

# STUDENT RESOURCE BOOK

## 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 has been 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 School 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 2025)

### **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 2025 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. Any such changes will be communicated to 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 If any changes in guidelines of SRB by the university, it will be communicated to the students.
- 1.8 Any dispute and/or litigation arising between student/s and the University/college/school shall be subject to the jurisdiction of the 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.
- 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 for the students vehicles parked outside the premises.
- 2.5 Any problem about 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 the 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 The student should ensure the receipt of the NMIMS email ID for official communication.

- 2.8 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, or lecture cancellations directly with the faculty on their own.
- 2.9 The students should not communicate directly with faculty members for selection of any elective course. They must route their option through Course Co-ordinators or Program Chairs.
- 2.10 Classrooms are fitted with LCD projectors / Smart Boards for the utility of the faculty and the students. 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-served basis.
- 2.11 All students are provided with an Identity Card, which they are required, to wear **mandatorily**. Entry is strictly through an 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 will be issued by the school by paying a prescribed fee. An ID card is used for access control to the NMIMS campus.
- 2.12 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.
- 2.13 Students must not use the ID card of any other student; in case it is noticed, both students shall be penalised.
- 2.14 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 the ID Card should be raised to [biometricregistration@svkm.ac.in](mailto:biometricregistration@svkm.ac.in).
- 2.15 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.
- 2.16 Any person resorting to physical fights will amount to ragging and appropriate legal action will be viewed accordingly by the disciplinary committee.
- 2.17 If any student during the tenure of studentship has a police case in his/ her name, he/she is liable for appropriate action by the management/disciplinary committee as per the rules and regulations in force from time to time.
- 2.18 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.
- 2.19 NMIMS has a zero-tolerance policy towards misbehaviour, discrimination of gender sensitivity, racial discrimination, indulgence in 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. The university shall take strict legal action against the defaulters in accordance with the rules & regulations in force from time to time.
- 2.20 The 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.
- 2.21 Photography, filming, videotaping and audio-taping in the Campus premises/ University are strictly prohibited. A student found guilty of the said act will be dealt with appropriately as per the rules and regulations of the University

CODE OF CONDUCT	LINE OF ACTION
<p><b><u>Alcohol and Other Drugs</u></b></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 &amp; 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"> <li>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.</li> <li>b. Suspension from college pending an enquiry.</li> <li>c. If found guilty, concerned student shall be punished in accordance with the rules and regulations, which may include rustication from the school / campus / hostel.</li> <li>d. In case the student is involved and found guilty of selling the drugs, appropriate legal action under the Narcotic Drugs Act 1985 will be taken.</li> </ul>
<p><b><u>Assault, Endangerment or Infliction of Physical Harm</u></b></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><b><u>Banners, Chalking and Posters</u></b></p> <p>Defacing of Campus property using Banners, Chalking, Posters, etc..</p>	<p>Severe disciplinary action will be taken.</p>
<p><b><u>Bullying, Intimidation, and Stalking</u></b></p> <p><b>Bullying.</b> 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><b>Intimidation.</b> 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><b>Stalking.</b> 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"> <li>a. Upon written complaint with immediate effect - Suspension from attending college pending enquiry.</li> <li>b. Any person resorting to such an act will amount to ragging and strict appropriate legal action will be taken.</li> </ul>
<p><b><u>Discrimination, Including Harassment, Based On a Protected Class</u></b></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"> <li>a. Upon written complaint with immediate effect Suspension from attending college pending enquiry.</li> <li>b. If found guilty , shall be punished in accordance with the rules and regulations, which may include rustication from the school / campus / hostel.</li> </ul>

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



## 2.22 Discipline Norms and Penalty:

- 2.22.1 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.**
- 2.22.2 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.**
- 2.22.3 NMIMS campus including premises of all schools/colleges and hostels are earmarked as a non-smoking zone. Possession and Consumption of alcoholic beverages / toxic materials/and cigarettes students present on the campus under the influence of alcohol/ toxic materials/ addictive materials is a serious offense. Any student found consuming 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
- 2.22.4 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.
- 2.22.5 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.
- 2.22.6 In all matters of indiscipline and indecent behaviour, the Chancellor of the University will be the appellate authority. The ombudsman is appointed by the University, who would look into such cases referred by the 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 that will be initiated by the regulatory authority like police, corporation etc.

