

**SVKM's NMIMS**

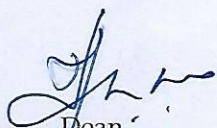
**School Name: SCHOOL OF BRANDING AND ADVERTISING Campus: MUMBAI**

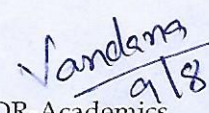
**Program Name in Full: BBA IN BRANDING & ADVERTISING**

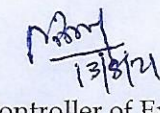
**Academic Calendar for the Academic Year: 2021-2022**

Details	Program-Sem/Trim	Start date	End Date	No. of Days / No. of weeks (Excluding Sundays)
<b>Semester I, III &amp; V</b>				
Orientation/Induction Program	BBA in Branding & Advertising	<u>18<sup>th</sup> August, 2021</u>	<u>24<sup>th</sup> August, 2021</u>	6'
Academic Instruction Duration (regular classes)	BBA in Branding & Advertising – Sem III & V	05 <sup>th</sup> August, 2021	30 <sup>th</sup> November, 2021	101
	BBA in Branding & Advertising – Sem I	<u>18<sup>th</sup> August, 2021</u>	10 <sup>th</sup> December, 2021	99'
Mid Term Test \ Internal Continuous Assessment	BBA in Branding & Advertising – Sem III & V	05 <sup>th</sup> August, 2021	30 <sup>th</sup> November, 2021	101
	BBA in Branding & Advertising – Sem I	18 <sup>th</sup> August, 2021*	10 <sup>th</sup> December, 2021*	99
Term End Exams	BBA in Branding & Advertising	13 <sup>th</sup> December, 2021	24 <sup>th</sup> December, 2021	11
Re-Exams	BBA in Branding & Advertising	21 <sup>st</sup> February, 2022	26 <sup>th</sup> February, 2021	6
Diwali Vacation		01 <sup>st</sup> November, 2021	07 <sup>th</sup> November, 2021	7 Days
<b>Semester II, IV &amp; VI</b>				
Academic Instruction Duration (regular classes)	BBA in Branding & Advertising	03 <sup>rd</sup> January, 2022	30 <sup>th</sup> April, 2022	102
Mid Term Test \ Internal Continuous Assessment	BBA in Branding & Advertising	03 <sup>rd</sup> January, 2022	30 <sup>th</sup> April, 2022	102
Term End Exams	BBA in Branding & Advertising	09 <sup>th</sup> May, 2022	14 <sup>th</sup> May, 2022	6
Re-Exams	BBA in Branding & Advertising	04 <sup>th</sup> July, 2022	09 <sup>th</sup> July, 2022	6
Winter Vacation		26 <sup>th</sup> December, 2021	01 <sup>st</sup> January, 2022	7 Days
Summer Vacation	For Faculty	30 <sup>th</sup> May, 2022	10 <sup>th</sup> July, 2022	42 Days
	For Students	16 <sup>th</sup> May, 2022	01 <sup>st</sup> August, 2022	66 Days
Convocation		20 <sup>th</sup> August, 2022		1
Commencement of First Year in next Academic year (AY 2022-23)	BBA in Branding & Advertising	01 <sup>st</sup> August, 2022*	-----	

AR/DR  
(School)

  
 Dean  
 Dr. Mukesh Sharma  
 (SoBA)

  
 DR-Academics  
 N.S. (NMIMS)

  
 Controller of Examinations  
 (NMIMS)