

STUDENT RESOURCE BOOK
(2024-25)
Part-I

NMIMS (Deemed-to-be)
UNIVERSITY



Message from Vice-Chancellor

Welcome, and Congratulations on joining NMIMS!

You have joined an institution that has the legacy of developing some of the most successful professionals and industry leaders.

NMIMS is ranked among India's top universities and awarded global and national accreditations at the highest level. Our School of Business Management is AACSB accredited, and five of our Engineering programs are ABET Accredited. You have joined the University, which has a successful track record of growth. We believe in sustaining the quality of education through our assurance of the learning process and by offering a world-class learning experience. NMIMS strives toward excellence in all its endeavors. NMIMS students and faculty have earned national and global recognition. Our research and industry partnership is comparable to the best in the world.

The four pillars of NMIMS building blocks are: (a) knowledge creation that is relevant and applied, helping Society to know the unknowns, demonstrating leadership and meeting expectations in knowledge creation, and (b) enhancing teaching and learning through "Assurance of Learning" System, (c) making NMIMS known/recognized for its academic excellence and the most preferred institution of learning, and (d) aligning stakeholders and meeting their aspirations. NMIMS aims to work towards these building blocks through a culture of dialogue, collaboration, and mutual trust.

The University's innovativeness is borne by many programs visualized in a value-driven manner. NMIMS has always believed in remaining relevant and, at the same time, engaging in knowledge generation and dissemination. NMIMS faculty today is an eclectic mix of young and young at heart, having academic and industry experience, and those with national and foreign qualifications. With this mix of faculty, you will have the opportunity to learn from NMIMS's ethos to develop socially sensitive professionals and live in harmony with the environment.

NMIMS has a facilitative administrative and academic system. The Dean or Director of the Schools or Campus is the voice of NMIMS. There are appropriate channels and structures to respond to student grievances.

The student resource book guides you on university rules and regulations and will help you navigate your journey here at the NMIMS. During your stay at NMIMS, we would like to ensure clarity and transparency in our communication. The Student Resource Book (SRB) has been divided into three parts. Part I comprises University information and rules and regulations that you would need to know. Part II has school-specific details for your effective and smooth interaction with the school, and Part III has annexures. Also listed are facilities provided by the institution.

Please spend some time and go through this information carefully so that you do not miss any opportunity that NMIMS may have to offer you. The SRB contains a Student Undertaking page at the end of the document, which you are required to sign and submit to your course coordinator by the suggested date.

We would also like your support to maintain and enhance the University's image and uphold its values. We value your feedback.

Dr. Ramesh Bhat
Vice Chancellor

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Student Guidelines

(With effect from June 2024)

1 About these Guidelines:

- 1.1 These guidelines provide norms for the daily functioning of the NMIMS and ensure appropriate usage of infrastructure and effective academic delivery for students.
- 1.2 This compilation of guidelines comes into effect from June 2024 onwards and supersedes all other guidelines in respect of matters therein.
- 1.3 These guidelines are applicable for all schools & campuses under NMIMS Deemed-to-be University located across the country.
- 1.4 This document of NMIMS is student guidelines, rules and regulations. While efforts are made to ensure uniformity & consistency between these guidelines and the Rules & Regulations of NMIMS. In the event of any dispute, the Students Resource Book will prevail.
- 1.5 The management has the right to change the guidelines to meet the institutional objectives and the decision of the management will be binding on the students.
- 1.6 NMIMS has the right to make any changes as it may deem fit in terms of the program content, name of the Degree / Diploma, duration, method of delivery, faculty, refund policy, evaluation norms, standard of passing, guidelines, etc. In case of any dispute or differences about the program, the decision of the Vice-Chancellor of SVKM'S NMIMS will be final and binding on all the participants.
- 1.7 Any dispute and/or litigation arising between student/s and University/college/school shall be subject to the jurisdiction of Mumbai Court only.

2 General Guidelines:

Code of Conduct:

- 2.1 The cleanliness of the premises must be maintained by everyone in the NMIMS at all points in time.
- 2.2 Only drinking water is allowed inside the classroom. Eatables are strictly prohibited inside the classroom.
- 2.3 The use of cell phones on campus is **not** permitted. Any student found using a cell phone on campus would be penalized as per the regulations in force from time to time.
- 2.4 The students are requested to park their vehicles outside the premises at the places notified by the MCGM. NMIMS shall not bear any responsibility of the students vehicles parked outside the premises.
- 2.5 Any problem with regard to administrative facility, faculty, classrooms, etc., must be addressed through the class representative who will take it up with the course coordinator. In the absence of a satisfactory response, the student may approach in writing to the Assistant Registrar /Dy.Registrar/ Dean/Directors of the school/ Registrar, NMIMS.
- 2.6 The mode of Communication with students is via Student Portal / email /Notice Board. Students are advised to check the Student Portal / email /Notice Board at least once a day, and not rely on rumour or hearsay in any matter.
- 2.7 In case of Lecture Cancellation, the course coordinator will inform said changes to class representatives/ respective students through the Student Portal /email /Notice Board. Class representatives will not arrange any extra lectures, guest lectures, and lecture cancellations directly with the faculty on their own.
- 2.8 Classrooms are fitted with LCD projectors / Smart Boards for the utility of the faculty and the student. In case a student requires an LCD / Smart Board for his/her presentation, he/she must make a prior booking through the course coordinator. Portable LCDs if required are allotted on a first come first serve basis.
- 2.9 All students are provided with an Identity Card, which they are required, to wear **mandatorily**. Entry is strictly through Identity Card and will be monitored by the NMIMS authorities. A penalty will be levied / action will be taken for this non-compliance. If the student misplaces the original ID-Card, a duplicate ID card be issued from the school by paying the prescribed fee. ID card is used for access control to NMIMS campus.
- 2.10 Students should make use of flap barriers (wherever deployed and operational) to enter/exit school premises. Biometric Print plus ID card is a mandatory requirement at NMIMS.

- 2.11 Students must not use the ID card of any other student, in case it is noticed both the students shall be penalised.
- 2.12 In case a student forgets to carry an ID card, they should approach security and complete the process to get the requested access. Any grievances related to ID Card should be raised to biometricregistration@svkm.ac.in.
- 2.13 Fire drills are demonstrated to all the students and hence students are requested to keep safety procedures in mind at all times. Fire extinguishers are placed in strategic areas to ensure the safety and welfare of everyone at NMIMS. Tampering with fire extinguishers or any part of the fire alarm system is a serious offense and shall attract punishment.
- 2.14 Any person resorting to physical fights will amount to ragging and appropriate legal action will be viewed accordingly by disciplinary committee.
- 2.15 If any student during the tenure of studentship has a police case in his/ her name, he/she is liable for appropriate action by management/disciplinary committee as per the rules and regulations in force from time to time.
- 2.16 Any comments posted in social media, or print attempting to bring disrepute and defame the University shall be treated very seriously and shall attract severe and strict disciplinary action.
- 2.17 NMIMS has a zero-tolerance policy towards misbehaviour, discrimination of gender sensitivity, racial discrimination, indulgence into unethical practices including possession and consumption of drugs, alcoholic drinks, harassment, violence, non-obedience, non-compliance and any action that will bring disrepute/defame to the University, etc. by any student. University shall take strict legal action against the defaulters in accordance with the rules & regulations in force from time to time.
- 2.18 University will reserve the right to take action appropriately against all the defaulters including outsiders who shall be part of the above illegal act/s.
- 2.19 Photography, filming, videotaping and audio-taping in the Campus premises/ University are strictly prohibited. Student found guilty of the said act will be dealt appropriately as per the rules and regulations of the University

CODE OF CONDUCT	LINE OF ACTION
<p><u>Alcohol and Other Drugs</u></p> <p>The unlawful possession, use, purchase or distribution of alcohol, illicit drugs, controlled substances (including stimulants, depressants, narcotics, or hallucinogenic drugs) or paraphernalia or the misuse of prescription drugs including sharing, procuring, buying & selling or using differently from the prescribed use or by someone other than the person for whom it was prescribed.</p>	<ul style="list-style-type: none"> a. With immediate effect, suspension from college if the student is not able to justify/prove the reasonable ground for carrying or possessing the said drugs. b. Suspension from college pending an enquiry. c. If found guilty, concern student shall be punished in accordance with the rules and regulations which may include rustication from the school / campus / hostel. d. In case the student is involved and found guilty in selling the drugs, appropriate legal action under Narcotic Drugs Act 1985 will be taken.
<p><u>Assault, Endangerment or Infliction of Physical Harm</u></p> <p>Physical restraint, assault or any other act of violence or use of physical force against any member/staff/security of the campus or any act that threatens the use of physical force.</p>	<p>Upon written complaint with immediate effect - Suspension from attending college pending an enquiry.</p>
<p><u>Banners, Chalking and Posters</u></p> <p>Defacing of Campus property by means of Banners, Chalking, Posters, etc..</p>	<p>Severe disciplinary action will be taken.</p>
<p><u>Bullying, Intimidation, and Stalking</u></p> <p>Bullying. Bullying includes any electronic, written, verbal or physical act/body, gesture or a series of acts of physical, social or emotional domination that is intended to cause physical or substantial mental and emotional harm to another person or group.</p> <p>Intimidation. Intimidation is any body, gesture, verbal, written, or electronic threats of violence or other threatening behaviour directed towards another person or group that reasonably leads the person(s) in the group to fear for their physical well-being.</p> <p>Stalking. Stalking is engaging in a course of conduct, repeated acts or communication towards another person, including the unauthorized following, which demonstrates either an intent to put another person in fear of bodily injury or cause the person substantial mental and emotional distress.</p>	<ul style="list-style-type: none"> a. Upon written complaint with immediate effect - Suspension from attending college pending enquiry. b. Any person resorting to such an act will amount to ragging and strict appropriate legal action will be taken.
<p><u>Discrimination, Including Harassment, Based On a Protected Class</u></p> <p>Discrimination, including harassment, based on an individual's sex, race, colour, age, religion, national or ethnic origin, sexual orientation, gender identity or expression, pregnancy, marital status, medical condition, veteran status, disability or any other legally protected classification.</p>	<ul style="list-style-type: none"> a. Upon written complaint with immediate effect Suspension from attending college pending enquiry. b. If found guilty, shall be punished in accordance with the rules and regulations which may include rustication from the school / campus / hostel.

CODE OF CONDUCT	LINE OF ACTION
<p><u>Disorderly Conduct</u></p> <p>Excessive noise, which interferes with classes, school offices or other activities; Unauthorized entry into an area or a closed meeting.</p> <p>1 Conduct that restricts or prevents faculty, staff or student employees from performing their duties, including interruption of meetings, classes or events;</p> <p>2 Any other action(s) that result in unreasonable interference with the learning/working environment or the rights of others.</p>	<p>a. Warning for first default.</p> <p>b. If default continued/repeated defaulter students shall be abstained from attending for the effective lecture / event.</p>
<p><u>False Representation</u></p> <p>Provide false information or make a misrepresentation to any school office, forgery, alteration, or unauthorized possession or use of school documents, records, or instruments of identification, forged or fraudulent communications (paper or electronic mail).</p>	<p>a. Upon knowledge of false representation the student shall be suspended with immediate effect from attending college pending enquiry.</p> <p>b. If found guilty in the enquiry, shall be punished in accordance with the rules and regulations which may include rustication from the school/ campus / hostel.</p>
<p><u>Fire Safety</u></p> <p>Tampering, interference, misuse, causing damage and/or destruction of fire safety and fire prevention equipment</p>	<p>Severe disciplinary action will be taken.</p>
<p><u>Theft, Vandalism, or Property Damage</u></p> <p>Theft, negligent, intentional, or accidental damage to personal or University / SVKM property/ies</p>	<p>a. Suspension from attending college pending enquiry.</p> <p>b. Rustication from the school / campus / hostel.</p>
<p><u>Unauthorized Entry or Access / Unauthorized Use of school Facilities or Services</u></p> <p>Unauthorized entry into or presence within enclosed NMIMS / SVKM buildings or areas, construction sites, and student rooms or offices, even when unlocked, is prohibited.</p>	<p>a. Upon knowledge of the same concern student/s shall be suspended with immediate effect from attending college pending enquiry.</p> <p>b. If found guilty in the enquiry, concern student shall be punished in accordance with the rules and regulations which may include rustication from the school / campus / hostel</p>
<p><u>Weapons and Fireworks</u></p> <p>Possession or use of firearms including rifles, shotguns, handguns, air guns, and gas-powered guns and all ammunition or hand-loading equipment, knives etc.</p> <p>Possession or use of fireworks, dangerous devices, chemicals, or explosives within the premises of NMIMS / SVKM.</p>	<p>a. Upon knowledge of the same, concern student/s will be suspended with immediate effect from attending college pending enquiry.</p> <p>b. If found guilty in the enquiry, concern student shall be punished in accordance with the rules and regulations which may include rustication from the school / campus / hostel.</p>

2.20 **Discipline Norms and Penalty:**

- 2.20.1 A disciplinary committee constituted in each school, to look into all cases of indiscipline related to students. The committee comprises the Chairperson / Head of the Department, one faculty member and one staff member. The committee will hear each case and recommend action to the Dean and then to the Vice Chancellor of the University. On approval by the Vice Chancellor, action will be initiated by the school. **For names of committee members at the school level, refer to part II of SRB.**
- 2.20.2 The woman Grievance Redressal committee constituted in each school comprises the Chairperson / Head of the department, one lady member (from faculty or staff), and two more members of the school. The committee will address all related issues and recommend action to the Dean and the University. On approval by the Vice Chancellor, appropriate action will be initiated by the school. **For names of committee members at the school level, refer to part II of SRB.**
- 2.20.3 NMIMS campus including premises of all schools/colleges and hostels are earmarked as non-smoking zones. Possession and Consumption of alcoholic beverages / toxic materials/cigarettes and students present in the campus under the influence of alcohol/ toxic material/ addictive material is a serious offense. Any student found consuming of any objectionable material (alcohol, illicit drugs, controlled substances including stimulants, depressants, narcotics, or hallucinogenic drugs) will be rusticated from the hostel, school and the campus with immediate effect
- 2.20.4 Impersonation will also lead to suspension pending the enquiry and upon found guilty to be rusticated with immediate effect and subsequent deletion of the student's name from the roll of the University after enquiry.
- 2.20.5 Students indulging in Sexual Harassment will also be liable to strict disciplinary action as per University norms. Shall be suspended with immediate effect pending the enquiry. Upon found guilty the student shall be rusticated .
- 2.20.6 In all matters of indiscipline and indecent behaviour, Chancellor of the University will be the appellate authority. Ombudsman is appointed by the University who would look into such cases referred by Chancellor and their decision is final and binding. Violations if any on the part of the students will be dealt with as per the existing rules, regulations and provisions. Depending on the gravity of the Act and outcome of the enquiry, the student can be rusticated from the school. NMIMS will not be held responsible for any actions which will be initiated by the regulatory authority like police, corporation etc.

2.21 **Dress Code:**

NMIMS's visitors include corporate leaders and international visitors. For this purpose, it becomes essential to adhere to broad guidelines for dress and appearance.

Students are required to be dressed decently Tank tops, Midriff tops, Belly-tops, Sweatshirts, Spaghetti-strap dresses, Half pants, Shorts, Short skirts, Sweatpants, Exercise pants, Ripped or torn jeans and bathroom slippers, Flip-flops are not allowed).

For all functions of the School/ University, including Guest lectures, seminars and conferences, attendance is mandatory and students are required to dress in formals, Institute blazer, Tie/ Cravat, and Lapel Pin.

2.22 **Punctuality**

- 2.22.1 Classes will begin on time. Late coming is not permitted. Faculty have the authority to restrict latecomers to enter the classroom.
- 2.22.2 Students are required to be present for all events of school/ NMIMS University, including the Convocation, Sports Day, Republic Day, Independence Day, Guest lectures, Compulsory workshops, CEO Series, and other events as intimated on the Student Portal / Notice board/ email. A record of attendance will be kept. The school/NMIMS reserves the right to declare compulsory attendance for any event on or off campus. Absenteeism in events for which attendance is compulsory will be taken seriously and will be communicated / displayed on the Student Portal / Notice Board/ email from time to time and / or remark on the transcript or any other decision by the management.
- 2.22.3 Students are required to be in the city on all days of the trimester/semester. If they are leaving the city for personal or institutional work, they are required to obtain prior permission from the HOD/Director/Dean. This applies even to those students who are representing the NMIMS for social, cultural and co-curricular events.
- 2.22.4 Students are requested to honour deadlines for submissions of projects, reports, assignments, forms and any other submission to the school/University or the faculty concerned. Students cannot approach faculty members and others to change or extend deadlines.

3.0 Attendance and leave of absence guidelines for all students:

3.1 Attendance Guidelines

- 3.1.1 A student is required to monitor his /her own attendance regularly. All doubts regarding attendance should be clarified with the concerned faculty within the appropriate time (at the end of each class during recess or at the end of class hours of the day). If the student is marked absent even when present, he/she should immediately inform the concerned faculty by submitting a written application informing of his/her presence and if required to justify his/her stand.
- 3.1.2 Attendance reports of all the students would be displayed on the notice board / Student Portal on a monthly basis. If a student has any issue or finds any discrepancy in his/her attendance, he/she should inform the office in writing regarding the same within 3 days of the publication of the attendance record. No claim shall be entertained under any circumstances after that. No changes will be permitted once attendance reports are finalized.
- 3.1.3 For all absences, prior intimation through a prescribed application form is to be given to Course Coordinator. In emergent situations, intimation must be given to Course Coordinator preferably by email within 24 hours of the absence. Any absence without written intimation will be treated as unapproved and will be reflected in the records as such.
- 3.1.4 It is the sole responsibility of the student to confirm his / her email Id and parent's email Id with the school academic office.
- 3.1.5 Parents of the students shall be intimated with the attendance record of their ward if the student has less than 80% attendance monthly through email/SMS. Students have to notify the office in case of a change of any contact information of parents. Parents may be called to the school to discuss the consequences of remaining absent.
- 3.1.6 Students must refrain from approaching the visiting and full-time faculty members for attendance related issues and exemptions. They must apply to the concerned coordinator for necessary approvals.
- 3.1.7 If the student remains absent due to any medical issues he / she should submit a medical certificate along with a copy of all the medical reports to the office within 3 days of resuming the classes after medical leave. No certificate shall be entertained under any circumstances thereafter.
- 3.1.8 Final attendance of the Trimester/Semester will be published on Student Portal / Notice board after the end of the session. If the student has any issues regarding attendance will notify the Dean/Director of campus in writing. Dean/Director will ensure data is factual and act accordingly.

3.2 Attendance rules for all schools

To ensure satisfactory attendance and engagement, 100% attendance in all subjects/courses is expected. However, exceptions can be made for valid medical reasons, personal reasons, and participation in extra-curricular and co-curricular activities, placement activities, institutional work, and other approved activities. A relaxation of up to 20% absence may be granted in such cases.

3.2.1 Eligibility for Examinations:

Students who have maintained 80% or higher attendance in individual courses during a trimester/semester are eligible to appear for the respective trimester/semester-end examinations.

Attendance is considered from the date of commencement of each semester/trimester.

In case of any delay in the admission process of any particular student/ lateral admission case, attendance will be considered from the date of such admission.

3.2.2 Exceptional Cases:

In exceptional circumstances where students have an aggregate attendance less than 80% but between 70% and 80% in individual courses, the Dean/Director of the respective School will assess each case separately based on documents submitted by such students. A personal hearing at the School level will be conducted to evaluate their reasons for attendance shortfall. Following the hearing, the Dean/Director may grant an exemption of up to 10% on a case-by case basis, allowing these students to reach the minimum 80% attendance requirement. If approved, such students will be eligible to take the regular term-end examination, contingent upon the attendance exemption granted by the Dean of the respective School/Director of the individual campus. Such students will have to give an undertaking that they will comply with the attendance norms and, if found defaulting again, will be liable for appropriate action.

The decision taken by the University will be final and binding upon everyone.

Attendance requirements are summarised hereunder:

100% Attendance in each subject is expected.