## 2.23 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.

## 2.24 Punctuality

- 2.24.1 Classes will begin on time. Late coming is not permitted. Faculty have the authority to restrict latecomers to enter the classroom.
- 2.24.2 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.
- 2.24.3 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.
- 2.24.4 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 or 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 monthly. 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 parents' email ID with the school academic office.
- 3.1.5 Parents of the students shall be informed of 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 in any contact information of their 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 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 the Student Portal / Notice board after the end of the session. If the student has any issues regarding attendance will notify the Dean/Director of the campus in writing. The Dean/Director will ensure that data is factual and will 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.

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.
Below 80% 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 Term End examination is a compulsory component. The mode of the Term End Examination will depend on Course Learning Outcomes.

4.3 Duration of examination

4.3.1 Minimum duration of Mid -Term Examinations: 1 hr.

4.3.2 Minimum duration of Term End Examinations: 2 hrs.

4.3.3 Examination duration can also be more than the above specified time as defined by respective schools.

4.4 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.

- 4.5 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.
  - 4.6 The minimum 15 number of students or 40% of the total number of students to offer an elective course/s on the basis of the total number of students registered in that particular elective courses.
  - 4.7 Project Guidelines:
    - 4.7.1 From time to time Faculty may assign projects to students in their courses.
    - 4.7.2 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.
    - 4.7.3 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 1<sup>st</sup> year and PG students of Term I of 1<sup>st</sup> 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](mailto: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 (UFM) 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 respective University ID card during exams. Admission to the examination hall may be denied if University identity card is not produced.
- 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. Such students will be required to seek written approval from the Dean/Director of the respective school / Campus or faculty member 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 and attendance recording 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 on the date, time and place published in the timetable, will have an 'Absent' remark in attendance and grade sheet. Opportunity for re-examination will be given according to the rules and regulations. No special re examination will be conducted for such students.
- 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 University 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 School / campus.
- 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 / she 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, health band with data storage communication facility, in ear Bluetooth speaker, micro scanner, micro phone, micro camera, micro speaker, memory based modules, Wi-Fi enabled modules, earbuds, storable/programmable calculators, laptop, Bluetooth devices or any other similar electronic gadgets/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 (gestures or otherwise) 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 will be 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 sheet/s 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 the 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 room supervisor's instructions. Else, it will be treated as an act of use of unfair means.
  - 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. The student 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 Persons with Disabilities (PwD) (Divyangjan) (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, well in time.
  - 7.2.2 The student should submit an application for the purpose along-with 'medical certificate' from 'Registered Medical Practitioner' to that effect (Annexure 6) with rubber stamp of the Registered Medical Practitioner on the certificate well in advance. The application should be approved by respective school Dean/Director before forwarding to examination section.
- 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, compensatory time of 20 minutes per hour will be allowed to such students. E.g. for the examination of two hours, 40 minutes compensatory time will be allowed.
  - 7.3.5 The Examination in Charge of the School/Campus 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 additional time of 20 minutes per hour. E.g. for the examination of two hours, 40 minutes extra time will be allowed.
  - 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 competent 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	A student is found in possession / making use of any electronic device (including mobile phone, smart watch, health band (with data storage/communication facility), In ear Bluetooth speaker, micro-scanner, micro- phone, micro-camera, micro-speaker, memory-based modules, Wi-Fi enable modules, any other electronic gadgets etc.) or any other item of such type or communication gadget in the Examination Hall.	Annulment of the performance of the student at the University Examination in full. *  This quantum will also apply to the following categories of adoption of unfair means at Sr. No. 3,4,5,6,7 **
2	A student is found in possession / making use of any unauthorized material like written/printed/photocopied note/written on the dress, clothes or body parts, written on the chair, table, desk or any other furniture items or room walls, floors etc. on university properties, calculator, scale, eraser, handkerchief, instrument box, any other material relevant to the examination irrespective of whether it was used or not used.	Annulment of the performance of the student at the University Examination in full. *
3	Possession of another student's answer book or supplementary sheet.	Exclusion of both the students from concerned University Examinations for one additional examination. **
4	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. **
5	Mutual/ Mass copying.	Exclusion of all the students from concerned University Examination for two additional examinations. **
6	Smuggling in or smuggling out of answer books as copying material.	Exclusion of the student from concerned University Examination for three additional examinations. **
7	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. **
8	Smuggling in written answer book as copying material and forging the signature of supervisor.	Permanent Expulsion from the University.
9	Attempt to forge the signature of the supervisor on the answer book or supplementary sheet.	Permanent Expulsion from the University.



