

**SVKM's NMIMS**  
**Academic Calendar for the Academic Year: 2025-2026**

**School Name:** School of Branding & Advertising. **Campus:** Mumbai

**Program Name/s in Full:** Bachelor of Business Administration (Branding & Advertising)

Details	Sem. / Trim.	Start date	End Date	No. of Days/Weeks (Excluding Sundays/holidays)
<b>Term I</b>				
Orientation/Induction Program (First Year of the Program)	I	17 <sup>th</sup> July 2025	23 <sup>rd</sup> July 2025	06 Days ✓
Academic Instruction Duration (Regular Classes)	I	24 <sup>th</sup> July 2025	22 <sup>nd</sup> Nov 2025	94 Days ✓
Academic Instruction Duration (Regular Classes)	III,V	14 <sup>th</sup> July 2025	18 <sup>th</sup> Nov 2025	99 Days ✓
# Mid Term Test \ Internal Continuous Assessment 1	I,III,V	18 <sup>th</sup> Aug 2025	23 <sup>rd</sup> Aug 2025	06 Days
# Mid Term Test \ Internal Continuous Assessment 2	I,III,V	22 <sup>nd</sup> Sep 2025	27 <sup>th</sup> Sep 2025	06 Days
Term End Exams	I,III,V	28 <sup>th</sup> Nov 2025	6 <sup>th</sup> Dec 2025	08 Days
Central Assessment Process	I,III,V	8 <sup>th</sup> Dec 2025	13 <sup>th</sup> Dec 2025	05 Days
Re-Exams	I,III,V	31 <sup>st</sup> Jan 2026	6 <sup>th</sup> Feb 2026	06 Days
Diwali Vacation	I,III,V	19 <sup>th</sup> Oct 2025	25 <sup>th</sup> Oct 2025	07 Days ✓

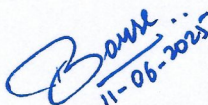
<b>Term II</b>				
Academic Instruction Duration (Regular Classes)	II,IV,VI	15 <sup>th</sup> Dec 2025	25 <sup>th</sup> April 2026	104 Days ✓
# Mid Term Test \ Internal Continuous Assessment 1	II,IV,VI	19 <sup>th</sup> Jan 2026	24 <sup>th</sup> Jan 2026	06 Days
# Mid Term Test \ Internal Continuous Assessment 2	II,IV,VI	23 <sup>rd</sup> Feb 2026	28 <sup>th</sup> Feb 2026	06 Days
Term End Exams	II,IV,VI	02 <sup>nd</sup> May 2026	11 <sup>th</sup> May 2026	08 Days
Central Assessment Process	II,IV,VI	12 <sup>th</sup> May 2026	19 <sup>th</sup> May 2025	07 Days
Re-Exams	II,IV,VI	27 <sup>th</sup> June 2026	3 <sup>rd</sup> July 2026	08 Days
Winter Vacation	II,IV,VI	26 <sup>th</sup> Dec 2025	01 <sup>st</sup> Jan 2026	07 Days ✓

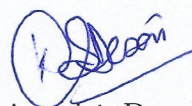
Summer Vacation	For Faculty	25 <sup>th</sup> May 2026	5 <sup>th</sup> July 2026	42 Days ✓
	For Students	12 <sup>th</sup> May 2026	16 <sup>th</sup> July 2026	66 Days
Convocation (For Final Year Students only)	11 <sup>th</sup> August 2026			
Commencement of First Year in next Academic year (AY 2026-27)✓			-----	

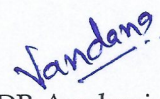
# Regular Lectures will be conducted during Mid Term Test: YES

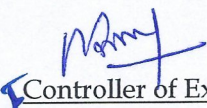
\* Parent-Student Meeting will be conducted on 4<sup>th</sup> Saturday of every month.

\*\* SMS/Email will be sent to students/parents: Once in every 15 days from commencement.

  
Course Coordinator  
NMIMS - SOBA

  
Associate Dean  
NMIMS - SOBA

  
DR-Academics  
NMIMS

  
Controller of Examinations  
NMIMS