Attendance% (In Individual Courses)	Remarks
80% and above in individual courses	Eligible to appear for Trimester/Semester End Examinations.
Between 70% to 80% in individual courses	The Dean/Director can consider exemption up to 10% on a case-by-case basis after giving an individual hearing. Such students will be eligible to appear for regular Term End Examination, subject to the approval of exemption from attendance from the Dean / Director of the respective School / Campus.
Below 70 % in the individual courses.	Students will be required to take re-admission. Students can opt i) re-admission in the same Semester/Trimester OR ii) re-admission in the full year of the program in the subsequent academic year

4. Academic Guidelines

4.1 Credit Structure

Credit structure is defined in terms of contact hours assigned for various academic components of a program. This includes classroom lectures, tutorials, practical sessions, projects, seminars, lab work, group work and any other academic activity for which contact hours are assigned in the curriculum. The details are as follows:

Trimester Pattern: For trimester pattern programs the credit specifications are as follows:

Details	Credit	Equivalence in hours in 10 weeks of Trimester
Theory Courses	1 credit	10 hrs.
Lab/Tutorial/Group/Presentation work	1 credit	20 hrs.
Seminar (subject to schedule throughout trimester)	1 credit	20 hrs.
Project work	1 credit	20 hrs.
Internship	1 credit	40 hrs.
Research paper/ dissertation	1 credit	20 hrs.

Semester Pattern: For Semester pattern programs the credit specifications are as follows:

Details	Credit	Equivalence in Hours in 15 weeks of Semester
Theory Courses	1 credit	15 hrs.
Laboratory Course / Studio activities	1 credit	30 hrs.
Tutorial Courses (Applicable for Technical Schools only)	1 credit	15 hrs.
Workshop-based activities *	1 credit	30 hrs.
Seminar / Group Discussion (Subject to schedule throughout the semester)	1 credit	15 hrs.
Project work & Dissertation	1 credit	30 hrs.
Internship (Max of six credits per semester)	1 credit	30 hrs. per week
Field-based Learning/Practices / Projects	1 credit	30 hrs.
Community Engagement and Service #	1 credit	30 hrs.

***Workshop-based activities:** Courses involving workshop-based activities require the engagement of students in hands-on activities related to work/vocation or professional practice. Every student is engaged in performing a skill-based activity related to specific learning outcome(s).

Community Engagement and Service: The Curricular component will involve activities that would expose students to the socio-economic issues in society so that the theoretical learnings can be supplemented by actual life experiences to generate solutions to real-life problems. 30 hrs of contact time per credit in a semester along with 15 hrs of activities such as preparation for community engagement and service, preparation of reports, etc., and independent reading and study. Thus, the total learner engaged time would be 180 hours for a 4-credit course.

4.2 Internal Evaluation: The broad components of evaluation for any course/subject may be as indicated below. The total marks for each course with a maximum that can be assigned for each component will be as per the specific requirements of school.

- 4.2.1 Mid-Term Test / Lab Work / Term Work
- 4.2.2 Class participation/ Viva / presentation / Project work
- 4.2.3 Quiz / Assignments / Case Study / Group Discussion

4.3 Every course should have at least 3-4 evaluation components. The components of ICA for respective subjects should be spelled out at the start of the trimester / semester. The approximate time of conduct of these individual components needs to be spread across the full trimester / semester.

4.4 It is the sole responsibility of the student to bring to notice any discrepancy in internal marks as soon as it is shared with them. Any changes in submitted ICA marks (after the respective teacher submitted the Dean/Director through HOD / Area chairperson) needs to have special permission and approval from the Dean/Director of the School/Campus.

Kindly refer to Part II for school specific criteria, if any.

- 4.5 Term End examination is a compulsory component. The mode of the Term End Examination will depend on Course Learning Outcomes.
- 4.6 Duration of examination
 - 4.6.1 Minimum duration of Mid -Term Examinations: 1 hr.
 - 4.6.2 Minimum duration of End-Term Examinations: 2 hrs.
 - 4.6.3 Examination duration can also be more than the above specified time as defined by respective schools.
- 4.7 The internal evaluation marks once shared with the students and finalized cannot be changed subsequently.
- 4.8 For all the programs, the weightage for each component will be specified by the Faculty and will form an integral part of the course outline (as per specific requirements of school/program). The Faculty has the flexibility to formulate and implement an evaluation system with weightage specified in course outline. While approving the courses, the HOD/Area-in-charge and the Dean/Director/ Associate Dean will ensure that the evaluation components and weightage points assigned to each component are fair. Such evaluation components should be announced to students before the commencement of course delivery.
- 4.9 For grading purpose, the weightage mentioned by the faculty in the course outline will be applied for each component of evaluation irrespective of the marks assigned to the said component for the examination.
- 4.10 The minimum 15 number of students to offer an elective course/s on the basis of the total number of students registered in that particular elective courses.
- 4.11 Project Guidelines:
 - 4.11.1 From time to time Faculty may assign projects to students in their courses.
 - 4.11.2 After submission, Faculty will also carry out checks of these reports to ensure integrity using software, which can check documents within the batch, across the batch, across past years, the worldwide web, etc. Similarity index / plagiarism is a serious offense, which is unethical and illegal. If a student is found guilty (intentionally or unintentionally), it will be considered misconduct in terms of NMIMS policies and will be dealt with as per the rules of NMIMS.
 - 4.11.3 All policies regarding confidentiality and discipline need to be adhered to by the student.

For more details on Academic / Project guidelines, refer Part II for school specific inputs.

5. Interdisciplinary Offerings (Applicable for Mumbai campus only): –

The interdisciplinary approach of selection of courses across different streams enables students to get knowledge of other domains. It is applicable for a Master's level program or final year of 4/5 years' programs. The interdisciplinary courses will be offered in two sessions as Fall Session (II week of July – III week of Nov) and Winter Session (I week of January – III week of March). The students from all schools are allowed to choose a maximum of 2 courses, 1 course from the fall session and 1 course from the winter session. Students may opt for the course from the bouquet of courses offered as an additional credit course or in lieu of any courses offered by the home school. The details of the courses offered and registration /date will be intimated to the students by the Home school (The students admitted to this school). The students have to register through the Students portal only.

6. CHOICE BASED CREDIT SYSTEM (CBCS) (Applicable for Mumbai campus only): -

The CBCS offering is a concept, which is in line with the international academic system. Students may opt for the course from the bouquet of courses offered in CBCS in lieu of a course/s dropped (as defined in their school's course structure) or take the courses offered by their Schools. The students are also allowed to choose CBCS courses as an additional subject for extra credits as a credit course or audit course. The CBCS offerings of courses will be opted from a UG Program to a UG program and PG Program to PG Program across all schools where the grading system is the same. The UG students of 1st year and PG students of Term I of 1st year are not eligible to opt CBCS courses. Students studying in the school where the teaching/exam scheme is governed by a statutory body can take only extra credit courses.

Note: For any academic grievance, student may write on grievance.academic@nmims.edu.

7. Examination Guidelines:

Any breach of the following requirements relating to examinations and assessments, whether committed intentionally or unintentionally may be regarded as "misconduct", and would be dealt with, under the Disciplinary procedure of NMIMS. Severe penalty would be imposed on the students who are found to be involved in the adoption of unfair means in the examinations.

7.1 Discipline in the Examination Hall

- 7.1.1 Students must know their Roll Number and Student No. and carry their ID card during exams.
- 7.1.2 Students who are eligible to write the term end examination/re-examination should be present in the Examination Hall at least 30 minutes before the scheduled time of the commencement of the examination. All the students, who arrive in the examination hall after the scheduled time of the commencement, will not be permitted to appear for that examination. In exceptional circumstances, the student will be required to seek written approval from the Dean/Director of the respective school / Campus or person nominated by the Dean/Director to allow to appear at the examination. Students who report late to the examination would be permitted to appear at the examination in exceptional circumstances only after they produce a written approval from the said authorities on application to be made by the student. Such a student who has reported late will not be eligible for benefit of extra time due to late arrival as well as the loss of time in getting approval from the Dean of the school in such a case.
- 7.1.3 Students are not permitted to enter the examination hall after half an hour of the commencement of the examination. Students are not permitted to leave the examination hall until half an hour after the start of the session or during the last ten minutes of the session.
- 7.1.4 Students, who are not in their seats by the time notified, will not, be permitted to appear for the examination.
- 7.1.5 Students should ensure that all their bags and other personal belongings are deposited in the designated area usually near the Supervisor's table or outside the examination hall, at their own risk. NMIMS will not be responsible for the safety and security of the same.
- 7.1.6 A student, who fails to attend an examination at the time and place published in the timetable, will be have an 'Absent' remark in the grade sheet. Opportunity for re-examination will be given according to the rules and regulations.
- 7.1.7 Students should occupy their respective seats as per the seating plan displayed on notice board/door plan.
- 7.1.8 Students are required to have and keep ready their Identity Cards issued by SVKM's NMIMS and they must produce these same for verification by the room supervisor during the examination. Students not having the said identity card with them during the examination may be denied permission to appear for the examination subject to approval from the Dean/Director of the college.
- 7.1.9 Every student present must sign against his / her Student number on the attendance sheet provided by the Room Supervisor.
- 7.1.10 Students should specifically go through the instructions given on the top of the question paper and on the front page of the answer book. They are of utmost importance.
- 7.1.11 **On the front page of the answer book the students should write only the name of the program, specialization/stream if any, trimester/semester details and course / subject for which examination is being held, number of supplementary sheets attached to the main answer book. Any extra writing on the front page or anywhere in the answer book will be treated as act of unfair means and will be dealt as per rules.**
- 7.1.12 **QUERY REGARDING QUESTIONS IN THE EXAMINATION QUESTION PAPER:** If a student has any query as regards to the contents of the question paper, he should bring the same to the notice of the examination hall supervisor without disturbing others in the examination hall.
- 7.1.13 Students are forbidden to (i) bring any books, notes, scribbling papers, mobile phones, smart watch, earbuds, calculators, laptop, Bluetooth devices or any other similar devices/things unless specifically permitted. Any such material found in possession of the student will be confiscated **University reserves the right to keep such material in its custody till the time investigation into alleged violation of rule/malpractice is completed.** (ii) smoke in the examination hall, (iii) bring eatables/ drinks in the examination hall (iv) speak or communicate in any manner to any other student, while the examination is in progress, and (v) take with them any answer-book, written or blank, while leaving the examination hall. All Such acts amount to adoption of unfair means by the student/s concerned and strict action will be taken against them. The supervisors/ authorized persons are authorized to frisk the students, needless to mention that the girl student shall be frisked by the lady supervisor.
- 7.1.14 Any method to bribe the examiner/s by attaching currency notes or letters or making an appeal inside the answer book or by any other means of communication is strictly prohibited and will result in serious action being taken by the University.
- 7.1.15 The answer books of the term-end examinations are Bar coded / QR coded and therefore, students should not write his/her name, Roll No., Student No. etc. anywhere in the answer-book and / or reveal his / her identity in any form in the answers written by him / her or anywhere in the answer book. Writing these details or putting signature amounts to revelation of identity. Use of religious invocation or any writing that is not relevant to the answers anywhere in the answer-books will be treated as attempt to reveal identity, and will be treated as an act of adoption of unfair means.
- 7.1.16 While underlining of answers for focusing attention is permitted, use of varied inks, except for illustrations and figures must be avoided. DO NOT use any symbol like encircling the question or using colour arrows for 'P.T.O'. These will all be considered as attempts to readily identify the specific answer-book.
- 7.1.17 Students should neither tear any sheet/s from the answer-book provided nor shall attach unauthorized additional sheets

to the same. All answer-books / supplementary sheets whether written or blank should be returned to the room supervisor. Carrying the answer book / any part of the answer book out of the examination hall will be treated as against rules and appropriate action will be taken against such candidate/s.

- 7.1.18 Students should not write anything on the question-paper, unless there is any typographical error/ change to be carried on the question paper on supervisor's instructions.
 - 7.1.19 Exchange of stationery, writing material, mathematical instruments, question paper etc. is strictly prohibited and will attract penalty.
 - 7.1.20 If students want anything, they should approach the Room Supervisor without disturbing other students. However, they should not leave the examination hall on any account, without surrendering his/her answer book.
 - 7.1.21 Students will not be allowed to leave the examination hall during the examination and especially during the last ten minutes. They should not leave their seats until answer-books from all students are collected by the Room Supervisor.
 - 7.1.22 A student who disobeys any instructions issued by the Invigilator's / Room Supervisor or who is guilty of rude or disobedient behaviour is liable for disciplinary action to be taken against him / her by the University.
 - 7.1.23 **Students suspected to be guilty of any of the aforesaid acts will be allowed to write their examination only after giving an undertaking in writing that the decision of the University in respect of the reported act of unfair means will be binding on them.**
- 7.2 Guidelines for Appointment and Availing facility of Scribe for the physically challenged (permanent or temporary disability) students during examinations conducted by NMIMS**
- 7.2.1 A student who may have a permanent or temporary physical disability may apply to NMIMS for appointing a scribe for the examinations.
 - 7.2.2 The student should submit an application for the purpose along-with 'medical certificate' from 'Registered Medical Practitioner' to that effect (Annexure 7) with rubber stamp of the Registered Medical Practitioner on the certificate well in advance.
- 7.3 In the following cases of students, the medical certificate of only Government Authorized Agencies would be accepted for Mumbai Campus namely:**
- a) Hearing Impaired Students: Ali Yavar Jung National Institute for the Hearing Handicapped.
 - b) Physically Challenged Students: All India Institute of Rehabilitation of Physically Handicapped
- 7.3.1 As regards the student from other campuses, the Government Authorized Agencies from those cities would be accepted.
 - 7.3.2 The scribe/ writer should be arranged by the student himself/herself well in advance i.e. at least one week before the examination and inform to the examination office of the University. The university will make arrangement alternatively if possible.
 - 7.3.3 The scribe should be one grade junior in academic qualification than the student if from the same stream.
 - 7.3.4 Since the student will be helped by a scribe, extra time of 10 minutes per hour will be allowed to such students. E.g. for the examination of two hours, 20 minutes extra time will be allowed.
 - 7.3.5 The Examination in Charge of the center will have powers to resolve issues, if any, in this regard. She/he will be authorized to make/ accept any last minute changes of scribe under exigencies.
 - 7.3.6 The said student will sit in a separate room under supervision.
- 7.4 Facilities relating to examinations for the students having Learning Disability (Dyslexia, Dysgraphia and Dyscalculia) for the purpose of examinations:**
- 7.4.1 At the time of all written examinations, all L.D. students would be given permission to use a writer. In such a case, the student concerned should submit application in writing along with all the necessary documents well before the commencement of the first examination. Also such students would get 25% additional time for writing the examination.
 - 7.4.2 These students would be given concession for not attempting the questions of drawing figures, maps, Draft, etc. where necessary in the written exams
 - 7.4.3 Concession will be given for mistakes in spelling or mathematical calculations/graphs.
 - 7.4.4 L.D students who have failed to pass a subject/s will be eligible for grace marks up to 3 per cent of the aggregate marks of the subjects in which he/she has appeared. These grace marks would be for one or more subjects.
 - 7.4.5 In case of L.D students, the medical certificate of only Government Authorized Agencies would be accepted. For Mumbai campus medical certificate from Sion Hospital / Nair Hospital only would be accepted.
 - 7.4.6 The said medical certificate must be produced at the beginning of the academic year to the admission dept. Retrospective benefit will not be given to any student in case certificate is submitted after declaration of results.
- 7.5 Rules as regards cases of adoption of Unfair means by the candidates during the University examination are as under:**
- 7.5.1 If during the course of an examination, any candidate is found resorting to any of the following acts, he/she shall be deemed to have adopted unfair means at the examination. The adoption of unfair means by the candidates during the examinations is treated seriously and appropriate penalties are imposed after following the University's rules and regulations and principles of natural justice.

7.5.2 The broad categories of Unfair Means resorted to by students of the University Examinations and the Quantum of Punishment for each category thereof: -

Sr. No.	Nature of Unfair Means adopted	Quantum of punishment
1	Possession / Actual copying from the material.	Annulment of the performance of the student at the University Examination in full. *
	Possession of another student's answer book or supplementary sheet.	Exclusion of both the students from concerned University Examinations for one additional examination. *
3	Possession of another student's answer book or supplementary sheet and Actual evidence copying from that	Exclusion of both the students from concerned University Examination for three additional examinations. *
4	Mutual/ Mass copying.	Exclusion of all the students from concerned University Examination for two additional examinations. *
5	Smuggling in or smuggling out of answer books as copying material.	Exclusion of the student from concerned University Examination for three additional examinations. *
6	Smuggling in of answer books based on the question paper set at the examination.	Exclusion of the student from concerned University Examination for four additional examinations. *
7	Smuggling in written answer book as copying material and forging the signature of supervisor.	Student concerned to be rusticated from University.
8	Attempt to forge the signature of the supervisor on the answer book or supplementary sheet.	Student concerned to be rusticated from University.
9	Interfering with or counterfeiting of University seal or answer books or office stationery used in the examination with the intention of misleading the authorities.	Student concerned to be rusticated from University.
10	Answer book or supplementary sheet written outside the examination hall or any other insertion in the answer book.	Student concerned to be rusticated from University.
11	Insertion of currency notes/ bribing or attempt to bribe any of the person connected with the conduct of the examination.	Student concerned to be rusticated from University.
12	Using obscene language/ violent threats inside the examination hall by a student at the University examination to room supervisor/ any other authority.	Student concerned to be rusticated from University.
13	Impersonation for a student or impersonation by a student in University or other examinations.	Student concerned to be rusticated from University.
14	Revealing the identity in any form (Name, Roll No, G.R. No., religious invocation etc. in the main answer book and/ or supplementary sheet).	Annulment of the performance of the student at the University Examination in the subject concerned during the examination of which the identity was revealed.
15	Found something written on the body or on the clothes while in the examination.	Annulment of the performance of the student at the University Examination in full.
16	Making an appeal to the examiner/ any person connected with the conduct of examination by using any mode of communication.	Annulment of the performance of the student at the University Examination for the subject during the examination of which student made an appeal.

*(Note: The Term "Annulment of Performance in full" includes performance of the student at the Theory /Computer based exam/ Viva/ Jury /Practical examination, but does not include performance at internal continuous assessment / Term work, project work with its term work & project submission.)

7.5.3 Students should note that material found with him / her during the examination would be confiscated and would be returned back after completion of inquiry.

- 7.5.4 If on previous occasion, a disciplinary action was taken against a Student for malpractice used at examination and he/she is caught again for malpractices used at the examinations, in this event he/she shall be dealt with severely. Enhanced punishment can be imposed on such students. This enhanced punishment may extend to double the punishment provided for the offence, when committed at the second or subsequent examination.

Practical/Dissertation/Project Report Examination:

- 7.5.5 Student involved in malpractices at Practical/ Dissertation/ Project Report examinations including act of similarity index shall be dealt with as per the punishment provided for the theory examination.
- 7.5.6 The Competent Authority, in addition to the above mentioned punishments, may impose a fine on the student declared guilty.

7.6 Examination Grievance Redressal Mechanism

(Providing Photo copies to the candidates and Revaluation)

The Grievance Redressal Mechanism as regards evaluation of answer books and timelines to be followed for the same would be as under:

- 7.6.1 The Grievance Redressal Mechanism will apply only to the 'term-end Examinations' of the University.
- 7.6.2 The above mechanism will **not apply to** practicals / oral examinations/ viva/ projects/ MCQ's in online exams/assignments/ dissertation/ presentation/ field work etc.
- 7.6.3 The application for Redressal of Grievance can be made online only through the Student Portal. Applications made through offline mode would not be considered under any circumstances.
- 7.6.4 All the students will be informed the course/module-wise marks obtained by them in the 'Internal Continuous Assessment' and 'Term-end Examination' by the Examination Office, on the date of declaration of result of the examinations of the respective class/es. The date of declaration of result shall be the date on which examination result is made live on 'Student Portal' of the University.
- 7.6.5 Under the Grievance Redressal Mechanism, a student can apply for:
- Verification of Answer book:** Under this process, on application of the student, the University verifies that (i) all the answers in the respective answer book are evaluated, (ii) marks have been allocated to each answer and carried forward to the first page of the answer book properly and (iii) totalling of the marks on the first page of the answer book has been carried out correctly.
- OR**
- Re-evaluation of the Answer book:** Under this process, the student may (i) opt to first apply for the photocopy/ies of the answer book/s and subsequently apply for the re-evaluation of the said answer book/s after going through the answer book **OR** (ii) directly apply for the re-evaluation of his/her answer book/s without applying for photo copy of his/ her answer book.
- 7.6.6 After the result declaration on 'student portal', if a student is not satisfied with the marks awarded to him/her in the Term-end Examination/s, in any course/module, s/he may apply for the Grievance Redressal **within the prescribed number of days as per the example mentioned in the table below:**

Activity under Grievance Redressal Mechanism	Time Limit	Date of Declaration of Result Example: 17th October
Application for Verification of Answer book/s	Within 3 days from the date of result declaration	Example: 20 th October
Application for Photocopy of the answer book/s	Within 2 days from the date of result declaration including holidays	Example: 19 th October
Receipt of the E-copy of Answer book/s	Latest on the 2nd day from the date of result declaration including holidays (answer books will be sent by e mail link)	Example: 19 th October (This will be immediate on application)
Application for Re-valuation of the answer book/s	Within 3 days from the date of result declaration including holidays	Example: 20 th October till 16.00 hrs.