10	Interfering with or counterfeiting of University seal or answer books or office stationery used in the examination with the intention of misleading the authorities.	Permanent Expulsion from the University.
11	Answer book or supplementary sheet written outside the examination hall or any other insertion in the answer book.	Permanent Expulsion from the University.
12	Insertion of currency notes/ bribing or attempt to bribe any of the person connected with the conduct of the examination.	Permanent Expulsion from the University.
13	Using obscene language/ violent threats inside the examination hall by a student at the University examination to room supervisor/ any other authority.	Permanent Expulsion from the University.
14	Impersonation for a student or impersonation by a student in University or other examinations.	Permanent Expulsion from the University.
15	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.
16	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.
17	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.
18	A student is found to be snatching the answer book of other examinee/s.	Annulment of the performance of the student at the University Examination in full. *
19	A student is found to be tearing or tampering his/her answer book inside or outside the examination hall.	Annulment of the performance of the student at the University Examination in the subject concerned.
20	A student is found to be disrupting the smooth conduct of Examination in any way because of which other students were unable to write the examinations for substantial amount of time.	Annulment of the performance of the student at the University Examination in full. *
21	A student is found communicating or attempting to communicate directly or through a relative, guardian, friend or any other person with an examiner with an object of influencing him/her in the award of marks.	Violation of code of conduct - strict warning.
22	A student has used abusive or obscene language in the answer book.	Annulment of the performance of the student at the University Examination in the subject concerned.
23	A student is found to be talking/chatting to a person/another student outside the examination-hall while going to the Bio- break, for drinking water etc. during the examination period.  Providing help to other student outside the examination hall during the examination period (Even though the said student has not appeared at the said examination/s).	Annulment of the performance of the student at the University Examination in full. *
24	Dictating answers from outside to the student who is sitting inside the examination hall. Receiving answers from student outside the examination hall.	Annulment of the performance of the student at the University Examination in full. *

25	A student leaves the examination hall without handing over his/her answer book to the invigilator concerned and takes it away with him/her.	Annulment of the performance of the student at the University Examination in the subject concerned.
26	A student is found to have sought/ received help from other students or giving help to other students through passing some written material/electronic device/answer book/supplement /question paper/examination stationery pertaining to the questions set in the paper concerned.	Annulment of the performance of the student at the University Examination in full. *
27	A student is found to be guilty of swallowing or destroying any note or paper or any other material found with him/her and thereby destroying the evidence.	Annulment of the performance of the student at the University Examination in full. *
28	A student is guilty of assault or inflicting any injury on invigilator on duty or the other staff working at the examination.	Permanent Expulsion from the University.
29	The offence which has been detected after the Examination/declaration of the result/award of the degree.	Annulment of the performance of the student at the University Examination in full. * And the Grade sheet & Degree Certificate to be treated as null & void and to be recalled.
30	A student involved in malpractices at Practical / Dissertation / Project report / Online Examination / Procter examinations	Shall be dealt with as per the punishment provided for the theory examination.
31	All other malpractices not covered in the aforesaid categories.	Shall be decided by Unfair Means Inquiry committee on individual merits of case.
32	Second/subsequent case(s) of UFM reported against a student in the same academic year.	Annulment of the performance of the student at the University Examination in full.*  Expulsion from the University for a period of one year from the decision taken by University.
33	Student involved in uses of Unfair Means more than two occasions in different examination sessions (Semester/Trimester).	Permanent Expulsion from the University.

