thinking test (Duration 90 minutes, Total 100 marks)
  - Personal Interview (Total 50 Marks)

  (Divergent Thinking Test and Personal Interview will be conducted at the same allotted day in Mumbai Campus Only).

7　Selection Process

- All eligible candidates who wish to apply for admission to the BBA in Branding and Advertising Program of respective campus will be required to appear for online Test (NMIMS-NPAT 2020) to be conducted at various locations in India.
- The candidate will be called for further selection process on the basis of the marks obtained in NMIMS-NPAT 2020.
- The eligible candidate's call letter for Divergent Thinking Test and Personal Interview will be hosted on the NMIMS website as per important dates.
- The eligible candidate then has to appear for the Divergent Thinking Test and Personal Interview at our Mumbai Campus on the days listed in the important dates. The detailed schedule will be mentioned in the call letter.
- The decision of the institute will be final in this regard and no inquiries or correspondence in this regard will be entertained.
- The selection will be solely based on merit. The cut-off for deciding the merit shall lie solely with NMIMS.
- Admission offer is given as per merit, preference of campus (if any) and vacancy. WAITLISTED candidates have to check their merit list status as per date given on the website. SELECTED candidate should upload necessary required document at the link provided in the admission offer letter, and after verification of the uploaded documents by NMIMS admission department; the candidate will get the payment link (RTGS / NEFT details) for the payment of course fees within the stipulated time frame.
- If the candidate is selected for more than one school in the merit list and has secured admission in the preferred school; and further wishes to secure admission in the second school as per selected preference, then the candidate will be required to cancel his/her admission from the first school in order to secure admission to the school of next preference. Candidate will be admitted for a single school only.

8   Program fees: (subject to change): for information

- Program fees for 1st year (batch 2019) - BBA in Branding and Advertising - Mumbai Campus was Rs. 3,82,600/- p.a.
- Program fees for 1st year (batch 2020) - BBA in Branding and Advertising - Mumbai Campus will be declared at the time of admission.

9   Refund Rules

If a student chooses to withdraw from the program of study in which he / she is enrolled, the institution concerned shall follow the following five-tier system for the refund of fees remitted by the student.

Sr. No.	Percentage of Refund of Aggregate fees*	Point of time when notice of withdrawal of admission is served to HEI
1	100%	15 days or more before the formally-notified last date of admission. **(on & before 01st August'2020)**
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In case of (1) in the table above, the deduction will be 5% of the fees paid as processing charges from the refundable amount, subject to a maximum of Rs 5,000/-.

Note: 1) The above refund rules are as per University Grants Commission (UGC) notification on Refund of Fees and Non Retention of Original Certificates of October, 2018 and are subject to revision as per UGC notification (as applicable).

2) Candidates to refer Important Dates of the respective programme.

10 Important instruction

- Candidates will be offered Programme/Campus based on the availability of seat, candidates merit rank, preferences given at the time of online registration.

- For cancellation/ withdrawal of admission: Withdrawal / cancellation means voluntary withdrawal / cancellation by candidate for any reason.   Candidate should email at admissioncancellation@nmims.edu, the soft copy of admission cancellation form duly filled and signed , fee paid receipt copy & cancelled cheque (personal account).

The cancellation form is made available on the website (www.nmims.edu & https://www.nmims.edu/students/

- Canvassing in any form for admission will disqualify the candidature.

- All matters of dispute will be subject to the legal jurisdiction of Mumbai only.

- Please see the important dates and preserve it as a guide. All announcements from the institute will be through its web site: www.nmims.edu or www.npat.in and no individual communication will be sent to the candidates. Kindly check website regularly for any updates.

- If at any stage, it is found that a candidate does not satisfy the eligibility criteria or the information furnished by him/her in the application form is incorrect, his/her admission to the course, even if selected, will stand cancelled and fees will be refunded as per refund rule clauses.

- Candidate's uploaded documents will be verified online & if found not eligible at any stage, admission will be cancelled and fees will be refunded as per refund rule clauses.

- It is the sole responsibility of the candidates to ascertain whether they possess the necessary and requisite qualification for the admission to the courses at NMIMS.