- 7.6.7 No application, received after the prescribed number of days as mentioned in the table above, shall be entertained for any reason whatsoever.
- 7.6.8 Soft copy/ies of answer books will be available for download on the result declaration page after payment of the fees. Else soft copy of the answer book will be sent by email to the student concerned.
- 7.6.9 Copies of the answer-book/s provided by the University are only for Grievance Redressal mechanism and do not have any evidentiary value.
- 7.6.10 Any deviation from the above procedure by the student in any form shall be construed as an unfair act making him/her liable for appropriate punishment by the University. The decision of the University shall be final in this regard.

7.6.11 **Application for Redressal of grievance received after the stipulated due date shall not be entertained or accepted for any reason whatsoever. Also application will be deemed to be complete only after payment of requisite fee.**

7.6.12 The application received from the student for re-evaluation shall be placed before an external examiner for re-evaluation.

7.6.13 After following the process of re-evaluation under the Grievance Redressal, effect will be given to change in original marks on re-evaluation, if any, as under:

7.6.13.1 **If the marks of re-evaluation, increase or decrease by less than ten percent (10%)** There will be no change in the marks and original marks awarded to the candidate in the subject will be retained.

7.6.13.2 **If the marks of re-evaluation increase or decrease between 10.01% and 20%:** In such cases the marks originally awarded to the candidate in the subject shall be treated as null and void and the marks obtained by the candidate after re-evaluation shall be accepted as the marks obtained in that subject. Fractional marks if any shall be rounded off for the purpose of computing the ten percent (10%) difference in marks.

7.6.13.3 **If the marks of re-evaluation increase or decrease by more than 20%** A second revaluation of the said answer books shall be done by the examiner from the panel of examiners for the said subject and then **an average of the marks obtained in the first re-evaluation and marks obtained in the second re-evaluation shall be taken** and this shall be accepted by the University as the final marks for the said subject (fractional marks if any shall be rounded off to the next integer).

7.6.13.4 An answer book shall be sent for second revaluation to another senior examiner appointed by the Controller of Examinations in consultation with the Dean of the School or Chairperson of the Board of Studies of the University, if in the first revaluation, marks of a candidate are decreased below the passing marks or if a candidate obtains 'F' grade after the first revaluation or the marks required for securing a class from originally secured marks required for passing or for the particular class and the marks assigned by the third examiner in the second revaluation be treated as the final marks in the said subject.

The revised marks obtained by a candidate after re-evaluation, as accepted by the University shall be taken into account for the purpose of amendment of his results only and the said result shall be communicated to the student/s on the student portal. Students may note that after carrying out reevaluation, the marks obtained may increase or decrease or may not change.

7.6.14 The above difference in marks in percentage term shall be with reference to the maximum marks assigned for the term end examination of the respective subject.

7.6.15 The examiner/s for re-evaluation will be appointed by the Controller of Examinations from the panel of examiners provided by the Dean of the School duly approved by Pro Vice Chancellor and the Vice Chancellor of the University.

7.6.16 The revised marks obtained by a candidate after re-evaluation, as accepted by the University shall be taken into account for the purpose of amendment of his/her results only and the said result shall be communicated to the student/s by suitable means.

7.6.16.1 The marks awarded by examiner/s in re-evaluation shall be final and binding on the student applicant and the original examiner.

7.6.16.2 The whole process of Redressal of grievances shall be completed within a period of 15 working days from the date of receipt of application for Redressal of grievances.

7.6.16.3 In any case, the photo copies of re-evaluated answer-books shall not be provided to the student/s.

7.6.17 The outcome of Revaluation process shall be final and binding on student.

Kindly refer Part II of SRB for rules of respective schools for Internal Continuous Assessment / Term End Evaluation, Grading system, Passing criteria, method of calculation of CGPA, Re-Examination, exceptional cases – medical etc.

(To download the examination related formats go to the website nmims.edu → School → Campus → Academics → Examination).

8. Policy on Award / Prizes and Dean's / Director's list:

- 8.1 One prize will be awarded where number of students in the batch/stream is between 01 and 20, two prizes will be awarded where number of students in the batch/stream is between 21 and 59, and three prizes will be awarded where number of students in the batch / stream is > 60.
- 8.2 The criteria for award of prizes will be highest CGPA obtained by the students in the examinations of all the years of the program on programme completion.
- 8.3 For the above purpose, count of students at the final year of the programme will be considered.
- 8.4 In case of exactly the same CGPA obtained by two or more students for a particular rank, same medal may be given to the students and second and third (Silver & Bronze) medal may be given to the next ranking students.
- 8.5 Rankings would always be decided at University level.
- 8.6 Students should have passed all examinations in single attempt.
- 8.7 Lateral admission cases may be considered for ranking purpose
- 8.8 Students obtaining F grades/ATKT/ involved in unfair means or any misconduct will be ineligible to be listed in the Rank Holder List and Dean's/ Director's list.
- 8.9 The students who opt for Student Exchange program in any trimester/semester would be considered if he/she is eligible as per above criteria. However, performance at the partner University shall not be considered for award.
- 8.10 **Dean's/ Director's List:**
 - 8.10.1 10% of the batch (top 10% students) on the basis of highest CGPA will be considered to be eligible to be in Dean's/ Director's List and will get a certificate at the end of the programme. (SBM Mumbai / Campus gives yearly).
 - 8.10.2 The Dean's/ Director's list would be for each programme/ stream at each campus.

9. Guidelines for Scholarships:

- 9.1 Each year there are several student awards and scholarships announced for different schools/programs of NMIMS (as applicable school wise).
- 9.2 Students are advised to apply for awards and participate in the process enthusiastically.
- 9.3 Students are also advised to keep a good performance track record if they wish to apply for these awards. Students obtaining F in any subject or with a record of misconduct or a record of low attendance will be automatically disqualified from the awards process.
- 9.4 Certificate of merit to be given by Dean at school level.
- 9.5 The students of NMIMS can avail national scholarship under the below mentioned schemes.
 - Central Sector Scheme of Scholarships for College and University students - Department Of Higher Education
 - Merit-Cum-Means Scholarship For Professional And Technical Courses Cs - Ministry Of Minority Affairs
 - Post Matric Scholarship Schemes Minorities CS - Ministry Of Minority Affairs
 - Prime Minister's Scholarship Scheme For Central Armed Police Forces And Assam Rifles
 All the scholarships offered by UGC are available for students to apply.
- 9.6 A student who wish to apply for scholarship will have to go through school academic office.

10. Guidelines for Admission Cancellation / Payment of fees / Academic Break / Re-admission/ Submission of Documents / Admission Deferment

10.1 Admission Cancellation procedure:

For cancellation of admission, the student needs to apply online the application for cancellation of his / her seat along with original fee receipt and cancelled cheque to the admission department (if cancellation is before commencement of the programme).

- The First year candidates who have paid the fees for the academic year can withdraw the admission and be eligible for refund as per the NMIMS refund policy informed and agreed upon during the admission process.
- The student who wishes to withdraw admission should fill the application form using the url <https://nmims.edu/admission-cancellation> available on our website nmims.edu. Withdrawal request can be applied only through this link.
- Request before commencement: the admission department will process the document with the necessary approvals.
- Request post the commencement: the candidate will have to get the Clearance /No dues from all the concerned departments of the School.
- Once the process is completed, the refund of the fees (if applicable) shall be processed.
- Refund of fees, if any, will be credited to the bank account details provided by the applicant in the application. If any dues are to be collected, that will be deducted before a refund of the fees.

10.2 Payment of fees:

- 10.2.1 The promoted students for the subsequent years are required to pay the fees as per the email received from Accounts department. Late fee will be levied if fee is not paid within the due date.
- 10.2.2 Non-payment of fees within the stipulated time including the late fee period will attract cancellation of the studentship from that program.

10.3 Academic break:

Following rules are applicable for all the schools of NMIMS.

After commencement of any programme, if a student wants to take a break for certain valid reason, then he / she can do so as per the following norms :

- i. The academic break can be granted to any student by respective Dean/Director of School/campus.
- ii. The maximum period for an academic break is one year only. (in executive programmes is upto two years). This will be allowed subject to Deans approval.

10.3.1 Eligibility for Academic Break:

Academic break can be granted to any student for any of the following reasons:

- a. Serious personal medical reasons involving hospitalization, if required and supported by documents.
- b. Serious 'family' related issues.
- c. Financial constraints.
- d. In executive programme, temporary transfer to other country / city or Financial crisis/Maternity/ shift of duties/additional assignments at the work place .
- e. The Dean of respective school will approve the academic break and forward the application of the student to admission department for necessary process.

- 10.3.2 The academic break can be granted to any student at best twice during the programme as long as the total period of academic break is not exceeding one year and not exceeding the validity period of that programme.

- 10.3.3 **Payment of Fees for the academic break:** If the student has informed the Dean regarding academic break before the commencement of the relevant year and not paid the total fee for that year, then once the academic break is granted, student can pay the total fee (100%) prevalent at that time when he / she seeks re-admission.

- a. If a student wants to take academic break after the commencement of the academic year, but he / she has not attended the classes and if the fee is not paid, then while seeking re-admission he/she has to pay the total fee (100%) plus 25% of the total fee as re-admission fee to continue his studentship.
- b. If the student has paid the total fee for the entire year and then sought the academic break after commencement of that academic year in the middle of semester / trimester, then he/she has to pay 25% of the total fee prevalent at that time, towards re-admission in subsequent year.
- c. If a student has approval for an academic break on health grounds and has less than 20% attendance, the 25% fee for re-admission could be waived off as the student has not availed any facility of the institute and has not attended classes due to health reasons. The school may forward such cases to the VC office for approval.

Academic break	Fees to be paid at the time of admission after the academic break
<ul style="list-style-type: none"> Informed before the commencement of the academic year. 	100% total fee prevalent.
<ul style="list-style-type: none"> Informed after commencement, not attended classes and fees not paid. 	100% total fee + 25% readmission (prevalent).
<ul style="list-style-type: none"> Informed during the semester / trimester fees not paid for the current year. 	100% total fee + 25% readmission (prevalent).
<ul style="list-style-type: none"> Informed during the academic year and fees paid for that year. 	25% of total fees as readmission fees prevalent that year.

10.4 Re-admission rules:

A student can seek re-admission in the next academic year, in case he / she fails to fulfill the criteria mentioned under passing standards in SRB. For this purpose, he / she has to pay 25% of the total fee prevalent at that time for that program.

Students can take re-admission in the said year of the program only once. He/she can take re-admission in different years as long as the total period of the program does not exceed the validity period of that program. For example, for MBA the validity period is 4 years and for MBA Tech. it is 7 years, so a student can take re-admission maximum of two times but in different progressive years of the program. Admission to the subsequent years is subject to the maximum duration permissible for completion of the program (in years). Such admissions will be at the student's own risk of non-completion of the program during the maximum permissible duration (in years).

Sr. No.	Duration of the program (in years)	Maximum duration permissible for completion of the program (in years)
1	2 years	4 years
2	3 years	5 years
3	4 years	6 years
4	5 years	7 years
5	6 years	8 years

If a student takes re-admission in a particular academic year and is not promoted again, either as per the passing standards of the respective program or any other reason as per academic rules, then the student will not be given a second chance for re-admission. For more details, please refer to **Part II of SRB**.

10.5 Submission of certificates / mark sheets:

A student has to submit all the relevant documents / certificates / mark sheets as per the offer letter issued by NMIMS. Non-submission of such mandatory documents after the stipulated time declared by the admission department will lead to the cancellation of admission of concerned student and the admission fees will NOT be refunded.

If a student has submitted documents and discrepancy is found during verification, the admission would be cancelled and fees will be forfeited.

10.6 Admission Deferment:

The following rules are applicable to all the Schools of NMIMS.

10.6.1 Eligibility for admission Deferment:

Only those candidates who have paid the full fee or got an approval for part payment can apply for admission deferment.

The candidate has to submit an application for 'admission deferment' in admission department **before the commencement** of that program stating the reasons for admission deferment. Admission deferment can be approved only for one year.

10.6.2 Who can apply:

- Serious medical illness.
- Serious family related reasons.
- The candidate is not able to organize funds.
- Candidate's work related commitments, overseas assignments (over 6 months)

The application needs to be submitted to admission department, along with all the supporting documents for 'Admission Deferment' consideration.

An applicant who fails to obtain confirmation from Admission office of his/her deferment of admission will be deemed to have forfeited his/her position and will be deregistered from the course admitted to.

10.6.3 Process for Admission deferment:

- 10.6.3.1 Deferred admission may only be granted to first year students who have paid the required non-refundable enrolment deposit.
- 10.6.3.2 The admission department will scrutinize all the applications and forward them with comments to the concerned authorities for approval. The request to defer the offer of admission will be reviewed on case to case basis and will be granted depending on the reason stated along with the supporting documents. NMIMS decision with respect to this will be final and will not be challenged.
- 10.6.3.3 Offer of admission deferment, if not, taken in the subsequent year will lapse and the fee paid will not be refunded. Further, the applicant, if still wants to apply to NMIMS, has to undergo the admission process again as a fresh applicant.
- 10.6.3.4 The letter of deferment of admission will be issued by admission department to the applicant.
- 10.6.3.5 Students who are found to have applied to other colleges and institutes during their time away from NMIMS



- will have their admission revoked and fees will not be refunded.
- 10.6.3.6 Financial aid offers cannot be deferred. Students must reapply for financial aid.
 - 10.6.3.7 Admitted 'Transfer' students are not eligible for deferred admission.
 - 10.6.3.8 Deferrals are not automatic and, if granted, a non-refundable deposit is required to hold a place in the following year's entering class.
 - 10.6.3.9 Once the program has commenced, then even though the applicant may have not attended the classes, still he/she will not be 'eligible' for 'admission deferment'.

11 Library Rules and Regulations:

- 11.1 Use of the Library is conditional on observance of the Rules and Regulations. Users must comply with these and any reasonable request or instruction issued by library staff. Anyone failing to do so may be excluded from the Library and/or incur a fine. The Librarian reserves the right to refer any breaches of the Rules and Regulations and/or improper behaviour towards library staff for consideration within the terms of the appropriate NMIMS disciplinary procedures.
- 11.2 Access to the NMIMS Library is restricted to staff and students of the NMIMS who have a currently valid identification card issued by NMIMS and to such other persons as may be authorized by the Librarian.
- 11.3 Students must carry their NMIMS student ID card, and staff must carry their NMIMS staff identity card to get entry and to use the Library and must produce this when required by an authorized person. This card must be used only by the member to whom it is issued.
- 11.4 Bags and other personal possessions should not be left unattended for security reasons. The Library is not responsible for damage to or theft of private property.
- 11.5 Silence is to be maintained in library areas. The use of mobile phones in the Library is strictly prohibited. Phones should be either switched off or set to silent mode. Failure to comply with these requirements may result in a fine and/or exclusion from the Library. Violating the rules will lead to a student's penalty and /or three week suspension.
- 11.6 The consumption of food and beverages (except for bottled water) and personal audio equipment are not permitted in the Library.
- 11.7 Photography, filming, videotaping and audio-taping in the Library are strictly prohibited.
- 11.8 Personal equipment should not be used without the prior permission of the Librarian.
- 11.9 Users are required to comply with copyright regulations as displayed by the photocopiers.
- 11.10 Data retrieved from the Library's electronic resources *may not be used* for purposes other than teaching, research, personal, educational development, administration and management of NMIMS and development work associated with any of those mentioned above. Use of the data is not permitted for consultancy / services leading to commercial exploitation of the information for work of significant benefit to the employer of students on an industrial placement or part-time courses. Users must also comply with the specific requirements of individual data providers. Passwords must never be revealed to others.
- 11.11 Removing any material from the Library must be appropriately authorized and recorded. Damage to or unauthorized material removal of material constitutes a severe offense and may lead to a fine or disciplinary action.
- 11.12 Borrowing entitlement: Two books for ten days. One-time renewal is possible if the book is not in demand. As the Library is RFID enabled, the issue of the books will be done at self-check-in kiosk only.
- 11.13 A fine of Rs.3.00 per day per book is levied on overdue books. Students can check their account details online in OPAC (Online Public Access catalogue) and be notified of due by email. If fines or charges are outstanding, borrowing rights will be withdrawn, and passwords for accessing electronic services will be withheld until those fines are paid. Reference books, Journals / magazines and Audio/Video material are strictly to be used / viewed in the library only.
- 11.14 Users are responsible for material borrowed on their cards. They will be required to pay for any damage to, or loss of, material borrowed at replacement cost, plus an administrative charge. Borrowing rights are withdrawn while the payment is outstanding.
- 11.15 Students must wear appropriate dress (Bermuda, half pants, Short skirts, and Bathroom slippers are not allowed).
- 11.16 Access to libraries and/or borrowing rights may also be withdrawn temporarily if fees/charges in other parts of the NMIMS are outstanding.
- 11.17 The award of NMIMS qualification will be deferred until all books and other library materials have been returned and outstanding fines/charges paid.
- 11.18 For a list of electronic resources / Databases refer annexure.
- 11.19 All library users should take care of pandemic precautionary measures.