Note 1	* The Term "Annulment of Performance in full" includes performance of the student at the Theory /Computer based exam/ Viva/ Jury /Practical examination of semester/trimester concerned, but does not include performance at internal continuous assessment / Term work, project work with its term work & project submission.
Note 2	Student found in possession means a student , reported in writing, as having been found in possession of unfair means material by the invigilator or member of the vigilance Committee or Examination Squad or any other person authorised for this purpose, in this behalf, even if the unfair means material is not produced as evidence because of it being reported as swallowed or destroyed or snatched away or otherwise taken away or spoiled by the student or by any other person acting on his behalf to such an extent that it has become illegible, provided report to that effect is submitted by the Invigilator / Sr. Supervisor or any other authorized person to the Controller of Examinations or Dean or any officer authorized in this behalf.
Note 3	Material related to the subject of examination means and includes, if the material is produced as evidence (excluding electronic gadgets), any material certified as related to the subject of the examination by a competent person and if the material is not produced as evidence or has become illegible for any of the reasons referred to in clauses, above, the presumption shall be that the material did relate to the subject of the examination.
Note 4	Refusing to give written statement, refusing to receive show cause notice, absents from enquiries - final decision of UFM Committee will be binding on student.
Note 5	Students should note that material found with him / her during the examination would be confiscated and would be returned back after completion of inquiry on the basis on application.

## Practical/Dissertation/Project Report Examination:

- 7.5.3 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.
- 7.5.4 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 (as regards evaluation of answer books/answer scripts)

### (Providing Soft/ Photo copies of answer books/answer scripts to the candidates and Revaluation)

The Grievance Redressal Mechanism as regards evaluation of answer books/answer scripts 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 / Labs / oral examinations/ viva/ jury/ 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 (Result Portal – SAP)**. 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 books/Answer Scripts:** 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/Answer Script:** Under this process, a student will have to first apply for the soft copies/ photocopy/ies of the answer book/s and subsequently apply for re-evaluation of the said answer book/s after **going through the answer book/answer script and synoptic answers**. While making application for revaluation, such student will have to **compulsorily** write specific question/s that needs to be re-evaluated with specific reason/s as to why he/she is seeking revaluation of answer/s. **It will be mandatory for such student to write clear and specific reason/s for the request of re-evaluation of the desired questions in the light of the synoptic answers.** Answer books/Answer Scripts will not be revaluated in case student does not provide clear and specific reasons or if the required column/space is left blank in the revaluation application. In such cases, fees paid will not be refunded.
- Students will not be eligible to apply for revaluation if they do not apply for a Photocopy(ies) of their answer script/s.**
- During the revaluation process, only the answers to the questions for which the student has raised a grievance accompanied by valid reasons stated in the revaluation application submitted through the student portal will be re-evaluated. If a student has challenged specific question/s, only those particular answer/s will be reviewed in light of the reasons provided. The original marks awarded to all other answers (which have not been challenged) will remain unchanged.
- No other mode of communication regarding revaluation will be accepted. Students are advised **not** to send separate emails or applications about revaluation to any other authorities within the School, Campus, or University.