12 Guidelines for the Use of Computing Facilities:

- 12.1 NMIMS invests significant resources in the provision of computing resources for the students. In order to ensure maximum availability, computing resources must be used in a responsible way. Students are responsible for ensuring that these resources are used in an appropriate manner. All inappropriate websites are blocked for student access. The list of blocked websites is dynamically updated based on their defined global category. If any specific website requires to be accessed which is blocked with inappropriate, request to send an email to ITHelpdesk@nmims.edu. We will check the content of the website and found appropriate for access, necessary access will be granted.
- 12.2 You are strongly advised to read these guidelines & regulations carefully. Failure to comply will result in the withdrawal of your rights to use these facilities and may lead to further disciplinary action. Please also note that the regulations and guidelines are subject to change without any prior notice. The latest version of this document will be available with the Computer Centre.
- 12.3 Internet access to students will be as per the NMIMS policy. Any change request has to be routed through the Registrar in writing.
- 12.4 Food and/or beverages are allowed only in the cafeteria. Food and/or beverages (except drinking water) will not be permitted in the Computer Centre. Smoking is not permitted on the Campus premises.
- 12.5 It is important to note that all the SVKM/NMIMS premises are deployed with CCTV surveillance equipment and all the areas of the premises are recorded 24x7.
- 12.6 It is important to note that all SVKM/NMIMS is monitoring the network 24x7. All actions and logs are stored and recorded. SVKM/NMIMS has all the rights to record all actions by students on the network and use them appropriately.
- 12.7 The students of NMIMS are provided with computing facilities to support their learning and research activities. Their use for any other purpose that interferes with these primary aims, or that otherwise, acts against the interests of the NMIMS is prohibited. In the event of non-approved usage of the computing facilities, NMIMS reserves the right to withdraw access to computing facilities at any time.
- 12.8 The use of NMIMS computing facilities for students' commercial gain is prohibited.
- 12.9 Not to use/install third-party software to bypass campus Network security policies. It is prohibited and may lead to further disciplinary action.
- 12.10 Students residing in college hostels not to touch or tamper with WiFi routers and other network infrastructure installed at hostels. If any such incidents are found, may lead to disciplinary action.
- 12.11 Computer Centre facility will be provided on priority to the students of the concerned programs, where using a Laptop is not compulsory.
- 12.12 Students are not allowed to connect personal pen drives/ Laptops to the systems/smartboard installed in the classrooms.
- 12.13 **All students will be given NMIMS email id on Microsoft Office 365** and internet authentication id. They are permitted to access the internet in the computer centre or on their own laptop through this id and password only. Action will be taken against any misuse of the internet and email Id is seen.
- 12.14 Students will get a Microsoft email id for official email correspondence and to use MS Teams for online lectures and regular updates from University/School/College.
- 12.15 Do not provide sensitive personal information (like passwords) over email.
- 12.16 Students will get 15 GB of space in OneDrive to store documents for education purposes.
- 12.17 The use of computing facilities is governed by various applicable IT Acts, laws enacted by the Government of India (or any competent authority set up by the Government of India) and the rules formulated by the NMIMS.
- 12.18 It is the student's responsibility to ensure that the student's activities do not contravene these or any other laws.
- 12.19 Students using personal Laptop or any other devices for accessing campus infrastructure should have updated with the latest operating system (Windows / Mac) and antivirus patches.
- 12.20 Students must comply with all requests+ or instructions issued by any Information Systems staff with respect to the use of NMIMS computing facilities.
- 12.21 Improper behaviour towards staff in computer lab and/or while using computing facilities will result in disciplinary action.
- 12.22 NMIMS endeavours continually to provide a high level of service as regard the computing facilities. In case there is some problem with any of the services, students should lodge a written complaint in a Complaints Register available in Computer Lab. No action will be taken on any verbal complaint.
- 12.23 The Information Systems Group will regularly make various announcements regarding the availability and use of the computing facilities. Such announcements will be communicated to you through notice boards/ email placed in the Computer Lab as well as Student Notice Boards/ emails/Students Portal. It is your duty to regularly check the notice boards/ email and plan your use of the facilities accordingly.
- 12.24 The failure of any element of the computing service will not be accepted as a valid excuse of failure to reach an acceptable standard in assignments or examinations unless no other reasonable method of carrying out the work was available.
- 12.25 Disciplinary Proceedings: In the event of a breach of these regulations, your access to some or all of the computing facilities may be withdrawn depending on the outcome of disciplinary proceedings submitted by respective Disciplinary Committee. This may seriously affect your ability to complete your course of study satisfactorily.
- 12.26 If any student comes across any security incidents, please contact reportsecurityincidents@svkm.ac.in

- 12.27 These guidelines describe the reasonable and appropriate behaviour required by the Regulations for the Use of Computing Facilities at NMIMS.
- 12.28 Use only your own login id and password and don't allow the password of any account issued to you to become known to any other person. If you allow another person to use your account, it must be in your presence, under your supervision and only for assistance or collaboration. You remain responsible for that person's use of your account and must identify that person to the NMIMS authorities if any breach of university regulations is suspected in connection with that use.
- 12.29 It is recommended a strong password must be at least 8 characters long. It should not contain any of your personal information – specifically your real name, user name, or even your company name. It must be very unique from your previously used passwords. It should not contain any words spelled completely.
- 12.30 Use of any faculty member user name and password to access IT infrastructure including smartboards is prohibited and may lead to disciplinary action.
- 12.31 You should not copy or share other's data resulting in data theft of any kind under the IT Act. Any act of such nature if found then the concerned student shall give explanation as to the said act amount to theft. If authority does not found the explanation given as satisfactory then the said student shall be penalised as per the rules and regulations framed by the University from time to time.
- 12.32 Do not use or adopt any name or alias or user reference whether real or fictitious other than your own.
- 12.33 Request to be placed only for required resources or access rights that you need.
- 12.34 Once logged in, do not leave IT facilities unattended in an unlocked room. You must log out at the end of each logged in session unless prevented by system failure. Failure to do so may leave the account open for others to use. The NMIMS accepts no responsibility for any loss to a user consequent upon a failure to log out correctly at the end of a session.
- 12.35 Removal, borrowing, connecting or disconnecting of any IT equipment is not permitted. Neither deliberately introduce any virus, worm, Trojan horse or other harmful or nuisance program or file into any IT facility or network / campus, nor take deliberate action to circumvent any precautions taken or prescribed by the institution to prevent this.
- 12.36 Do not in any way cause any form of damage neither to the NMIMS IT facilities nor to any of the accommodation or services associated with them.
- 12.37 Without the permission of the account owner or system administrator, do not hack, access, copy, delete or amend or attempt so to do the computer account, information or resources of another user
- 12.38 Do not initiate or perpetuate any chain email message. Do report immediately to the 'postmaster' the receipt of chain email messages forwarding the email message wherever possible.
- 12.39 Students do not click on links or attachments from senders that they do not recognize or ask for something which is not regular in nature.
- 12.40 You should not deliberately create, display, produce, store, circulate or transmit defamatory or libelous material.
- 12.41 Transmission of unsolicited commercial or advertising material on NMIMS network / Campus is prohibited.
- 12.42 Do not deliberately create, display, produce, store, circulate or transmit obscene material in any form or medium.
- 12.43 Never monitor, read and disrupt network traffic inside the campus.
- 12.44 Do not make deliberate unauthorised access to facilities or services accessible via the NMIMS Local Area Network (LAN).
- 12.45 Appreciate staff effort or networked resources, including time on end systems accessible via LAN and the effort of staff involved in the support of those systems.
- 12.46 Do not deny service to other users including deliberately or recklessly overloading access links or switching equipment.
- 12.47 You must adhere to the terms and conditions of all license agreements relating to IT facilities, which you use including software, equipment, services, documentation and other goods.
- 12.48 You must use the IT facilities only for academic, research and administrative purposes together with limited personal use. Such personal use is allowed as a privilege, not a right, must conform to these guidelines, and should not incur unreasonable costs or have an adverse impact on resources or services.
- 12.49 Students are prohibited from viewing any Pornographic material in computer Centre or on any other computer or IT system inside NMIMS campus or storing child pornography, Playing Games, hacking into networks and other computers, spamming and sending junk mail, and causing damage to IT infrastructure. If found so, appropriate disciplinary action will be taken.
- 12.50 You must obtain prior permission to use computers for commercial or outside work including the use of IT facilities to the substantial advantage of other bodies such as employers of placement students.
- 12.51 Student's requests related to additional Internet Bandwidth requirements for special access to events, a request should reach IT helpdesk minimum 72 hours in advance.
- 12.52 Do not interfere with or change any hardware or software; if you do, appropriate action will be taken to make it right.
- 12.53 Do not interfere with the legitimate use by others of the IT facilities; do not remove or interfere with output belonging to others.
- 12.54 Game software loading onto, or play games software on, the IT facilities unless required for academic purposes.
- 12.55 Neither admit any other person to computer facilities or other NMIMS premises when those facilities or premises are locked nor enter unless authorised to do so.

- 12.56 You must respect the rights of others and should conduct yourself in a quiet and orderly manner when using IT facilities.
- 12.57 You must immediately vacate any IT room when asked to do so by any person who has legitimately booked that room and must not leave processes running or files printing or otherwise interfere with the work of that person. Failure to cooperate gives that person the right to switch off the workstation that you are using.
- 12.58 **Important:** In the event, the guidelines are not followed and there is a consequent damage to any computing facility, NMIMS reserves the right to charge students for the cost of rectification of such damage and/or take further disciplinary action.
- 12.59 Student requests related to additional internet Bandwidth requirements & any IT related special access to any events, a request should reach IT helpdesk a minimum of 72 hours in advance with approval of HOD OR Registrar inform of Email and IT request form.
- 12.60 Students are not allowed to change the default settings of Desktops/smartboards installed in the classrooms, Conference Rooms & Board rooms (except prior approval intimation).

13 Students Portal (Learning Management System):

- 13.1 Student Portal is a Web-based learning management system designed to allow students and faculty to participate in classes delivered online or use online materials and activities to complement face-to-face teaching.
- 13.2 URL: Access Portal through <https://portal.svkm.ac.in/usermgmt/login>
- 13.3 Login Policy: Default User ID is Student's SAP number and the Password will be mailed by the Admin / Course Coordinator
- 13.4 Change Password: Students are recommended to change their password after first login for safe surfing.
- 13.5 Email Update: Users need to change/update their email id & contact number for getting regular notifications.
- 13.6 Course links: Your login will contain only the current trimester/semester course list.
- 13.7 Announcements: Announcements related to the course and other activities are published in the Announcements section.
- 13.8 Library: It will be a single gateway for all library data like Question Papers, Syllabus, Notices, etc.
- 13.9 Remote Access to Databases: Remote access to all the web-based databases subscribed by SVKM & NMIMS Libraries globally.
- 13.10 Assignments / Assessments: Assignments can be uploaded and will be graded by faculty. Online scores will be stored. All types of assessments can be conducted online.
- 13.11 Academic Content: Syllabus, SRB, Teaching Scheme, Class Time-table, etc. can be uploaded.
- 13.12 Course Content: All course related reading materials (ppts/notes/videos/links) can be published.
- 13.13 Examination related content: Results and exam timetable can be made available. Online examination is conducted on the portal. The SAP education exam is conducted online.
- 13.14 Admission Related content: Admission Notices can be published.
- 13.15 Assessment (Internal/External): Tests can be conducted on the Portal. Internal/External marks for respective courses will be published on the Students Portal.
- 13.16 Faculty Feedback: Faculty Feedback is accepted online for respective trimester/semester.
- 13.17 Online Similarity Index: Students / Faculty can check the Similarity index through this feature.
- 13.18 Groups: Groups can be created by faculty for assessments, File Exchange, Discussion Board, etc. for their Courses.
- 13.19 Student Discussion Board / Chat: This tool can be used by students and faculty to interact and discuss topics related to their respective courses.
- 13.20 Hostel Application: Students can book Hostel through the portal (where online admissions are done)
- 13.21 Mobile Application: available for student attendance, assignment, survey, Display ICA marks, and notification can be viewed.
- 13.22 Student Service: Students are benefitted from students' portal for Name validations as required for mark sheets, photo upload, railway concession, bonafide certificates, and Letters of recommendation (LOR), whenever required. Registration and allocation process for CBCS and Interdisciplinary courses.
- 13.23 Selection of Electives: options are available for MPSTME students to choose Open Electives.
- 13.24 The student grievance processes have been incorporated into the Learning Management System (LMS)
- 13.25 Online survey feature has been implemented in the student portal.

Help – Assistance: mail to portal_app_team@svkm.ac.in or phone no: 022 - 42199993

14 Feedback Mechanism:

NMIMS has a well-established online feedback mechanism through Student Portal for communication of perceptions. The components of this feedback mechanism are:

- 14.1 Feedback at the end of the third week of every trimester/Semester. Dean / Director /Programme Chairperson/HOD will meet students personally, if applicable.
- 14.2 Online Feedback through the Students Portal is taken using a questionnaire preferably in the last session of every course in each trimester/Semester. This feedback is compiled and statistics are placed before each faculty member by the end of the trimester/Semester.
 - 14.2.1** All students should get involved in this mechanism seriously as it truly helps the NMIMS improve the quality of services and teaching provided.
 - 14.2.2** These are open-ended questions in which students can reflect learning and teaching aspects of the course.
 - 14.2.3** NMIMS uses feedback to improve the teaching-learning process proactively.
 - 14.2.4** While sharing the feedback to the faculty members, the student's identity is kept confidential.

15 Mentoring Programme / 'Psychologist and a Counsellor':

15.1 Mentoring Programme:

Students (as applicable school wise) have been assigned faculty mentors whose role is to help assimilate the NMIMS culture, facilitate intelligent choice making regarding the selection of courses, and help identify resources needed by all students. Do meet your faculty mentor regularly as per their convenience and availability.

15.2 Psychologist and a Counsellor:

A Psychologist is a non-judgmental, trained professional who understands, ensures privacy and confidentiality and guides you by giving choices so that you make the right decision. This process is facilitated using realistic, structured, and research-based therapy.

Managing emotions is vital to ensure all-rounded progress in life. We need to break the old walls of myths and misconceptions to learn something new. Visiting a counsellor (Psychologist) enables us to relearn more helpful, progressive, reality-based thinking.

Personal counselling is essential at every step in life, even at the corporate level. What we think about situations affects our subconscious mind and interferes with our present-day life.

As normal human beings at any given time in life, we could go through challenges and have no one to share with or guide us. We often do not share our issues with family or friends due to the fear of upsetting them. We worry that perhaps they may not understand or could become judgmental. At such times, we recommend Personal Counselling.

- i. "I cannot concentrate or focus nor can I sleep, at times, I get so scared that I go blank in my exams!"
- ii. "Since the time he left me, I cannot put my attention to anything I will not be able to live anymore.....can't bear it if she is not in my life!"
- iii. "I have lost my confidence I feel worthless /hopeless; no one loves me. I don't want to live anymore"
- iv. "I feel nobody understands what I am going through..." (People become judgemental instead of understanding and supporting) "I feel people invalidate my feelings."
- v. "I do not know whom to share my feelings with. Where do I seek help? Who will be able to help me?"

Have you had any of these repetitive thoughts or faced a rejection that you cannot cope with?

Have you reacted very angrily at first and then later realised that reacting to the event was not needed and in the process, you harmed the relations you had with your friends and family? Do you not know what went wrong then? Do you not understand what triggered you?

Just as we would treat a sprain with some ointment, we try to heal our emotional pain independently. When the sprain is not healing, we visit the doctor, and similarly, one sees the psychologist sometimes when we are unable to clear our emotional challenges on our own. The counsellor needs to check how deep your wound is, and usually, you are helped through therapeutic counseling.

We may be unaware of our behaviour's implications on others, but it eventually could affect our relations in daily life at home, in class, or at work. When past emotional situations are not dealt with therapeutically, we could develop unhealthy negative thoughts and feelings that we need to be aware of. They could again lead to complications and affect our performance, decision making, logical thinking, studies, relationships and career. This continued stress can gradually affect our body and physiological health causing hypertension, respiratory ailments, gastrointestinal disturbances, migraine and tension headaches, skin conditions and ulcers. Understanding the mind body connect is very essential.

The biggest myth is that being emotional is to be weak, so often, we push all our emotional issues under the carpet and then take up unhealthy habits like smoking, drinking, and substance abuse to escape from our reality. We hope to feel better, which lasts only for a short term. On the other hand, creating long term damage may lead to unhealthy dependency.

NMIMS wants to ensure the holistic development of the students. We understand, that to perform at your highest potential in your academic journey, your emotions and mental health need to be well regulated and balanced. Therefore, have appointed a team of psychologists who you connect with via call or email and set up a session to discuss any concern that may be affecting you. (022-42332225 or email Nazneen.raimalwala@nmims.edu / 022-42332218 or email Malvika.rao@nmims.edu)

World Health organisation and the U.S. National Library of Medicine articles:
National Library of Medicine: Psychosomatic disorders in developing countries:
www.ncbi.nlm.nih.gov/pubmed/16612204
WHO | Prevention of bullying-related morbidity and mortality:
www.ncbi.nlm.nih.gov/pubmed/16612204

16 Rules for participating in National/International Level Contests: All contests have to be routed through the Faculty in charge of Student Activity/HOD.

- 16.1 All contest notices, posters, letters; leaflets will be posted on student notice boards as well as on student email groups.
- 16.2 All student contests are classified as follows.
 GRADE A: National and International level contests of very high repute.
 GRADE B: National level contests of high repute.
 GRADE C: Local and National level contests
 The respective school heads will make the classification of a contest in Grades A/B/C.
- 16.3 The classification of the contest will determine the selection, reimbursement and appraisal of the students.
- 16.4 **Reimbursements** (Applicable only for National Contest)
 - 16.4.1 Students going for GRADE A will be provided with 100% reimbursements for travel (Non A/C Sleeper class/ 3 tier) to and fro from the contest destination.
 - 16.4.2 Students going for GRADE B and C contests will be provided 100% reimbursements for travel (Non A/C Sleeper class/ 3 tier) to and fro from contest destination, provided that they have won the contest (1st or 2nd place only).
 - 16.4.3 All reimbursements are subject to the approval of the head of the school and are hence subject to change.
 - 16.4.4 All reimbursements will be made only after the student has returned from the contest. All bills, tickets of the travel and copy of certificates will have to be retained and submitted.
 - 16.4.5 All students claiming the reimbursement will have to submit all details to the AR / DR of the school for processing through the accounts department.
- 16.5 **Contest Winners:**
 Any student who has won any contest is required to provide full details of the contest and award won to the faculty (video clip / photographs/reports etc.) within 7 days of winning the contest. Any student failing to submit details of contest won within 7 days will not be considered for appraisals.

17 Guidelines for Convocation

- 17.1 The Annual Convocation will be held for all Full Time and Part Time programs of NMIMS.
- 17.2 Only those students who have fulfilled the requirements of the program will be eligible to receive their degrees/diplomas at the Convocation. These requirements include migration certificate, attendance requirements, submission of all assignments and projects, clearance of all dues from various departments like accounts, hostel, library etc., and passing of all examinations and any other deliverables to the school/ NMIMS.
- 17.3 In case any student is found ineligible to receive a degree/diploma on any account, he/she may apply for consideration of his case at least 48 hours before the Annual Convocation. The decision of the management will be final and binding. No last minute requests for reconsideration will be entertained.
- 17.4 Students will be given a set of guidelines by school authorities and they are required to follow these guidelines for effective conduct of the event.

18 Roles and Responsibility of Class Representative and Student Council

18.1 Class Representative:

The Class Representative serves as an important link between his/her division, the faculty & administration. The CRs for each division are selected by class vote for students who wish to nominate themselves for the post. The major roles & responsibilities include:

- i. Serving as the sole point of contact between faculty & students
- ii. Co-ordinating the scheduling of lectures, assignments & formation of groups
- iii. Resolving student grievances
- iv. Relationship building & co-ordinating with CRs from other divisions
- v. CRs cannot cancel / Reschedule lectures directly with Faculty
- vi. Any additional responsibility assigned by school heads.

18.2 Student Council:

NMIMS University Students' Council (NUSC)

The NMIMS University Students' Council is the apex student body of the University and has a representation from students across schools and campuses of NMIMS University. The primary objective of the student council body at the University level is to assimilate and integrate students of NMIMS from all the constituents and schools across various campuses in Mumbai and other locations and to provide the students with a platform to harness their creative activities. The NMIMS University Student Council (NUSC) promotes collective and constructive leadership within the student community.

The major roles and responsibilities of the Students Council include:

- Providing a holistic and integrative platform to encourage interaction between various streams and courses.
- Organizing a University Day, with the intent of executing and planning parallel activities and events across all schools and campuses.
- Organizing a University-level Cultural/ Sports festival, to encourage participation and assimilation for the holistic development of all students.
- Promoting and publishing student success stories on social media platforms and forums to garner responses for the various accolades and accomplishments.
- Organize activities that are in the larger interest of the student community.

From each school/campus two student council representatives will constitute the NMIMS University Student Council (NUSC). The names of representatives are finalized by the Dean/Director/Head of the respective school. The NUSC comprises executive committee positions i.e.: President, Vice President, General Secretary, and Treasurer, along with Head of Departments and other council members representing schools and campuses across NMIMS University. The executive committee represents and coordinates with the council members for various activities and every academic year is selected through a formal selection procedure (consisting of voting and personal interviews etc.) involving the Faculty Advisor/ faculty members & existing Council members.

18.3 Student Council (School Level)

The Student Council is the apex student body at every school and represents the full-time students. The Vice-President, General Secretary, and Cultural Secretary along with a team of executive members and course representatives support the President and share responsibility for each student body & activity on campus. The Council for every academic year is selected through a formal selection procedure involving faculty /Admin heads of the School & existing Council members. The major roles & responsibilities include:

- 18.3.1** To serve as a formal communication channel between the students, faculty and administration.
 - 18.3.2** To navigate all student-related activities at NMIMS and facilitate a better life on campus.
 - 18.3.3** To spearhead the organisation & co-ordination of the Corporate Festival, the Cultural Festival, & other Events.
 - 18.3.4** To assist all public relations activities and supervise student publications & newsletters at NMIMS
 - 18.3.5** All the cell activities have to be routed through the President of the cell, General Secretary of Council (Budget and Release of Money), HOD/Dean/Director, Accounts Department – In case of Release of Money.
 - 18.3.6** Communication and Invitations of events / guest lecturers / workshops etc. conducted by cells and council have to be informed to the HOD/Dean/Director, well in advance.
 - 18.3.7** For the major events prior to a formal invitation to be given to all the senior management
 - 18.3.8** Submit a trimester/semester report at the end of every trimester/semester to faculty In-charge.
- For more school specific details, kindly refer to Part II of SRB.**

19. Interface with Accounts:

19.1 All students who are working for placement, contests, co-curricular, extra-curricular and any other activities for and on behalf of NMIMS that need funding and accounting from NMIMS, are required to prepare budgets for all their expenses well in advance and obtain approval from the Management. Once the expenses are incurred, they must be settled within 72 hours along with the report of activities.

19.2 Re-examination Fees:

The students who have failed and wish to re-appear for an examination will be required to pay re-examination fees, which shall be determined from time to time and communicated through suitable mechanisms.

19.3 Re-Admission fees:

A person who is not allowed to progress to the next year due to rules regarding failures in multiple courses/subjects shall be required to take re-admission and attend all the classes of that academic year. He will be required to pay re-admission fees, which will include tuition fees and other fees as prescribed from time to time.

19.4 Re-Registration Fees:

A Diploma student who fails in a course/subject shall be required to re-register himself in that course for the next year by paying re-registration fees, which shall be determined from time to time and communicated through suitable mechanisms.

19.5 Hostel Deposit Refund:

Location: NMIMS Accounts Department

Procedure:

19.5.1 Please procure the signature of the Hostel in-charge on the receipt.

19.5.2 Submit the signed Hostel Deposit Receipt to Accounts Department along with Application for Refund as per Annexure 9.

19.5.3 Please attach copy of cancelled cheque for your own account or your parent's account. Same particulars of the bank account to which refund is to be sent are to be mentioned on the Application for Refund form.

19.5.4 Please allow a period of 3 weeks for the issue of the Refund.

19.6 Library Deposit and Security Deposit Refund:

Location: Course Coordinator

Procedure:

19.6.1 On completion of program (course), course coordinator would co-ordinate with all students for Student Bank account details (for NEFT Transfer). The same is required for a refund of Library and Security Deposit

19.6.2 Please allow a period of 3 weeks for issue of the Refund through NEFT

20. University level: Anti-Ragging Committee / Women Grievance Redressal Cell / Internal Complaints Committee / University Student Grievance Redressal Cell / Caste Based Discrimination by SC/ST/OBC students/ Ombudsman.

20.1 Ragging: Ragging of fellow students in any form is strictly prohibited inside and outside the campus. Any student/s found guilty of ragging and/or abetting ragging, whether actively or passively, or being a part of a conspiracy to promote ragging, is liable to be punished as per the rules. Ragging often ends up in sexual or physical harassment of the victim. The institute maintains a zero-tolerance policy towards ragging. All issues in this regard will be dealt with utmost urgency and stringent action will be taken against those involved.

To help students, Committees have been formed at the University level and School level, please refer to Part II of SRB.

Committee members will be modified if there is any change.

It is mandatory as per the Hon. Supreme Court & UGC/MHRD Regulations that all students fill in an Anti Raging Undertaking, each year. To make the process easy MHRD has developed an ONLINE Facility. You are requested to fill in the College name followed by SVKM's NMIMS Deemed to be University while filling out the online form. Students can fill out an Undertaking ONLINE at any of the links: www.amanmovement.org (OR) www.antiragging.in.

Anti-Ragging Committees:

University Level				
	Name	Designation	E-mail ID	Contact no.
1.	Dr. Bala Krishnamoorthy, Professor	Chairperson	Bala.Krishnamoorthy@sbm.nmims.edu	022 42355555
2.	Dr. Hari Kumar Iyer, Professor	Member	Harikumar.Iyer@sbm.nmims.edu	022 42355558
3.	Dr. Preeti Khanna, Professor	Member	Preeti.Khanna@sbm.nmims.edu	022 42355557
4.	Dr. Minu Mehta, Professor	Member	minu.mehta@nmims.edu	022 42355759
5.	Ms. Deepali Kamle, Asst. Professor	Member	deepali.kamle@nmims.edu	022 42355555
6.	Juhu Police Station	Member (Police)	juhupolicestation@gmail.com;	022 26183856
7.	NGO representatives will also be part of this committee.			
At Hostels, Mumbai				
1.	Shri Harshad H. Shah	Member	harshad.shah@svkm.ac.in	022 42199999
2.	Dr Meena Chintamaneni	Member	Meena.Chintamaneni@nmims.edu	022-42355555
3.	Prof. Seema Mahajan	Member	seemam@nmims.edu	022 42355555
4.	Dr. Ashish Daptardar	Chairperson	Ashish.Daptardar1@nmims.edu	022 42355555
5.	Mr. Venugopal K	Member	Venugopal.k@nmims.edu	022 42355555

20.2 Women Grievance Redressal Cell:

	Name	Designation	E-mail ID	Contact no.
1.	Prof. Sangita Kher, I/c Dean, ASMSOC, NMIMS	Chairperson	sangita.kher@nmims.edu	022 42355555
2.	Dr. Ketan Shah, Professor & HOD, MPSTME	Member	ketanshah@nmims.edu	022 42355555
3.	Ms. Karuna Bhaya, Finance Officer, NMIMS	Member	KarunaB@nmims.edu	022 42355555
4.	Dr. Meena Galliara, Director, Centre for Sustainability Management & Social Ent	Member	Meena.Galliara@sbm.nmims.edu	022 42355555
5.	Mr. Paramanand Rajwar, Deputy Registrar, Administration	Member	Paramanand.Rajwar@nmims.edu	022 42355555
6.	Dr. Ashish Daptardar, In-charge Registrar	Member Secretary	Ashish.Daptardar1@nmims.edu	022 42355555
7.	NGO Representatives will also be part of this committee			

20.3 Sexual harassment: Sexual harassment on campus or outside campus is unlawful, as well as unethical, and will not be tolerated. All issues in this regard will be dealt with utmost urgency and stringent action will be taken against those involved. As per high court order, a committee has been formed to look into all such complaints.

Internal Complaints Committee:

	Name	Designation	E-mail ID	Contact no.
1.	Dr. Meena Galliara, Professor, Centre for Sustainability Management & Social Ent.	Chairperson	Meena.Galliara@sbm.nmims.edu	022 42355555
2.	Dr. Ketan Shah, Associate Professor, MPSTME	Member Secretary	ketanshah@nmims.edu	022 42355555
3.	Ms. Karuna Bhaya, Finance Officer, NMIMS	Member	KarunaB@nmims.edu	022 42355555
4.	Ms. Vandana Kushte, Dy. Registrar	Member	Vandana.Kushte@nmims.edu	022 42355555
5.	Dr. Vinod Malap, Dy. Registrar, HR	Member	Vinod.Malap@nmims.edu	022 42355555
6.	Majlis Legal Centre	NGO Representative		
7.	Ms. Sakshi Taparia	Student Representative		
8.	Ms. Madhumita M.	Student Representative		
9.	Ms. Tanya Kulkarni	Student Representative		

20.4 University Student Grievance Redressal Committee:

	Name	Designation	E-mail ID	Contact no.
1.	Dr. Hari Kumar Iyer	Chairperson	Harikumar.Iyer@sbm.nmims.edu	022 42355555
2.	Dr. Ketan Shah	Member Secretary	KetanShah@nmims.edu	022 42355555
3.	Ms. Karuna Bhaya	Member	KarunaB@nmims.edu	022 42355555
4.	Dr. Meena Galliara	Member	Meena.Galliara@sbm.nmims.edu	022 42355555
5.	Mr. Paramanand Rajwar	Member	Paramanand.Rajwar@nmims.edu	022 42355555
6.	Dr. Ashish Daptardar	Member Secretary	Ashish.Daptardar1@nmims.edu	022 42355555
7.	Ms. Tanya Kulkarni	Student Representative	Tanya.kulkarni@nmims.in	022 42355555

20.5 Caste Based Discrimination by SC/ST/OBC Students:

	Name	Designation	E-mail ID	Contact no.
1.	Dr. Meena Chintamaneni	Member	meena.chintamaneni@nmims.edu	022 42355555
2.	Dr. Vinod Malap	Member	Vinod.Malap@nmims.edu	022 42355555
3.	Dr. Paramanand Rajwar	Member	Paramanand.Rajwar@nmims.edu	022 42355555
4.	Mr. Massh Khatib	Member	Massh.Khatib@nmims.edu	022 42355555
5.	Ms. Vandana Shegokar	Member	vandana.shegokar@nmims.edu	022 42355555

20.6 Ombudsman: The Ombudsman shall exercise the power to hear the grievances of those who are not satisfied with the decision of NMIMS Grievance Redressal Committee. The Ombudsman would be required to dispose of cases within one month of the receipt for speedy redress of grievances. On conclusion of the proceeding, the Ombudsman shall pass such order, with reasons for such order, as may be deemed fit to redress the grievance and provide such relief as may be desirable to the affected party. *Justice Abhay Thipsay (Retd. Justice)* has been appointed as Ombudsman at NMIMS University.

For more details, kindly refer AICTE regulations on Ombudsman.

21. Safety Guide for Students on Floods, Fire and Earthquakes

NMIMS gives utmost importance to safety of its students. It prepares students for natural hazards.

The safety measures for some natural disasters such as 1) Floods, 2) Earthquakes and 3) Fire are highlighted briefly.

21.1 Floods: Precautions to be taken in case of Floods are given in Table 1 below.

Before Floods	During Floods	After Floods
<ul style="list-style-type: none"> Identify and visit elevated areas in and around the Institute as places of refuge during a flood Be aware of drainage channels, and other low-lying areas known to flood suddenly. Consult and involve local authorities in the institutes Check out for the monsoon alerts for the heavy rains declared by the Municipal Corporation Do not travel long distances on dates indicated as 'Monsoon Alerts'. Contact the Institute if there is any pre-planned activity or examination or any other important work on that day and try to adjust it on some other day Keep locally available equipment such as ropes, batteries, radio, plastic bottles and cans handy during the rainy season. This can help you to plan your rescue Prepare a food kit including emergency food items such as biscuits, snacks, drinking water and so on 	<ul style="list-style-type: none"> Evacuate to previously identified elevated areas Your life is most precious. Avoid saving valuables at that moment. Disconnect electrical appliances. Turn off utilities at the main switches or valves if instructed to do so Don't touch electrical equipment if you are wet or standing in water Do not walk through moving water. Six inches of moving water can make you fall If you have to walk in water, walk where the water is not moving Use a stick to check the firmness of the ground in front of you Avoid floodwaters; water may be contaminated by oil, gasoline, or raw sewage Water may also be electrically charged from underground or downed power lines Listen to the radio for advanced information and advice. Don't spread rumors Move vehicles to the highest ground nearby Do not enter floodwaters by foot if you can avoid it Never wander around a flooded area Drink clean water 	<ul style="list-style-type: none"> Stay away from downed power lines, and report them to Security Officer Leave the Institute / home only when authorities indicate it is safe Stay out of any building if it is surrounded by floodwaters Use extreme caution when entering buildings; there may be hidden damage, particularly on foundations Floors in the building will be slippery due to water and mud. Walk carefully on the slippery floor. Wear appropriate footwear. Do not use slippers during the rainy season Watch out for loose flooring, holes and dislodged nails Clean and disinfect everything that got wet Discard any food items which may have got wet Inform them about the damaged drainage and sewage systems in and around the building to the authorities as soon as possible. These can be a major health hazard First protect yourself and then help others.

21.2 Earthquake: Precautions to be taken in case of earthquakes are displayed in Table 2 below:

Before Earthquake	During Earthquake	After Earthquake
<ul style="list-style-type: none"> In hostel or at home keep heavy objects on lower shelves so they will not fall on you during an earthquake. Make sure your water heater and gas cylinder is secured and intact. This will ensure that it will not fall during an earthquake and hurt someone or start a fire. Keep a torch and a mobile handy. Keep the corridors in the hostel/house clear of furniture and other things, making movement easier. 	<p>If you are at home or inside a building</p> <ul style="list-style-type: none"> Do not rush to the doors or exits; never use the lifts; keep well away from windows, mirrors, chimneys and furniture. Protect yourself by staying under the lintel of an inner door, in the corner of a room, under a table or even under a bed. <p>If you are on the street</p> <ul style="list-style-type: none"> Walk towards an open place in a calm and composed manner. Do not run and do not wander round the streets. Keep away from buildings, especially old, tall or detached buildings, electricity wires, slopes and walls, which are liable to collapse. 	<p>If you are at home or inside a building</p> <ul style="list-style-type: none"> Expect aftershocks. Be prepared. Stay where you are and do not come out immediately. Keep calm and obey any instructions you hear after you come out Turn off the water, gas and electricity Do not smoke and do not light matches or use a cigarette lighter. Do not turn on switches. There may be gas leaks or short circuits. If there is a fire, try to put it out. If you cannot, call the fire brigade. Immediately clean up any inflammable products that may have spilled (alcohol, paint etc.). Avoid places where there are loose electric wires and do not touch any metal object in contact with them. Do not drink water from open containers without having examined it and filtered it through a sieve, a filter or an ordinary clean cloth. Eat something. You will feel better and more capable of helping others. If the building is badly damaged, you will have to leave it. Collect water containers, food, and ordinary and

Before Earthquake	During Earthquake	After Earthquake
	If you are driving <ul style="list-style-type: none"> Stop the vehicle away from buildings, walls, slopes, electricity wires and cables, and stay in the vehicle. 	<p>special medicines (for persons with heart complaints, diabetes, etc.).</p> <ul style="list-style-type: none"> Help people who are injured. Provide them with first aid. Do not move seriously injured people unless they are in danger. If you are outside <ul style="list-style-type: none"> If you know that people have been buried, tell the rescue teams. Do not rush and do not worsen the situation of injured persons or your own situation. Do not re-enter badly damaged buildings and do not go near damaged structures. Do not walk around the streets to see what has happened. Keep clear of the streets to enable rescue vehicles to pass. Keep away from beaches and low banks of rivers. Huge waves may sweep in. Keep updating yourself with the latest information on earthquakes through radio or T. V.

21.3 Fire: Precautions to be taken in case of fire are given in Table 3 below:

Before Fire	During Fire	After Fire
<ul style="list-style-type: none"> Identify the fire hazards and where fires might start, e.g. laboratories, storerooms, kitchens and other such places. Identify all the exit routes of the Institute. Check the adequacy of the firefighting apparatus and its maintenance. 	<ul style="list-style-type: none"> Do not panic. Shout for help. Do not run. Do not waste time collecting valuables. Inform the fire brigade about the fire and alert neighbors. If possible, use a fire extinguisher. Do not take shelter in the toilet. Shut all the doors behind you while leaving the room to prevent fire from spreading everywhere. Do not use the lift to escape. Use the nearest means of escape and the staircase available. Exit ground level instead of the terrace. Report about your safe escape and any other information to the University authorities, fire brigade or police present at the site. <p><i>If trapped or stranded:</i></p> <ul style="list-style-type: none"> Stay close to the floor level. Cover the gaps of the door with any piece of cloth available. Do not jump out of the building. Signal or shout for help. Stop, drop and roll on the ground and cover with a blanket; pour water on the body Dial 101 or 22620 5301 for fire brigade Give the fire officer a detailed address, the nature of the incident and the telephone number from which you are calling. Preferably, use a landline. Keep down the receiver and wait at the same spot. Control Room will call back to verify the call. Wait for the Fire Brigade to arrive and co-operate with the firefighters. 	<ul style="list-style-type: none"> Don't re-enter or permit anyone to enter the building, unless the fire officials have permitted to enter.

21.4 In case of any injury caused or loss of life to the negligence of the student and/or due to natural calamities the institution shall not be held liable in any form of compensation and/or responsibility whatsoever.

22. The list of websites categories that are blocked for use at NMIMS and Hostels owned by NMIMS.

Sr. No.	Category
1	Potentially Liable
2	Drug Abuse
3	Occult
4	Hacking
5	Illegal Unethical
6	Racism and Hate
7	Violence
8	Marijuana
9	Folklore
10	Proxy Avoidance
11	Web Translation
12	Phishing
13	Plagiarism
14	Child Abuse
15	Controversial
16	Abortion

Sr. No.	Category
17	Adult Materials
18	Advocacy Organizations
19	Gambling
20	extremist Groups
21	Nudity And Risqué
22	Pornography
23	Tasteless
24	Weapons
25	Sex Education
26	Alcohol
27	Tobacco
28	Lingerie and Swimsuit
29	Sports Hunting and War Games
30	Games

Sr. No.	Category
31	Peer-to-peer File Sharing
32	Multimedia Download
33	Internet Radio and TV
34	Potential Security Violating
35	Malware
36	Spyware
37	Web Hosting
38	Multimedia Search
39	Audio Search
40	Video Search
41	Spam URL

23. NMIMS INFOLINE (for Mumbai Campus)

Agency	Contact Number
Disaster Management Cell of Municipal Corporation of Greater Mumbai	108
Police	
Police Help Line	100
Juhu Police Station	26184432 / 26183856
Vile Parle Police Station	26117307 / 26117317
Vile Parle-East, Police Station	26112813
D. N. Nagar, Andheri (W) Police Station	26303893 / 26304002 / 26303038
Andheri (E) Police Station	26831562 / 26842677
Santacruz Police Station	26492972 / 26487856
Fire Brigade	
Fire Brigade Help Line	101
Andheri Fire Station	26205301
Ambulance	102 / 1298/1252
Hospitals	
Dr. Balabhai Nanavati Hospital	26182255 / 2626 7500
Dr. Cooper Hospital	26207254
DOCTORS ON BOARD	
Dr. Ushma Mashru, Ground Floor, Mithibai College	42355909
Dr. Harish Dhuri, Ground Floor, Mithibai College	42355909
Travel Agency	
V-explore	42705205/ 42705255
Hostel (Contact – Mr. Venugopal)	
MKM Sanghvi Girls Hostel	022-26256382/ 83
Bansi Villa Girls Res. Flats	022-4235 5555 / 5557
G. R. Jani Hostel Boys	022-42334056
Anand Hotel Premises Boys Res Flats	022-4235 5555 / 5557
Psychologists and Counsellors	
For Mumbai Campus: Psychologists and Counsellors,	
Ms. Nazneen Raimalwala 7 th floor faculty area, Cabin:-732, NMIMS Mumbai (Old bldg.)	022-42332225 or email Nazneen.raimalwala@nmims.edu
Ms. Malvika Rao 8 th floor faculty area, Cabin:-West-843, NMIMS Mumbai Campus	022-42332218 or email Malvika.rao@nmims.edu

24. People you should know

University Administration

Name	Designation
Dr. Ramesh Bhat	Vice Chancellor
Dr. Sharad Mhaiskar	Pro Vice-Chancellor
Dr. Meena Chintamaneni	Pro Vice-Chancellor
Dr. Ashish Daptardar	Additional Registrar
Dr. Tanmoy Chakraborty	Additional Registrar
Ms. Shobha Pai	Director (Placements)
Mr. Burzeen Bhathena	Director (Marketing)
Ms. Meena Saxena	Director, International Linkage
Dr. Vinod Malap	Deputy Registrar (HR)- NMIMS
Ms. Neha Patade	Deputy Registrar (Admission)
Ms. Vandana Kushte	Deputy Registrar (Academics)
Mr. Paramanand Rajwar	Deputy Registrar, Administration
Mr. Shivanand Sadlapur	Librarian
Mr. Samir Singh	Deputy Director (Technology Solutions)
Ms. Nazneen Raimalwala Ms. Malvika Rao	Counsellor (Psychologist)
Finance & Accounts	
Ms. Karuna Bhaya	Finance Controller
Ms. Varsha Oak	Addl. Finance Controller
Ms. Niti Bhatt	Chief Accountant
Examinations	
Mr. Ashish Apte	Controller of Examinations
Ms. Shilpa Patil	Deputy Controller of Examinations
Ms. Janhavi Shivgan	Deputy Controller of Examinations
Mr. Naresh Methwani	Deputy Registrar

ANNEXURES

APPLICATION OF LEAVE OF ABSENCE

**School of.....
(10% additional exemption in attendance)**

NAME: _____ Date: _____

Email ID: _____ Mobile No. _____

Program: _____ Trimester/Semester _____ Roll No. : _____ Div: _____

Leave Period: From: _____ to _____ No. of Days missed: _____

Reason: -

I have missed more than 20 % of sessions for the reasons mentioned below and request you to consider this application for my attendance purposes on a special case basis (As per SRB).

Student's Signature: _____ **Enclosures:** _____

To be filled by Students
(For Office use)

Course(s) / subject(s)	No. of Class / hours held during the leave period	Class / Hours attended during the said period	Exemption (s) in hours to be given for above reason	Attendance as of a date before the exemption

Checked by Course Coordinator (Signature)

Verified by AR / DR (signature)

Approved by HOD/Associate Dean/Dean/Director
(School can update signatories as per school specifications)

**SVKM's NMIMS DEEMED-TO-BE-UNIVERSITY
APPLICATION FORM FOR NMIMS STUDENTS FOR APPLYING FOR
STUDENT EXCHANGE PROGRAM**

Name of School: _____

Name of the Student: _____

Name of the Program: _____

CGPA in the last trimester/semester attended at NMIMS _____.