- 7.6.6 After the result declaration on **Student Portal (Result Portal – SAP)**, 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 <b>Example: 17<sup>th</sup> October</b>
Application for Verification of Answer book/Answer Script	Within 3 days from the date of result declaration	Example: 20 <sup>th</sup> October
Application for Photocopy of the Answer book/Answer Script	Within 2 days from the date of result declaration including holidays	Example: 19 <sup>th</sup> October

Receipt of the E-copy of Answer book/Answer Script	Latest on the 2nd day from the date of result declaration including holidays i) Answer Script/s will be available on student portal immediately on successful submission of application. ii) Link of E-copy of answer scripts will also be available on the payment receipt sent on students registered email ID.	Example: 19 <sup>th</sup> October
Application for Re-valuation of the answer scripts	<b>Within 3 days from the date of result declaration including holidays</b>	Example: 20 <sup>th</sup> 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 Copies of the answer scripts provided by the University are only for Grievance Redressal mechanism and do not have any evidentiary value.
- 7.6.9 The Photocopy (ies) so obtained by the examinee/candidate shall be for his/her exclusive and relevant use only. Any other person can not use the said answer script/s to dispute or challenge the quality of assessment or quantum of marks assigned to the answer there-in.
- 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 a student for re-evaluation shall be forwarded to the designated Examiner or Subject Expert. The Examiner/Expert will review the relevant portions of the answer book specifically in light of the reasons provided by the student in the re-evaluation application. Re-evaluation shall be carried out only for the particular question(s) that the student has identified and substantiated with valid reasoning. The marks awarded to all other answers, which were not challenged by the student, shall remain unchanged.

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

- a) Wherever the difference in marks is less than or equal to 20 percent (20 included) (irrespective of whether marks increase or decrease during revaluation process), marks awarded after revaluation will be considered as final and communicated to the student concerned.

In such cases the marks originally obtained by the candidate in the subject/s shall be treated as null and void.

- b) Wherever the difference in marks is more than 20 percent (i.e. 20.01 and above) (irrespective of whether marks increase or decrease during revaluation process).

Second revaluation of the said answer book shall be done by the examiners/subject experts from approved panel and best marks between first revaluation and second revaluation shall be considered as final marks obtained in the subject/s (fractional marks if any shall be rounded off to the next integer).

In such cases the marks originally obtained by the candidate in the subject/s shall be treated as null and void.

- i. The revised marks obtained by a candidate after first and/ or second re-evaluation as the case may be, as accepted by the University shall be taken into account for the purpose of amendment for his/her result only and the said result shall be communicated to the student/s. Students may note that after carrying out revaluation, the marks obtained may increase or decrease or may not change.
- ii. The examiner/s for re-evaluation will be appointed by the Controller of Examinations from the panel of examiners/experts.

- iii. The above difference in marks (between original evaluation and first/second re-evaluation) in percentage term shall be with reference to the maximum marks of the term end examination of the respective subject.
- iv. The marks awarded by examiner/s in re-evaluation (as mentioned above) and amendment in result, if any shall be final and binding on the student and shall not be challenged. Once the re-evaluation result is declared, request to retain the original marks will not be entertained under any circumstances.
- v. 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.
- vi. In any case, the photo copies of re-evaluated answer-books shall not be provided to the student/s.

## 7.7 Grace Marks Rule

- 7.7.1 A candidate failing in one or more subjects will be given grace marks up to 2 per cent of the marks on the aggregate marks of the subjects in which he / she has appeared, subject to maximum of 6 marks overall and in individual subject not more than 3% of maximum marks allotted to the subject.
- 7.7.2 The subject/s in which Grace marks will be given will be based on the data of the examination of the semester/trimester. The decision of the University in this matter will be final.
- 7.7.3 Grace marks will be awarded only for term-end examination component of regular and re-examination. Grace marks will never to be awarded on ICA (Internal Continuous Assessment) component.