Roll No. _____ Contact No. _____ Email ID _____

Passport No. _____ Issued at (place) _____ Date of Expiry _____

Parents Name & Address:

Father's Name _____ Mother's Name _____

Address _____

Phone No. (R) _____ Mobile No. _____

Name of the place you are interested to go for the student exchange program. Kindly give priority by writing numbers 1,2,3,4 as per your choice. All places and seats are limited and will be offered subject to your performance in the selection process and availability.

1. _____

2. _____

3. _____

4. _____

5. Any other University as Mentioned in the Mail: _____

Name of the Foreign Language you are acquainted with _____

If selected, I undertake to apply for Visa on my own initiative. I am also liable not to back out of the process.

Signature of the Student _____ Date _____

Enclosure: A hard copy of your CV needs to be attached along with the application form.

SVKM'S NMIMS Deemed-to-be-University
Vile Parle (W), Mumbai-400056.
Tel: 022-4235555 / Website: www.nmims.edu



Photo

APPLICATION FORM

(Applicable for incoming students under the Student Exchange program)

1. Personal Information

Name of the Student: _____
First name Middle name Last name

Nationality _____ Gender ☐ M ☐ F Date of Birth _____ (d/m/y)

Passport No. _____ Issued at (Place) _____ Date of Expiry _____

Local Address _____

Address _____

PhoneNo. _____ Email1. _____ Email2. _____

Home University Details:

Name _____

Address _____

Phone no. _____ Website _____

University ContactPerson _____ EmailID _____

Person to be contacted in case of emergency:

Name _____ Relation _____

Address _____

Phone No. _____ Email ID _____

Do you have any relatives / friends/ contacts in India? If yes, pl provide the details:

Name _____ Relation _____

Address _____

Phone No. _____ Email ID _____

Medical Insurance details:

Insurer _____ PolicyNo. _____ Contact person _____

Blood group _____ Vaccination Details _____

Any medical problem, which you would like to mention to us _____

2. Educational Qualification (Completed)

Examination	University / Board	No. of Years of Education	Year of Passing	Percentage / Grade

3. Details of any aptitude test taken:(GMAT, GRE, TOFEL, SAT, Any other)

Name of the Test _____ Score _____ Percentile Score _____

4. Program for which enrolled at a home institution

Level: Bachelor ☐ Master ☐ Diploma ☐ Any other (Specify name) ☐

Name of the Program _____ Duration _____



Year: First year Second year Third Year Fourth year Fifth Year

Sr. No.	Name of the subjects already cleared	Grades Obtained	Sr. No.	Name of the subjects already cleared	Grades Obtained
1			8		
2			9		
3			10		
4			11		
5			12		
6			13		
7			14		

5. NMIMS Course Choice (Final)

Exchange program at NMIMS for your: Trimester/Semester _____ Month _____ to _____ Year

Courses for Tri/Semester	Courses for Tri/Semester	Courses for Tri/Semester

6. Declaration

I _____ declare that all information filled by me in this form is correct and I will complete (First name Middle name Last name) all the requirements, with full engagement in academic matters, like all other students in the NMIMS Deemed-to-be-University.

I undertake to keep the School informed about details of my all travel outside Mumbai and will abide by the prescribed code of conduct by the NMIMS Deemed-to-be-University.

Signature of the Student: _____ Date _____

(Signature of Dean/Director/HOD)
CC. Director – International Linkages

APPLICATION FORM – NMIMS EXCHANGE STUDENTS
(Applicable for Student Exchange)

Name of School: _____

Photo

1. Personal Information

Name of the Student _____ Roll No. _____
First name Middle name Last name

Nationality _____ Gender M ☐ F ☐ Date of Birth _____ (d/m/y)
Passport No. _____ Issued at (Place) _____ Date of Expiry _____

Local Address :

Name _____
Address _____

Phone No _____ Email _____

Permanent Address:

Name _____
Address _____

Phone no. (R) _____ Phone no. (M) _____

Person to be contacted in case of emergency:

Name _____ Relation _____
Address _____

Phone No. _____ Email ID _____

Do you have any relatives / friends/ contacts at the Host University / Country? If yes, pl provide the details:

Name _____ Relation _____
Address _____

Phone No. _____ Email ID _____

Medical Insurance details :

Insurer _____ Policy No. _____ Contact person _____

Blood group _____ Vaccination Details _____

Any medical problem, which you would like to mention to us:

Any medication you have been prescribed to take: _____

2. School, Place & Duration for which selected from NMIMS Deemed-to-be University:

Semester/ Trimester _____

Sr. No.	Name of the subjects opted for Exchange Program	Sr. No.	Name of the subjects opted for Exchange Program
1		6	
2		7	
3		8	
4		9	
5		10	

UNDERTAKING
(Applicable for Student Exchange)

To
SVKM'S NMIMS Deemed-to-be-University
School of _____
Mumbai

Sub: Travelling to a Foreign University as part of a Foreign exchange program

I, _____ student of Full Time _____ (Course Name) from
batch of year _____ and Roll No. _____ is going for a foreign exchange program in the semester
_____.

I have gone through the Student Exchange Policy document and Student Resource Book and have volunteered to join the exchange program of my own will and with the consent of my parents/ guardian. I will adhere to all rules and regulations of the host university. My parents/guardian are informed about the details of the program, the schedule and the code of conduct expected during the stay at the foreign institute and they are in full agreement with the terms of this exchange program. I undertake to keep my institute /parents/guardian/family informed about details of my travel, my stay and my whereabouts and well-being during my stay.

I promise to uphold the values and honour of the NMIMS Deemed-to-be-University and fulfill my responsibilities as a student and treat everyone with dignity and respect. I hereby declare that I have clearly understood & will follow the instructions given from time to time and in case of a violation, not adhering to the expected code, I will be liable to suitable action as per SVKM'S NMIMS Deemed-to-be-University rules.

I hereby agree to abide by the rules and regulations expected during the entire program.

Name & Signature of the student

Date

Name & Signature of the Parent

Date

Mobile Phone Number: _____ (Self) _____ (Parents/Guardian)

Student Exchange Programme (for Visa Office)

(School Letter Head)

Dated _____.

To:

The Visa Section

The Indian High Commission

_____ (City)

_____ (Country)

Dear Sir/Madam,

This is to certify that Mr/Ms. _____, Student of _____ (Intl School) has been accepted as an exchange student into Semester/Trimester _____ of our prestigious full-time program, _____ (Program Name).

The teaching program for Semester/ Trimesters will be held from _____ (Date) to _____ (Date). The student will be attending classes with other full-time students enrolled in the program and may also undertake some field projects in local companies on a non-remunerative basis.

We would request you to grant _____ (Name) the necessary student's visa.

Thanking you,

Yours sincerely,

Dean

(School Name & Address)

(Phone no & email)



Student Exchange Programme (for Visa Application)

(School Letter Head)

Dated _____

To:

The Consul General of _____

_____ Consulate/ Embassy

Mumbai, India

Dear Sir/Madam,

This is to certify that Mr/Ms _____ is a _____ year student of our _____ program. She/He has been selected to visit _____ (Institute name) at _____ (City), _____ (Country) campus as an exchange student during the spring/fall semester from _____ (date) to _____ (date).

We have no objection to Ms/Mr. _____ visiting _____ (Country) and other states/countries in USA/Europe (PI strike). We request you to provide him with the required assistance and process his/her papers at your earliest convenience.

Thanking you,

Yours faithfully,

DEAN

(School Name & Address)

(Phone no & email)



UNDERTAKING For Foreign National Studying at NMIMS University
(Applicable for Student Exchange)

To
SVKM'S NMIMS Deemed-to-be-University
School of _____
Mumbai

Sub: Arrived from ----- Partner University Abroad as part of Students exchange program

I, _____ student of-----Partner University studying Full Time
_____ (Course Name) from batch of year _____ have Joined _____ Course at -----School
through international student exchange program in the semester/Trimester _____.

I have gone through the Student Exchange Policy document and Student Resource Book and have volunteered to join the exchange program of my own will and with the consent of my parents/ guardian. I will adhere to the rules and regulations laid down in the MoU between Partner University and NMIMS University. I undertake to keep my institute /parents/guardian/family informed about details of my travel, my stay, and my whereabouts and well-being during my stay.

I will adhere to the local law of the country (India) and will not involve or encourage any activity which may be a potential threat to the integrity, safety and solidarity of India during my stay in the country.

I promise to uphold the values and honour of the NMIMS Deemed-to-be-University and fulfill my responsibilities as a student and treat everyone with dignity and respect. I hereby declare that I have clearly understood & will follow the instructions given from time to time and in case of a violation, not adhering to the expected code, I will be liable to suitable action as per SVKM'S NMIMS Deemed-to-be-University rules.

I hereby agree to abide by the rules and regulations expected during the entire program.

Name & Signature of the student

Date

Mobile Phone Number: _____ (Self) _____

Note :

Application for availing the facility of a Scribe/Writer during Examinations
(To be submitted 7 days before the commencement of the Examination)

For Office use:

Approved by (Exam. Dept)

Date: _____

To,
The Controller of Examination
SVKM's NMIMS (Deemed-to-be University)
Vile Parle (W), Mumbai 400056

Dear Sir,

I wish to avail the facility of a Scribe/Writer during the Examination as per the below mentioned details:

Name of the Student: _____ Mobile No.: _____

Name of the School: _____

Name of Program: _____ Roll No. _____ Student No.: _____

Academic Year: _____ Trimester. /Semester: _____

Type of Permanent /Temporary Physical Disability / Learning Disability: _____

Permanent /Temporary Physical Disability / Learning Disability

Details of Scribe being arranged by the undersigned

Name of the scribe: _____

Educational Qualification (with proof - Identity card of the current academic year): _____

Address and Contact No.: _____

Yours faithfully,

Signature of the Student

Date

Enclosed: Medical Certificate from a Registered Medical Practitioner with the rubber stamp

Application for Duplicate Fee Receipt

Sir/Madam,

Kindly issue me a Duplicate Fee receipt, since I have lost my Original Fee receipt.

Please find the particulars as under:

Fee Receipt: ☐ Year: _____ Hostel Fee Receipt: ☐ Year: _____

Name: _____
(Surname) (Name) (Middle Name)

Course: _____ Academic Year: _____

Student Number _____ Roll No. _____

Thanking You,

Yours Faithfully,

(Student's Signature)

DUPLICATE FEE RECEIPTS WILL BE ISSUED AFTER 7 DAYS ON:

Office Remarks:

Receipt No: _____ Date: _____ for Rs.100/-

(Receiver's Signature)

REFUND FORM

Annexure 8

Date: _____

<ul style="list-style-type: none"> • Excess Fees • Excess Deposit • Hostel Deposit (Please indicate as applicable)	
• SAP No. / Student No.	
• Student's Name	
• Student's Address	
• Student's contact number	
• School Name and Course	
• Email ID of the student	

Particulars of my bank for RTGS of the refundable amount are

Account holder's Name: (Only student or parent's A/c information should be given.)	
Account No.:	
Bank Name:	
Bank Branch:	
IFSC:	
MICR:	

- Copy of Cancelled Cheque attached of the above mentioned Bank account no. (Without a Copy of the cancelled cheque refund will not be processed.)

(Signature of Student)

Attachments Required

- Excess Fees/Excess Deposit Refund
 - Excess Fees/Excess Deposit - Original Receipt along with a photocopy of Fees Receipt/Deposit Receipt.
- Hostel Deposit Refund
 - Original Hostel Deposit Receipt signed by Hostel-in-charge & Mr. Venugopal.
- Laboratory Deposit Refund
 - Original Laboratory Deposit Receipt signed by Laboratory In-Charge/Dean.
 -

SVKM'S NARSEE MONJEE INSTITUTE OF MANAGEMENT STUDIES

APPLICATION FOR MIGRATION CERTIFICATE

1. Name: _____
2. Address for Correspondence: _____

3. Permanent address: _____

4. Contact No. :(M) _____ (R) _____ Email Id: _____
5. Birth Date: _____
6. Date of leaving: _____
7. Details of the Examination passed from this university

Examinations	Year of passing	Roll no	Results

8. Name of the University where the student
Proposes to register his / her name and the
Name of the course. _____
9. Name of the Institution where the
Student proposes to join _____

DECLARATION BY THE STUDENT

I hereby declare that I have not applied before for the Migration Certificate.

I further declare that I have not registered myself for any course in any other University other than the one which I am now interested in to register myself as stated in column 7 above.

Date: _____

Mumbai 400056

(Signature of the student)

Note :- Please attach the Photocopy of Final Year Mark sheet & Degree Certificate along with the application.

P.T.O.

FOR OFFICE USE

1. Whether the Migration Certificate was _____
Issued to him / her before?
If so, State the purpose for which it was obtained.
2. If the Migration Certificate was not utilized _____
State the approximate date and the year when
It was returned to the Institute for Cancellation.
3. Date on which Migration Certificate was issued _____
By the Institution last attended by the applicant.
4. Other Particulars if necessary: _____

The applicant has not been rusticated or debarred by the Institute, and I have no objection to a Migration Certificate being granted to him / her by the Institute.

He / She has been a student of _____ since, _____, 20
And left in _____ 20 .

I have ascertained and satisfied from the records that no application for a Migration Certificate on behalf of this candidate was made previous to this date.

(Signature of Head of the Dept) _____

Place : _____

Date : _____

DETAILS OF MIGRATION CERTIFICATE ISSUED

Certificate No: _____

Date: _____

(Signature of the Person of In – Charge)

INSTRUCTION TO THE STUDENT

* The Prescribed fee of Rs. 300/- for the Migration Certificate should invariably be sent along with the application for Migration Certificate by Demand Draft drawn in favour of the SVKM's N.M.I.M.S. payable at Mumbai. The fees may be paid by cash in the Accounts Office along with the application.

* Fee for the Migration Certificate is accepted between 10.00 am to 5.00 pm on weekdays except on Sundays, Bank Holidays.

Clearance Certificate

Date: _____

Name: _____ Contact No. _____

Student SAP No. _____ Roll No. _____

Programme: _____ Semester / Trimester _____

Department	Name of the Concerned Person	Signature
	Head of the Dept / Program Chairperson / Program co-ordinator	
Library (Books)	Librarian / Person In-charge	
Hostel <i>Applicable only for Hostellers</i>	Dy. Registrar (Admn) / Person In-charge	
IT / Computer Centre	Director (IT) / Person In-charge	
Admissions	Deputy Registrar (Admission) / or Person In-charge	
Examinations	COE / Deputy COE / Person In-charge	
Accounts	Finance Controller / Additional Finance Controller / Person In-charge	

Course Coordinator

Deputy Registrar / Assistant Registrar

Dean / Director

Undertaking by Students (HBS Cases/ Articles)

“To make the students aware of the use of Harvard Cases and Articles (watermarked copy on Students Portal) and be aware of the **SVKM’S NMIMS regulations**, the following Undertaking Form is introduced, which should be signed by **students**. The same should be submitted to the concerned **Department** on the day of starting of classes.”

I, Mr / Miss ----- bearing login ID -----
 ---- joining for ----- trimester/semester for the academic year ----- in NMIMS School of ----- do hereby undertake and abide by the following terms, and I will bring the **ACKNOWLEDGEMENT** duly signed by me on the re-opening day, at the College.

- I will never Remove or alter or tamper with the authors' names, watermarks or HBP copyright notices, or other means of identification or disclaimers as they appear in the Content digitally or otherwise.
- I will never Upload or distribute any part of the Content on any electronic network, including the Internet and the World Wide Web, other than as specified in the user agreement.
- I will not Make the Content available in any other form or medium or create derivative works without the written permission of **NMIMS/ HBP**.
- I will not cause or involve in Publishing, distributing or making available the Content, works based on the Content or works which combine the Content with any other content, other than as permitted in the User Agreement

ACKNOWLEDGEMENT

I have gone through carefully the terms of the above undertaking and understand that following these are for my own benefit and improvement. I also understand that if I fail to comply with these terms; will be liable to suitable action as per SVKM’S NMIMS rules and law. I undertake that I will strictly follow the above terms.

Signature: _____

Name:

(First Name) (Middle Name) (Last Name)

Program:.....

Roll Number: _____ Email ID:

<i>For Office Use:</i>
Date of Receipt: _____
Signature of Course Coordinator: _____

OFFICE COPY

Student Undertaking with Respect to the Student Guidelines

(Submit this form to your Course Coordinator within 7 days from receipt of the Student Resource Book)

I, _____ have read the Student Guidelines of SVKM'S NMIMS, School of _____ enclosed carefully and have understood its contents and their ramifications. I will always uphold the values and honour of the school of _____, NMIMS. I promise to fulfill my responsibilities as a student and a human being and treat my colleagues, Staff and Faculty with dignity and respect. I hereby declare that I will follow the Student Guidelines and in case of a violation, consent to action, in accordance with the Management's decision.

I hereby agree to abide by the rules and regulations of SVKM'S NMIMS in my role as a participant in this program. I agree that NMIMS has the right to make any changes as it may deem fit in terms of the program content, method of delivery, faculty, refund policy, evaluation norms, standard of passing, Guidelines, etc. I also agree that in case of any dispute or differences about the program, the decision of the Vice-Chancellor of SVKM'S NMIMS will be final and binding on all the participants.

I understand that if I adopt any unfair means in the admission process and during program, then my admission will be cancelled and all fees paid will be forfeited.

Student's Signature: _____ Parent's Signature: _____

Name: _____
(First Name) (Middle Name) (Last Name)

Date of Birth: (dd/mm/yy) _____ Student SAP No. _____

Roll Number: _____ Programme: _____

Email ID: _____ Contact Nos. _____ / _____

Address for Correspondence:

Name of the parent _____ Contact Nos: _____ / _____

Office No: _____ Residence No.: _____ Mobile: _____

Parent's email ID _____

For Office Use :

Date of Receipt: _____ Signature of Course Coordinator _____

NMIMS Anthem

We do what's right and not what's easy
We give our best shot each and every time We set the standard
We are the future
We are a part of this institute so fine

NMIMS NMIMS

NMIMS NMIMS

Respect the past
Create the future
Transcend horizons however far
We have what it takes
We make a great team
At NMIMS each one is a star

NMIMS NMIMS

NMIMS NMIMS

Part II

School of Branding and Advertising

(Campus - Mumbai)



Dr. Kiran Desai
I/C Associate Dean, SoBA



Ms. Vandana Kushte
DR - Academics



Mr. Ashish Apte,
Controller of Examinations



Dr. Ashish Daptardar
Registrar



Dr. Meena Chintamaneni
Pro Vice - Chancellor



Dr. Sharad Mhaikar
Pro Vice- Chancellor



Dr. Ramesh Bhat
Vice-Chancellor

11 3 JUL 2024

Message from I/C Associate Dean

Congratulations and Welcome to SVKM's NMIMS School of Branding and Advertising. You have joined a school of immersive pedagogy that nurtures and moulds students into world-class, skilled professionals. Built on an inspiring legacy, today, NMIMS stands proud as a Deemed to be University offering multiple disciplines across multiple campuses. The consistent academic quality, research focus, faculty from top national and global institutes and strong industry linkages at NMIMS have placed it amongst the nation's prime centers of educational excellence and research today.

Our programs are designed to inculcate a comprehensive understanding of consumer, market, and management fundamentals. While foundational knowledge is essential, we encourage, mandate and embed practical and experiential learnings in each of the courses resulting in strategically sound, innovative elements, and relevant media elements that build successful brand campaigns. We teach our students to build brands through the rigors of strategy and branding tactics from multiple dimensions through mixed teaching tools such as classroom learnings, skill-building masterclasses in building branding skills, and experts who bring industry insights into the classroom

The school of branding fosters multidimensional growth, providing a learning ecosystem that shapes the cognitive, social, creative, and critical thinking skills of the student. There are plenty of student activities to participate in. Our Admire – Ad-fest sees participation from the finest Indian and International universities. Our students participate and win in global competitions as well as industry approval.

I endeavor to nurture young individuals in a learning environment that produces socially responsible, creative, passionate professionals and business leaders who positively impact our world in the years to come.

Our learning design aims to inspire all young dreamers who want to follow their dreams. As you embark on this educational venture, I encourage you to experience our vibrant and diverse academic community. I invite you to participate student clubs, sports, cultural and marketing festivals, masterclasses, and talk series.