**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](http://nmims.edu) → School → Campus → Academics → Examination).**

**Note: If any change in examination system by the university, it will be communicated to the candidates.**

## 7.8 Internal Continuous Assessment (ICA)

- 7.8.1 All components of ICA should be defined while designing the course syllabus by a faculty member. Those components and their weightage should be shared with the students at the start of the trimester/semester.
- 7.8.2 **Broad Categories** of ICA components should be consolidated into the following categories: Please ensure a minimum 3 and a maximum 5 ICA components are selected

a. Test 1 (Mandatory Component)	g. Term Work
b. Test 2	h. Case Study
c. Assignment	i. Viva / Presentation
d. Lab Work	j. Quiz
e. Class Participation	k. Group Discussion
f. Project Work	l. Others

- 7.8.3 **Distribution of Marks:** Distribution of Marks for ICA components must be justifiable as per the weightage of the course contents. The single ICA component should not be more than 20% of the total ICA marks.
- 7.8.4 **Conduct of ICA components:** A timetable for the conduct of ICA Components should be included in the academic calendar, OR a timetable should be shared with the students within two weeks of the commencement of the classes.

- 7.8.5 **ICA components Evaluation:** A faculty must use Rubrics to evaluate the ICA component. All the students shall be informed of the component-wise marks obtained by them within seven days of the conduct of ICA components by the respective faculty member or via the students' portal. Students are responsible for checking their marks on the portal.
- 7.8.6 **ICA Marks submission to exam Dept.:** The final marks obtained by students for each ICA component, irrespective of whether the course has TEE or only ICA should be submitted on the student portal **before the start of the Term End Examinations.**
- 7.8.7 **Passing Criteria for ONLY ICA course:** For a course that has only internal continuous assessment components and has no Term End Examination must be considered as an ONLY ICA course. The passing criteria for such ONLY ICA courses will be at 40% minimum of total of ICA marks.

If a student does not satisfy the passing criteria of 40%, there will be no re-examination for Only ICA Courses. If a student does not pass only ICA course, he/she must take re-admission in the same trimester/semester of the subsequent academic year of the program, or may opt for re-admission for the entire year of the program, provided they fulfill the eligibility criteria for re-admission mentioned in SRB. The student who fails in any only ICA Course may not be allowed to appear in the Term End Examinations of other courses.

- 7.8.8 **Grace Marks:** Grace Marks will never be awarded on the ICA (Internal Continuous Assessment) Component, irrespective of whether the course has TEE or only ICA components.
- 7.8.9 **ICA unfair practice penalties:**  
The adoption of unfair means by the candidates during the ICA component examinations is treated seriously, and appropriate penalties are imposed after following the University's rules and regulations and principles of natural justice.
- a. The ICA component for which the unfair practice is reported that component will get cancelled and will not be considered for evaluation.
  - b. In case of a project/assignment, if the student is allowed to resubmit, the student will be awarded 50% of the total marks or actual marks, whichever is lower. For group project/assignment, this applies to all students in the group.
  - c. Depending on the severity of the adoption of nature of unfair means, the University is liable to punish the student as deemed fit.
  - d. Such student shall not be considered for Dean's list and scholastic awards, student leadership positions on campus, final placement, and internship opportunities, amongst other possible actions by the School.

**Note: All disputes and representations related to ICA unfair practice will be handled by the respective school-level Disciplinary Committee headed by the Dean/Director and Program Head.**

**General Guidelines:**

- a. In order to receive the degree, diploma, or certificate, the student will have to pass all the courses (Credit/Non-Credit) of all the years.
- b. **Grievance Redressal:** In case a student is not satisfied with the marks or has any discrepancy with the marks received by him/her in any ICA component of a Course, he/ she may be directed to the concerned faculty member via Program Head / Dean / Director. The final marks obtained in ICA components should be submitted on the student portal before the start of the Term End Examinations.
- c. In case of any disputes / differences, the decision of the University shall be final and binding on the students.
- d. **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.



## 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 (having account holders name either parent or student personal account) 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 :

- The academic break can be granted to any student by respective Dean/Director of School/campus.
- The maximum period for an academic break is one year only.
- In the 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:

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

Students will be required to take re-admission in case of Academic Break, a student can opt

Re-admission in the same Semester/Trimester

OR

Re-admission in the full year of the program in the subsequent academic year

- 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.

- 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 Dean / Director of 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"> <li>Informed before the commencement of the academic year.</li> </ul>	100% total fee prevalent.
<ul style="list-style-type: none"> <li>Informed after commencement, not attended classes and fees not paid.</li> </ul>	100% total fee + 25% readmission (prevalent).
<ul style="list-style-type: none"> <li>Informed during the semester / trimester fees not paid for the current year.</li> </ul>	100% total fee + 25% readmission (prevalent).
<ul style="list-style-type: none"> <li>Informed during the academic year and fees paid for that year.</li> </ul>	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 / term of the program only once. He/she can take re-admission in different years/term as long as the total period of the program does not exceed the validity period of that 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 to the next academic year, 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 in the same year of the program. 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 programs 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 faculty /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 faculty / 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/tools like plagiarism check software *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.

# 11.20 List of E-resources subscribed by NMIMS across all campuses

Sr. No.	Database Category	Name of Database
1.	LIBRARY DATABASE/OPAC	Koha (AMC)
2.	GRAMMAR Check Software	Grammarly
3.	e-JOURNAL DATABASES	EBSCO
4.		Economic and Political Weekly
5.		JSTOR
6.		Current Science
7.		Ergonomics in Design
8.		Communication Art
9.		Design Journal
10.	Engineering DATABASES	DELNET
11.		IEEE
12.		IET Journals
13.		NPTEL
14.	e-Books DATABASES	Pearson E-Books
15.		e-KUMBH
16.		UGC e-BOOKS
17.		NDLI e-Books
18.	RESEARCH DATABASES	CMIE:Prowess IQ
19.		EventStudyTools
20.		EViews 8
21.		ISI Emerging Markets
22.		SPSS: AMOS
23.		STATA
24.	COMPANY DATABASE	Capitaline AWS
25.	STATISTICAL DATABASE	IndiaStat
26.		EPWRF India Time Series
27.	LAW DATABASES	Hein Online
28.		Live Law
29.		Manupatra
30.	CASE STUDY DATABASE	Harvard Business School Publishing
31.	FINANCE LAB	Bloomberg
32.	SWAYAM / NDLI	SWAYAM
33.		National Digital Library

## 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 that is blocked with inappropriate content, request to send an email to [ITHelpdesk@nmims.edu](mailto: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 from the Computer Centre.
- 12.3 Internet access for 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 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 are not to touch or tamper with the WiFi routers and other network infrastructure installed at hostels. If any such incidents are found, they 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 laptops 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 the 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 with regard the computing facilities. In case there is some problem with any of the services, students should lodge a written complaint in the Complaints Register available in the 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. You must 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](mailto: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 that a strong password 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's user name and password to access the IT infrastructure, including smartboards is prohibited and may lead to disciplinary action.
- 12.31 You should not copy or share others' 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 an explanation as to the said act amounts to theft. If the authority does not find 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 the 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 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 that is not regular.
- 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 the 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 the computer Centre or on any other computer or IT system inside the NMIMS campus or storing child pornography, Playing Games, hacking into networks and other computers, spamming and sending junk mail, and causing damage to the 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 Students' requests related to additional Internet Bandwidth requirements for special access to events, a request should reach the 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 playing 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 via Email and an 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 Forgot Password: If students are not able to login with current password or forgot password then can reset their password by click on Forgot Password option.
- 13.6 Email Update: Users need to change/update their email id & contact number for getting regular notifications.
- 13.7 Course links: Your login will contain only the current trimester/semester course list.
- 13.8 Announcements: Announcements related to the course, exam timetable and other activities are published in the Announcements section.
- 13.9 ICA: Display ICA (Internal Continuous Assessment) marks on LMS Portal
- 13.10 Library: It will be a single gateway for all library data like Question Papers, Syllabus, Notices, etc.
- 13.11 Remote Access to Databases: Remote access to all the web-based databases subscribed by SVKM & NMIMS Libraries globally.
- 13.12 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.
- 13.13 Academic Content: Syllabus, SRB, Teaching Scheme, Class Time-table, etc. can be uploaded.
- 13.14 Course Content: All course related reading materials (ppts/notes/videos/links) can be published.
- 13.15 Assessment (Internal): ICA based tests can be conducted on the Portal. Internal 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 Groups: Groups can be created by faculty for assessments, File Exchange, Message, etc. for their Courses.
- 13.18 Forum: This feature can be used by students and faculty to interact and discuss topics related to their respective courses.
- 13.19 Hostel Application: Students can book Hostel through the portal (where online admissions are done and full payment is completed)
- 13.20 Mobile Application: available for student attendance, assignment, survey, Display ICA marks, and notification can be viewed.
- 13.21 Student Service: Students are benefitted from students' portal for Name validations as required for mark sheets, photo upload, and Letters of recommendation (LOR), whenever required. Registration and allocation process for CBCS and Interdisciplinary courses.
- 13.22 Selection of Electives: options are available for MPSTME (Mumbai / Shirpur) students to choose Open Electives.
- 13.23 The student grievance processes have been incorporated into the Learning Management System (LMS)
- 13.24 Online survey feature has been implemented in the student portal.