Welcome to SVKM's NMIMS School of Branding and Advertising!

- Dr. Kiran Desai

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1. Any other Academic/General Guidelines:

Attendance Norms & School Policies:

In continuation to point number 3.2 of University Guidelines, please note the following additional guidelines:

1.1 The attendance reports will be available through student portal. Discrepancy (if any) to be informed by the student to the course coordinator concerned within 3 working days from the date when report has been uploaded. No changes will be permitted once attendance reports are finalized.

1.2 For ALL absence, prior intimation is to be given to the Course Coordinator concerned. In case of emergency, intimation must be given to Course Coordinator on phone/ email within 24 hours of the absence. Any leave without written intimation will be treated as unauthorized leave and will be reflected in the records as such.

1.3 Students must refrain from approaching the faculty members for attendance-related issues and exemptions. They must submit an application to the course coordinator concerned for necessary approvals. Individual faculty members are not allowed to give exemptions.

1.4 For sanction of Leave up to 10%: The Dean/Associate Dean of the School of Branding and Advertising has to authorize it. In absence of the Dean (School of Branding and Advertising), Registrar is the appropriate authority for Authorised Leave.

1.5 Classes are expected to begin on time. Late coming is not permitted. Faculties have the authority to close the doors of the classroom and debar latecomers from entering the classroom. They have also been advised to deal with students who habitually come late.

1.6 Students are required to be present for all events of the University and School of Commerce, including the Convocation, Orientation Ceremony, Sports Day, Republic Day, Independence Day, Guest Lectures, Compulsory Workshops, CEO Series, and other events as intimated on the notice board. Record of attendance will be kept for disciplinary action wherever deemed necessary. The University reserves the right to declare compulsory attendance for any event on or off the campus. Absenteeism on events for which attendance is compulsory, will be taken seriously and will be communicated / displayed on the notice board from time to time and / or remark on the transcript or any other decision by the management.

1.7 Students are not entitled automatically to make up tests / quizzes / viva's and any other form of evaluation even when prior authorization has been obtained for absence from the class. In case of group discussion / presentations, students will not be allowed any marks for absence during the presentations / discussion even if the student has been granted authorized leave during the same.

1.8 Absence from examination / re-examination for medical or any other reason shall be treated as absence and University will not conduct any additional examination. In such case, students will have to repeat the year.

1.9 As all programs conducted by School of Branding and Advertising are full time programs, students will not be granted leave and / or any other exemptions to pursue any additional programs of studies beyond that for which they are currently enrolled at the School of Branding and Advertising.

1.10 Students are required to be in Mumbai city on all days of the semester. If they are leaving the city on personal or institutional work, they are required to obtain prior permission from the Dean. This applies even to those students who are representing the University for social, cultural, and co-curricular events.

1.11 Students are required to honor deadlines for submissions of projects, reports, assignments, forms and any other submission to the University or the faculty concerned. Do not approach faculty members and others in the University to change or extend deadlines.

1.12 Students should not book the tickets on last day of examination as given in the academic calendar as in case of exigency, dates can be extended by day or two.

2. Program Validity:

In continuation to the re-admission rules explained in Part I of this SRB, the maximum duration permissible for completion of the programme (in years) are mentioned in the table below:

Sr. No.	Name of the programme	Duration of the programme (in years)	Maximum duration permissible for completion the programme (in years)
1	BBA in Branding & Advertising	3	5
2	Post Graduate Diploma in Digital Media & Marketing Communication	1 year and 6 months	2 years and 6 months

Note: *While your college fees are paid in advance as per the SVKM's NMIMS University admission rules, please note that this payment does not guarantee the conferment of the degree. Earning your degree requires adherence to our academic standards, which include maintaining a minimum attendance of 80% and meeting all examination requirements. Fees cover your access to our educational resources, but it is your dedication to academic excellence that will ensure your successful completion of the program.*

3. Discipline Norms and Penalty:

In continuation to the Discipline Norms and Penalty explained in Part I of this SRB, the names of committee members of the school are as follows:

3.1 Anti-Ragging Committee

Sr no.	Name of the Person	Designation
1	Dr. Kiran Desai	Chairperson
2	Dr. Neha Singh	Member
3	Dr. Sumit Saxena	Member
4	Dr. Rishika Bhojwani	Member
5	Mr. Dilip Varhadi	Member (Police)
6	Ms. Anjali Dave	Member (NGO – Myna Mahila Foundation)
7	Mrs. Minu Nayan Vora	Member (Parent)

3.2 Disciplinary Committee

Sr no.	Name of the Person	Designation	Email Id
1	Dr. Neha Singh	Assistant Professor	Neha.singh@nmims.edu
2	Dr. Sumit Saxena	Assistant Professor	Sumit.saxena@nmims.edu
3	Dr. Rishika Bhojwani	Assistant Professor	Rishika.bhojwani@nmims.edu

3.3 Woman Grievance Redressal Committee

Sr no.	Name of the Person	Designation	Email Id
1	Dr. Kiran Desai	I/C Associate Dean	Kiran.desai@nmims.edu
2	Dr. Pallavi Patil	Assistant Professor & Program Chairperson (PGP-DMMC)	Pallavi.patil@nmims.edu
3	Dr. Neha Singh	Assistant Professor	Neha.singh@nmims.edu
4	Dr. Shernaz Muglai	Assistant Professor	Shernaz.muglai@nmims.edu

3.4 Collegiate Student Grievance Redressal Committee/ Departmental Student Grievance Redressal Committee /Institutional Student Grievance Redressal Committee:

Sr no.	Name of the Person	Designation	Email Id
1	Dr. Pallavi Patil	Assistant Professor & Program Chairperson (PGP-DMMC)	Pallavi.patil@nmims.edu
2	Dr. Neha Singh	Assistant Professor	Neha.singh@nmims.edu
3	Dr. Shernaz Muglai	Assistant Professor	Shernaz.muglai@nmims.edu
4.	Prof. Rishabh Dwivedi	Assistant Professor	Rishabh.dwivedi@nmims.edu

3.5 College Student Council

Sr no.	Name of the Person	Designation	Email Id
1	Ms. Yashvi Vora	StuCo (BBA – B&A)	yashvi.vora158@nmims.edu.in
2	Ms. Nandini Agarwal	StuCo (BBA – B&A)	NANDINI.AGARWAL089@nmims.edu.in
3	Ms. Herina Harisinghani	StuCo (PGP- DMMC)	HERINA.HARISINGHANI042@nmims.in
4	Mr. Jatin Nainani	StuCo (PGP – DMMC)	JATIN.NAINANI006@nmims.in

4. Placement Guidelines applicable to BBA (Branding & Advertising):

NMIMS is a premier University of the country and the B-school is in existence for over four decades. Over the years, it has earned recognition from industry & professional associations, corporates, peer group institutions and accreditation agencies. All these laurels and recognitions would have been incomplete without the support of the corporate world. Our alumni occupy senior positions in leading companies across sectors.

NMIMS is also a great place to recruit potential young managers and business leaders. Leading companies across sectors consider our students for recruitments/ internships. As we have cordial relations with the corporate world, many companies have supported us even during tough times. We would like to continue this mutually symbiotic relationship. Hence, it is expected that students understand this sentiment and behave responsibly at all times. Any untoward incident will jeopardize this association and have serious repercussions for placements and for the future.

The corporate world expects students to display high standards of professional knowledge, capability and excellence. Recruiters also look for candidates who are clear about their long-term plans, the sector they want to be and profile they want to undertake.

Placement assistance is offered to students of various programs across Schools & Campuses. The Placement Office facilitates the process of placements – internship & recruitment by creating an interface between recruiters and students. Efforts are made to market the programs with their merits with an endeavour to get companies to offer internships/recruit students. The selection process specified by the company is followed. The PlaceCom - Placement Committee of students is actively involved in the placement activities – contacting/visiting companies located in metros & major cities for placement presentations and coordinate various activities during the placement processes.

The Placement Office devises placement guidelines that are in the larger interest of the School and students, in consultation with students and faculty.

Students are expected to maintain decorum and abide by the guidelines during placement processes. In the event of non-conformance to the placement guidelines, the School reserves the right to initiate corrective action.

The COVID 19 pandemic has had far-reaching consequences leading to an altogether new world of working for all leading to WFH, virtual internships and virtual selection process.

The Placement process typically involves –

- Batch Preparation
- Pre Placement Talks
- Internships/Projects
- Final Placements

4.1 Batch Preparation:

The Comprehensive Batch Preparation Program is to enhance the suitability of candidates and orient them to industry practices and expectations.

- a. Interactive sessions with alumni/industry experts in various profiles that help students to gain clarity on role/fit, understanding expectations of the company, future prospects - career evolution, right approach for cracking interviews, listen to first-hand experience & get a feel of life in a particular profile etc.
- b. Interaction with seniors who have undergone internships in companies.
- c. Assigning seniors or alumni as mentors to guide students.
- d. Mock interviews with alumni/corporates to get a direct feedback from people in relevant industries.
- e. Guest talks and workshops on various topics from corporates.
- f. Resume building as per guidelines
- g. Soft skills training etc.

4.1.1 Prior to the commencement of the selection process it is expected that students should be having a fair idea about their interest, sector and specialization or at least have some long-term vision of where they want to be and should direct their efforts accordingly. A bit of clarity will help students land a good internship/job.

4.1.2 Hence, students should do a thorough research about the company, the business, the sector, other players in the sector; the financials etc. and be prepared with a background and fact file prior to the process. Also some additional information – the number of interns/recruits in the past, whether the company has a PPO policy, the roles offered, the experience of seniors who interned with the company etc. will be of help.

4.1.3 The Placement Office also involves companies in a number of Campus Engagement activities – contests, projects, workshops, seminars, and guest talks etc. that would benefit a larger number of students and help in promoting the excellent quality of the batch.

4.1.4 Based on the guidelines, students will have to prepare their resume that would encapsulate info about academics, work experience, internship, co-curricular activities, extracurricular activities, projects, awards, achievements, hobbies etc.

4.2 Pre-Placement Talk – PPT

PPT's are a medium wherein the company officials disseminate information regarding the company, the profile, the compensation etc. and clarify the queries of students. The company officials invest time and effort to disseminate info and the interactive session will make them feel visiting our campus was worth it. Hence, students are requested to participate and ask relevant questions.

4.3 Internships/Projects applicable to both the programs (BBA & PGP):

4.3.1 The Placement Office makes all efforts to reach out for internships across varied sectors, companies and profiles. Based on ones' interests and capabilities one should seek internships. Choosing the correct company for internships and performing up to the mark is of utmost importance.

4.3.2 The Internships are not only a window to the corporate world but also a relationship-building tool for NMIMS. It allows the companies to have a look at the talent at NMIMS, thereby strengthening Final Placements.

4.3.3 Internships are an integral part of the curriculum for securing the degree. It is a great learning platform for our students and goes a long way in shaping the learning obtained in the classroom. This experience is of immense use to students to enable them to acclimatize themselves to the intricacies of the corporate world.

4.3.4 The project is expected to build on the theoretical learning with practical experience and help students to identify the gaps in their learning, which they can attempt to fill in. They could also discover areas of interest and future career options.

4.3.5 Interactions during the internships both with other interns as well as employees help students to understand the expectations/needs of the organisation, the sector in general, to identify the gaps in their learning and in orienting oneself towards the sector and developing the required skill sets to emerge as the most suitable candidate.

4.3.6 Internships also hold a special significance as it is an apt mechanism for companies to spot bright talent early. Many companies have structured internship process, which is used, as a 'testing ground' to gain a direct understanding of the skill and ability of students leading to declaration of PPO's/PPI's. NMIMS too encourages candidates to work towards such offers that are based on internship performance.

4.3.7 Pre Placement Offer (PPO) is an Offer by the company to the intern acknowledging the excellent work done during the internship. Pre Placement Interview (PPI) is an opportunity by the company for the intern to be directly selected for the interview for final placements. Thus, the students should be careful in applying to the companies of their choice and should put in all efforts to convert the internship into an Offer. Thus, the seriousness of this cannot be overstated.

4.3.8 While feedback from the company is sought, the internship is also evaluated by School that could involve faculty guide monitoring the performance; periodic report submissions, evaluations, Viva Voce etc.

4.4 Final Placements

4.4.1 Leading companies across sectors aspire to recruit students of NMIMS. Each company has its own set of characteristics or qualities that they look for in a candidate. Hence, the company devises the eligibility criteria and selection process accordingly.

4.4.2 The process of selection starts with inviting applications based on the eligibility, profile, project, stipend/compensation details shared by the company. The applications of applicants are then sent to companies. Students are required to check their emails/Placement Portal/Student Portal, etc. regularly for information updates.

4.4.3 Every effort will be made to facilitate the placement process. However, it is the effort of the student that gets him/her selected for the job. Not being selected for internships or during final placements in the first few companies should not lead to panic. Students are advised not to switch profiles in anxiety or haste.

4.4.4 Companies could have one or multiple rounds for selection – case analysis, group discussion, group exercises, interviews etc. Reasons like location, family issues etc. should not be constraints to students. They are expected to be mobile and have the capability to adjust and adapt and respond to emergent situations successfully.

4.4.5 Students who wish to drop out of the placement process are expected to formally notify the Placement Office vide the 'Opted Out Form' mentioning the reason, which could be higher studies, entrepreneurship, family business, seeking placements on their own giving with the names of such companies and details. The reason being, to iron out any hitches that may crop up later as the Placement Office approaches many companies and would like to continue the cordial relationship with them.

Each of the Schools will be sharing to the batch, guidelines related to Resume, PPT, Internships, PPO's/PPI's, Final Placements etc. and it is expected that students follow the same. The School reserves the right to change, modify the guidelines in the best interest of the batch. Students are free to approach the Placement Office for any queries or guidance.

4.5 Placement Assistance for Post Graduate Program in Digital Media and Marketing Communication:

All students will be offered Placement Assistance at the end of Semester 3. Students will be assisted in creating their resumes, which would be then sent across to Digital Marketing companies. Students will also be prepped for job interviews.

5. Guidelines for International Student Exchange Program

5.1 Introduction

NMIMS Deemed-to-be-University has developed an extensive International Students Exchange Program in order to provide a cross-cultural exposure and a global perspective to the students apart from classroom teaching. This is managed by Department of International Linkages of the University. The Exchange Program has become increasingly popular with the students and every year students get a chance to spend Semester/Trimesters at a partner Institute. With the dedicated efforts of the International Linkages department, efforts are ongoing to have larger number of students to avail of this unique opportunity in every school. Students at NMIMS also benefit from interacting with overseas students who visit us as part of NMIMS Inbound exchange program and International Immersions.

5.2 Preamble

In a world that is increasingly interdependent, it is imperative for the NMIMS Deemed-to-be-University to have an internationalization agenda. This involves creation of a multi ethnic environment in our programs on our campus. This can happen only when students from different countries and communities join NMIMS programs.

This policy on internationalization seeks to clarify the philosophy behind the NMIMS Deemed-to-be-University's Internationalization program and sets out the eligibility of students to apply for an international exchange program. It also sets out the selection criteria and guidelines for assessing applications and the expectations from the students going for the exchange program.

This policy also lays out the facilities for international students in our programs and the expectations from them. We expect our foreign students to conduct themselves at par with other Indian students.

To aggressively pursue the internalization agenda, NMIMS has signed MOUs with leading Universities. MOUs applicable for NMIMS schools as given below:

1. The University Level:

- University of New South Wales, Australia
- Clark University, USA
- University of California, Berkeley, USA – Summer Sessions
- University of Texas at Dallas, USA
- Illinois Institute of Technology, USA
- The University of Missouri - Kansas City, USA
- Florida International University, USA
- Stony Brook University, USA
- Columbia University School of Professional Studies, USA
- Kings College London, UK
- University of Bristol, UK
- University of Leeds, UK
- Abdullah Gul University, Kayseri, Turkey
- Virginia Tech. University, USA
- University of Memphis, USA
- University of Guelph, CANADA
- University of Essex, UK
- University of Western Australia, Australia
- University of Chester, UK
- University of Stirling, UK
- Warwick Manufacturing Group, University of Warwick

2. School of Branding and Advertising (SoBA)

- The University of Queensland, Australia
- University of California Riverside, USA
- University of South Australia, Australia

5.3 Eligibility

Students are selected by respective Deans of Schools on a competitive basis that reflects the academic standing, motivation, seriousness of purpose, communication skills, social maturity and adaptability. International students coming to our campus are recommended by respective partner's university on merit basis and language proficiency in English.

All full time program students are eligible to apply for the exchange program if they have:

- 5.3.1 Completed the eligibility year of program as defined by respective Deans/Directors of school
- 5.3.2 Have a minimum CGPA of 2.25 and above as defined by respective Deans/ Directors of School.
- 5.3.3 Eligibility of International students coming to our campus recommended by the partner university should satisfy the eligibility criteria as per the memorandum of understanding signed between the Universities/ Schools.

5.4 Selection Criteria and Conditions

- 5.4.1 As defined by respective Deans/Directors of Schools
- 5.4.2 Defined by MoU between Partner University and NMIMS for incoming students

5.5 Cost and Expenses

Costs and expenses for participating in the exchange program are governed by the MOU signed by NMIMS and the host School.

In addition of the above, all students are required to pay for their:

- 5.5.1 Accommodation and daily living expenses including study materials
- 5.5.2 Travel Expenses
- 5.5.3 Passport and visa costs
- 5.5.4 Insurance cover
- 5.5.5 Any other incidental costs

5.6 Application procedure for students and Expectations from students

- 5.6.1 Students have to apply in specified application form as defined by respective Deans/ Directors of schools. Candidates with completed and accurate application will be interviewed by the International Linkages office. Successful candidates will then be nominated to the respective partner universities following which they have to complete the online application as instructions received from partner university via email.
- 5.6.2 The list of courses that a student intends to take up in the partner institute should be clearly mentioned. For those who wish to apply in more than one institute, the lists of the courses in each of these institutes should be mentioned.
- 5.6.3 Upon joining the partner institute, the courses the students intends to take up should be finalized and communicated for approval to the NMIMS School authorities
- 5.6.4 Students need to ensure that they do not get any fail grade in the courses undertaken in the partner institute because many partnering institutes do not conduct re-examination.
- 5.6.5 Other criteria as defined by Deans/Directors of the Schools.

5.7 Code of Conduct

While abroad, the students are subjected to the rules and regulations of the host institution, the laws of the host country and the student code of conduct from NMIMS Deemed-to-be-University. Each student is an ambassador of NMIMS Deemed-to-be-University and should conduct in an appropriate manner at all times that is reflective of the code of conduct required by NMIMS and that of the overseas host institution.

5.8 Enclosures:

Undertaking to be given by student of NMIMS Deemed-to-be University's student going on International Immersion.

Note: Schools to ensure that copy of Application Form compulsorily reaches Director- International Linkages department for records.

6. Examination Guidelines (Internal Continuous Assessment (ICA) / Term / Trimester / Semester End Examination (TEE/ SEE) , Passing Criteria, Grading system, method of calculation of CGPA, Re-Examination, exceptional cases – medical etc.)

Examination weightages and credits:

Break up for continuous evaluation of each course will be as under:

A student would undergo continuous assessment for each course/subject in all the semesters/ trimesters. Various components of such continuous assessment would be as decided by the respective course/ subject teacher/ faculty and approved by Dean /Director of the school/ campus concerned.

Component	Marks
ICA Components: Mid Term / Unit Test / Project/ Assignment / Presentation/ Weekly Tests / Case Study/ Quizzes / any other (School)	50
SEE – Term /Trimester / semester-end examination (University)	50
Total	100

PASSING STANDARDS FOR EACH COURSE (SUBJECT):

a. Semester-End-Exam Passing Criteria for each Course:

To pass in a particular course, in any of the Term /Trimester / Semester End examinations or re- examinations, a student must fulfill all of the following criteria:

- Secure a minimum of 40% marks in the Term /Trimester / Semester-end examination of that course and
- Secure a minimum of 40% aggregate marks out of the total marks (that is, internal continuous assessment plus an assessment of the Term /Trimester / Semester end examination) allotted to the course.
- For a course that has only an internal continuous assessment component, passing will be at 40%.

Students who fail to fulfil above passing criteria would be awarded 'F' grade.

Non – fulfillment of Passing Criteria:

A student, who has failed to fulfil the passing criteria as given above, will be required to appear for term / trimester / semester-end re-examination, which will be conducted immediately after declaration of results of the said regular term / trimester / semester-end examination. The internal continuous assessment marks will be carried forward for the term / trimester / semester-end re-examination.

To be eligible to appear for term / trimester / semester-end re-examination, a student has to submit an online re-examination application available on student's SAP portal. A student who does not fill in online re-examination form will be denied permission to appear at the examination.

It is the responsibility of such students to keep him/ her informed about such examination dates (timetable). If, in any case, students feels that he/she wants to improve their ICA, they are eligible to take re admission for the complete academic year. In case of re-admission, the earlier results will stand null & void and student cannot claim the credits of the course/s passed earlier. Students have to appear as fresh candidates for both Internal Continuous Assessment & Term End Examinations.

Only one re-examination will be conducted for each course immediately after declaration of results of final examination and there will not be any further re-examination for whatsoever reason.

The School would organize remedial classes for all the students who fail to fulfil the passing criteria, before the conduct of the re-examination. However, these remedial classes will be on demand from students and if a student registers for remedial classes, he / she is expected to maintain 100% attendance. If any student feels that he / she can manage without remedial classes, students can study on their own and appear for the re-examination, later on, such students cannot complaint, that faculty did not clear their doubts.

Note: Remedial classes will be conducted by the faculty on demand, if number of students are more than 10. Otherwise, students can get their doubts cleared from the faculty on one to one basis.

Progression to the subsequent year of the Programme (Semester Pattern)

A student, who has failed to fulfil the passing criteria of odd semester's courses after re-examination, will be allowed to attend the classes and appear at the examination/ re-examination of even semesters.

However, a student who fails to fulfil the passing criteria at the end of the academic year (Both the semesters) will not be permitted to progress to the next year of the program.

A student will be promoted to the subsequent year of the programme only when he/ she has no F grade at the end of the year after eligible re-examination/s.

In case, the student fails even in the re-examination/s of either odd or even semesters, which are so held, he/ she will not be promoted to the next year of the programme. Such student/s will have the following options:

- To seek readmission in the subsequent year for the entire academic year.

OR

- Appear for the Term end examination of the course/s in which the student has got "F" grade, in the subsequent year. In such a case, the ICA marks of the course/s will be carried forward of the previous year in which the student had got "F" grade. The student will be required to pay only the re-examination fees. In case of obtaining F grades even in this attempt, student will be given another re-examination chance to clear the same. In total, year-back students will have only two re-exam attempts during the academic year.

Grading System:

The University follows a letter grading system leading to the award of a Ten-Point Grade Point Average (GPA) for each term and Cumulative Grade Point Average (CGPA) for all the terms until date.

'Letter grades' and corresponding 'grade points' are as under:

Percentage of Marks		Grade	Points	Performance
90	100	O	10	Outstanding
80	89.99	A+	9	Excellent
70	79.99	A	8	Very Good
60	69.99	B+	7	Good
55	59.99	B	6	Above Average
50	54.99	C	5	Average
40	49.99	P	4	Pass
0	39.99	F	0	Fail
0	0	AB	0	Absent

Calculation of GPA (Grade Point Average):

Grade point Average for a term will be computed by dividing, the sum of product of grade point of each course/subjects and credit value assigned to each respective course by the sum of credits assigned to all the courses / subjects for the related term.

$$GPA = \frac{\sum CG}{\sum C}$$

Calculation of CGPA (Cumulative Grade Point Average):

Cumulative Grade Point Average up to and including a term will be computed by dividing the sum of product of grade point of each course/subject and credit value assigned to each respective course by the sum of credits assigned to all the courses/subjects up to and including the related term till date.

$$CGPA = \frac{\sum CG}{\sum C}$$

Here:

C = Credit value assigned to a course /subject

G = Grade point value assigned to a student for a course/subject corresponding to the letter grade (refer to table given)

GPA = Grade point Average shall be calculated for individual terms and referred to as Semester/ Trimester Grade Point Average.

If a student has failed to fulfill passing standards under any head in any subject (i.e., 'Semester/ trimester End Examination' and/ or 'aggregate'), he/ she shall be deemed to have failed in that subject.

General rules:

- 3.1.1 A student who remains absent from trimester/semester examination/s due to any reason in any Course shall be marked as 'AB' in the result/ grade sheet/ transcript for the Course/s in which he/ she has remained absent. All such students will be allowed to appear for re-examination in the said Course. A student who remains absent in the re-examination would not be able to avail of any further re-examination chances.
- 3.1.2 In order to receive the degree, diploma, or certificate, the student will have to pass all the examinations (Credit/Non-Credit) of all the years. Students should ensure that he/she has cleared his/her all dues from the respective departments like Admission, Accounts, Library, Hostel, etc. In addition, mandatory admission documents are submitted.
- 3.1.3 Grievance Redressal (Revaluation/Verification of answer books): In case a student is not satisfied with the result/ grade received by him/her in a particular Course, he/ she may follow the 'Grievance Redressal Procedure' as given in part I of student resource book in case he/ she desires.
- 3.1.4 The University will decide the fees for re-examinations and re-admission from time to time.
- 3.1.5 In case of any disputes/differences, the decision of the University shall be final and binding on the students. If a student desires to institute any legal proceedings against the University, such legal proceedings shall be instituted only in court at Mumbai in whose jurisdiction the application is submitted by the student and not in any other court.
- 3.1.6 Modification in criteria/rules: On the recommendation of the Board of Studies of the School and the Board of Examinations, the Academic Council shall have the sole discretionary right to modify all or any of the above criteria at any time without prior notice.

These rules would be applicable to all the students who took admission/re-admission in and after the academic year 2024-25.

4. List of E resources subscribed by NMIMS

Sr. No.	Database	Sr. No.	Database
	LIBRARY SOFTWARE		COMPANY DATABASE
1	Koha-OPAC	19	Capitaline AWS
	GRAMMAR/PLAGIARISM CHECK SFT.		STATISTICAL DATABASE
2	Grammerly	20	Indiastat
3	Turnitin		LAW DATABASES
	ELECTRONIC JOURNAL DATABASES	21	Law & Literature
4	EBSCO	22	Live Law
5	JSTOR		CASE STUDY DATABASE
6.	Co-Design	23	Harvard Business School Publishing
7	Current Science		FINANCE LAB
8	Ergonomics in Design	24	Bloomberg
9	The Design Journal		SWAYAM / NDL
	ENGINEERING DATABASES	25	National Digital Library
10	DELNET	26	SWAYAM
11	NPTEL	27	Consortium for Educational Communication (CEC)
	E-BOOKS DATABASES		
12	E-brary		
13	Pearson E-Books		
	RESEARCH DATABASES		
14	CMIE: Prowess IQ		
15	EViews 8		
16	ISI-Emerging Markets		
17	SPSS: AMOS		
18	STATA		

5. Course Structure & Guidelines – BBA (Branding & Advertising) and Post Graduate Diploma in Digital Media & Marketing Communication

Name of School: NMIMS - School of Branding and Advertising
Course Structure of BBA (Branding & Advertising)
Batch 2024 - 2027

Semester - I			Semester - II		
S.No.	Course Name	Credits	S.No.	Course Name	Credits
1	Principles of Marketing - I	3	1	Introduction to Advertising	4
2	Principles of Management	4	2	Micro & Macro Economics	2
3	Organisational Behaviour	3	3	Visual Communication & Creative Writing	4
4	Communication Techniques	3	4	Consumer Behaviour	4
5	Fundamentals of Accounting	2	5	Product Management & Design Thinking	3
6	Art of Advertising Production	3	6	Web Development	2
7	Introduction to Excel	2	7	Principles of Marketing - II	3
Total		20	Total		22

Semester - III			Semester - IV		
S.No.	Course Name	Credits	S.No.	Course Name	Credits
1	Multimedia Production	4	1	Social Media Marketing and Analytics	4
2	Introduction to Digital Marketing	3	2	Market Research	4
3	Introduction to Branding and Storytelling	4	3	Digital Transformation in Advertising	4
4	Media Strategy and Planning	4	4	Strategic Brand Management	4
5	Services Marketing	3	5	Ad-Film Making and Art of Story telling	4
6	Event Management	2	6	Data Visualisation and Presentation Skills	2
7	Financial Management	2			
Total		22	Total		22

Semester - V			Semester - VI		
S.No.	Course Name	Credits	S.No.	Course Name	Credits
1	Environment, Social and Governance	2	1	Entrepreneurship	4
2	Media Law and Ethics	2	2	Marketing Analytics	4
3	Business Strategies	3	3	Media Economics	2
4	Select Application in Branding and Advertising	4	4	Retail Management	4
5	Sales and Distribution	4	5	Capstone Project	2
6	Corporate Communications and Public Relations	4	6	Graphic Design	2
			7	Visual Effects	2
Total		19	Total		20

Total Credits	125
Total Courses	40



Dr. Kiran Desai
I/C Associate Dean

Name of School: NMIMS - School of Branding and Advertising

Course Structure of Post Graduate Program in Digital Media and Marketing Communications

Semester - I			Semester - II		
S.No.	Course Name	Credits	S.No.	Course Name	Credits
1	Introduction to Digital Media	3	1	Digital Marketing & Communication	3
2	Content Creation & Marketing	3	2	Digital Advertising	3
3	Digital Consumer Behaviour	3	3	Brand Management	3
4	Integrated Marketing Communication	3	4	Influencer Marketing	3
5	Social Media Management	3	5	Web Design & Development	3
6	Search Engine Optimisation & Marketing	3	6	Direct Marketing	2
7	Digital Public Relations	2	7	Digital Laws & Ethics	2
8	Digital Anchoring	2	8	Digital Video Film Making & Video Production	3
Total		22	Total		22

Semester III (Revised)		
S.No.	Course Name	Credits
1	Mobile Advertising	3
2	OTT Advertising	2
3	Lead Management System	2
4	Artificial Intelligence in Digital Marketing	3
5	E-Commerce & Digital Marketing	3
6	Digital Media Planning & Buying	3
7	Affiliate Marketing	3
8	Web Analytics & Strategic Formulation	3
9	Capstone Project	4
10	Summer Internship	6
		32

Total Credits	76
Total Subjects	24
Total Capstone	1
Total Summer Internship	1



Dr. Kiran Desai
I/C Associate Dean, SoBA

6. Approved Academic Calendar of all programs

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

Details	Sem	Start date	End Date	No. of Days/Weeks (Excl. Sundays/holidays)
Term I				
Orientation/Induction Program (First Year of the Program)	I	20 th July, 2024	26 th July, 2024	06 Days
Academic Instruction Duration (Regular Classes)	I,III,V	22 nd July, 2024	30 th November, 2024	102 Days
#ICA Week 1	I,III,V	26 th August, 2024	02 nd September, 2024	06 Days
#ICA Week 2	I,III,V	14 th October, 2024	19 th October, 2024	06 Days
Diwali Vacation	I,III,V	28th October, 2024	3rd November, 2024	7 Days
Term End Exams	I,III,V	5 th December, 2024	12 th December, 2024	08 Days
Re-Exams	I,III,V	03 rd February, 2025	08 th February, 2025	06 Days
Term II				
Academic Instruction Duration (Regular Classes)	II,IV,VI	16 th December, 2024	24 th December, 2024	08 Days
Winter Vacation		26th Dec, 2024	01st Jan, 2025	7 Days
Academic Instruction Duration (Regular Classes)	II,IV,VI	02 nd January, 2025	26 th April, 2025	96 Days
#ICA Week 1	II,IV,VI	10 th February, 2025	15 th February, 2025	06 Days
#ICA Week 2	II,IV,VI	17 th March, 2025	22 nd March, 2024	06 Days
Term End Exams	II,IV,VI	30 th April, 2025	08 th May, 2025	07 Days
Re-Exams	II,IV,VI	23 rd June, 2025	30 th June, 2025	07 Days
Summer Vacation	For Faculty	22nd May, 2025	02nd July, 2025	42 Days
	For Students	9th May, 2025	9th July, 2025	60 Days
Summer Internship (Second Year)	For Students	12th May, 2025	10th July, 2025	60 Days
Summer Internship with NGO (First Year)	For Students	19th May, 2025	07th June, 2025	18 Days
Convocation (For Final Year Students only)	#10 th August			
Commencement of First Year in next Academic year (AY 2025-26)			-----	

Sayali
01/06/24
CC/AR/DR
Ms. Sayali Godambe

K. Desai
11/6/2024
I/C Associate Dean
Dr. Kiran Desai


Vandana
12/6
DR-Academics
Ms. Vandana Kushte
c.d.

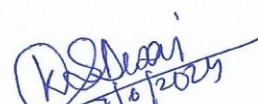
Ashish
Controller of Examinations
Mr. Ashish Apte


Program Name in Full: Post Graduate Program in Digital Media and Marketing Communication


Details	Start date	End Date	No. of Days/Weeks (Excl. Sundays/holidays)
Semester I			
Orientation/Induction Program (First Year of the Program)	22 nd July, 2024	23 rd July, 2024	02 Days
Academic Instruction Duration (Regular Classes)	23 rd July, 2024	30 th November, 2024	102 Days
#ICA Week 1	26 th August, 2024	02 nd September, 2024	06 Days
#ICA Week 2	3 rd October, 2024	9 th October, 2024	06 Days
Diwali Vacation	28th October, 2024	3rd November, 2024	7 Days
#ICA Week 3	14 th November, 2024	20 th November, 2024	06 Days
Term End Exams	5 th December, 2024	12 th December, 2024	08 Days
Re-Exams	03 rd February, 2025	08 th February, 2025	06 Days
Semester II			
Academic Instruction Duration (Regular Classes)	16 th December, 2024	24 th December, 2024	08 Days
Winter Vacation	26th December, 2024	01st January, 2025	7 Days
Academic Instruction Duration (Regular Classes)	02 nd January, 2025	26 th April, 2025	96 Days
Capstone Project (Introduction of Topics)	13 th January, 2025	15 th January, 2025	03 Days
#ICA Week 1	27 th January, 2025	1 st February, 2025	06 Days
#ICA Week 2	4 th March, 2025	10 th March, 2024	06 Days
#ICA Week 3	24 th March, 2025	29 th March, 2025	06 Days
Term End Exams	30 th April, 2025	08 th May, 2025	07 Days
Re-Exams	23 rd June, 2025	30 th June, 2025	07 Days
Summer Vacation			
For Faculty	22nd May, 2025	02nd July, 2025	42 Days
For Students	9th May, 2025	9th July, 2025	60 Days
Summer Internship (Second Year)	12th May, 2025	09th August, 2025	90 Days

Details	Start date	End Date	No. of Days/Weeks (Excl. Sundays/holidays)
Semester III			
Academic Instruction Duration (Regular Classes)	11 th August, 2025	13 th December, 2025	102 Days
#ICA Week 1	08 th September, 2025	13 th September, 2025	06 Days
#ICA Week 2	27 th October, 2025	01 st November, 2025	06 Days
#ICA Week 3	24 th November, 2025	29 th November, 2025	06 Days
Term End Exams	15 th December, 2025	23 rd December, 2025	08 Days
Re-Exams	02 nd February, 2026	10 th February, 2026	08 Days
Convocation Dates	*March 2026*		


CC/AR/DR
Ms. Sayali Godambe


I/C Associate Dean
Dr. Kiran Desai


DR-Academics
Ms. Vandana Kushte
S.O.


Controller of Examinations
Mr. Ashish Apte

7. LIST OF HOLIDAYS FOR THE YEAR 2024

SVKM's NMIMS Deemed to be University

Calendar 2024		NMIMS (Mumbai, Navi Mumbai, Shirpur & Dhule)		NMIMS (Bangalore)		NMIMS (Hyderabad)		NMIMS (Indore)		NMIMS (Bhubaneswar)		NMIMS (Chandigarh)	
		List of Holidays for the year 2024											
DATE	DAY	OCCASION		OCCASION		OCCASION		OCCASION		OCCASION		OCCASION	
1/1/2024	Monday				1	New year							
15-Jan-24	Monday		1	Makar Sankranti	2	Sankranti/Pongal							
17-Jan-24	Wednesday										1	Guru Gobind Singh Parkash Purb	
26-Jan-24	Friday	1	Republic Day	2	Republic Day	3	Republic Day	1	Republic Day	1	Republic Day	2	Republic Day
14-Feb-24	Wednesday									2	Basant Panchami		
8-Mar-24	Friday					4	Mahashivratri	2	Mahashivratri	3	Mahashivratri	3	Mahashivratri
25-Mar-24	Monday	2	Holi	3	Holi	5	Holi	3	Holi	4	Holi	4	Holi
29-Mar-24	Friday	3	Good Friday	4	Good Friday	6	Good Friday					5	Good Friday
30-Mar-24	Saturday							4	Rang Panchami				
1-Apr-24	Monday									5	Odisha Day		
9-Apr-24	Tuesday	4	Gudi Padwa	5	Ugadi	7	Ugadi						
11-Apr-24	Thursday	5	Ramzan-eid	6	Ramzan-eid	8	Ramzan-eid	5	Ramzan-eid				
17-Apr-24	Wednesday							6	Ram Navmi	6	Ram Navmi		
1-May-24	Wednesday	6	Maharashtra Day	7	Labor Day								
14-Jun-24	Friday									7	Pahili Raja		
15-Jun-24	Saturday									8	Raja Sankranti		
17-Jun-24	Monday					9	Bakri eid						
15-Aug-24	Thursday	7	Independence Day	8	Independence Day	10	Independence Day	7	Independence Day	9	Independence Day	6	Independence Day
19-Aug-24	Monday											7	Rakshabandhan
26-Aug-24	Monday							8	Janmasthami	10	Janmastami	8	Janmastami
27-Aug-24	Tuesday	8	GopalKala										
7-Sep-24	Saturday	9	Ganesh Chaturthi	9	Ganesh Chaturthi	11	Ganesh Chaturthi	9	Ganesh Chaturthi	11	Ganesh Puja		
16-Sep-24	Monday											9	Eid -e-Milad
17-Sep-24	Tuesday	10	Anant Chaturdashi										
2-Oct-24	Wednesday	11	Gandhi Jayanti	10	Gandhi Jayanti	12	Gandhi Jayanti	10	Gandhi Jayanti	12	Gandhi Jayanti	10	Gandhi Jayanti
10-Oct-24	Thursday									13	Maha Saptami		
11-Oct-24	Friday			11	Mahanavami, Ayudha Pooja					14	Maha Ashtami/Navmi		
12-Oct-24	Saturday	12	Dushera	12	Dushera	13	Dushera	11	Dushera	15	Vijaya Dashmi	11	Dushera
31-Oct-24	Thursday	13	Diwali (Narak chaturdashi)	13	Diwali (Narak chaturdashi)	14	Diwali (Narak chaturdashi)	12	Diwali (Narak chaturdashi)			12	Diwali (Narak chaturdashi)
1-Nov-24	Friday	14	Diwali (Laxmipujan)	14	Diwali (Laxmipujan)/ Karnataka Rajyotsava	15	Diwali (Laxmipujan)	13	Diwali (Laxmipujan)			13	Diwali (Laxmipujan)
2-Nov-24	Saturday	15	Diwali (Balipratipada)	15	Diwali (Balipratipada)			14	Diwali (Balipratipada)			14	Diwali (Govardhan Puja)
15-Nov-24	Friday							15	Gurunanak Jayanti			15	Gurunanak Jayanti
25-Dec-24	Wednesday	16	Christmas	16	Christmas	16	Christmas	16	Christmas	16	Christmas	16	Christmas
Holidays falling on Sunday													
14-Jan-24	Sunday					Sankranti/Pongal							
7-Jul-24	Sunday									1	Rath Yatra		

Classes/Lectures will be conducted, if required (except on the National Holidays i.e. January 26, August 15, May 01 & October 02) Note: For Employees whose weekly off is other than Sunday.

All those employees who are having weekly off other than Sunday and if the Holiday falls on Sunday not declared by the University then their w/o will be considered as Sunday for that week.

NGASCE Centres at campuses will follow holiday list declared for campuses as above.

8. People you should know

School Administration

Name	Designation
Dr. Kiran Desai	I/C Associate Dean
Ar. Pallavi Patil	Program Chairperson & Assistant Professor (PGP-DMMC)
Ms. Reshma Singh	Assistant Placement Director
Ms. Priyanshi Bhargava	Placement Coordinator
Ms. Sayali Godambe	Academic Coordinator
Ms. Mansi More Rayat	Academic Assistant Coordinator