Help – Assistance: mail to [portal\\_app\\_team@svkm.ac.in](mailto:portal_app_team@svkm.ac.in) or phone no: 022 - 46152650

#### 14 Feedback Mechanism:

NMIMS has a well-established online feedback mechanism through the 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 on 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, qualified 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 down 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 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 judgmental 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 connection is 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 time. 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 can connect with via call or email and set up a session to discuss any concerns that may be affecting you.

(022-42332225 or email [Nazneen.raimalwala@nmims.edu](mailto:Nazneen.raimalwala@nmims.edu) /

022-42334090 or email [ketaki.gokhale@nmims.edu](mailto:ketaki.gokhale@nmims.edu)) – for MPSTME students.

World Health Organization 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](http://www.ncbi.nlm.nih.gov/pubmed/16612204)

WHO | Prevention of bullying-related morbidity and mortality:

[www.ncbi.nlm.nih.gov/pubmed/16612204](http://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, and 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 contestsThe 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% reimbursement 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% reimbursement for travel (Non A/C Sleeper class/ 3 tier) to and fro from the contest destination, provided that they have won the contest (1<sup>st</sup> or 2<sup>nd</sup> 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 for 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 the 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 the effective conduct of the event.

## 18 Roles and Responsibilities 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 the 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 before 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 the 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 the Accounts Department along with the Application for Refund as per Annexure 9.

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

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

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

**20. University level: Anti-Ragging squad and Committee / Women Grievance Redressal Cell / Internal Complaints Committee / University Student Grievance Redressal Cell / Caste Based Discrimination by SC/ST/OBC students / Equal Opportunity Cell Committee / 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](http://www.amanmovement.org) (OR) [www.antiragging.in](http://www.antiragging.in).

**Anti-Ragging squad committee (applicable only for Mumbai Campus)**

University Level				
	Name	Designation	E-mail ID	Contact no.
1.	Dr. Meena Galliara	Chairperson	Meena.Galliara@sbm.nmims.edu	022 42355807
2.	Prof. Sooraj Namboodiri	Member	sooraj.namboodiri@nmims.edu	022 42352244
3.	Dr. Rimi Moitra	Member	rimi.moitra@nmims.edu	022 42355736
4.	Dr. Niladri Bagchi	Member	Niladri.bagchi@nmims.edu	022 42355723
5.	Dr. Ginpreet Kaur	Member	Ginpreet.Kaur@nmims.edu	022 42352035
6.	Dr. Rajesh Maurya	Member	rajesh.maurya@nmims.edu	022 42359747
7.	Prof. Rishabh Dwivedi	Member	rishabh.dwivedi@nmims.edu	022 42350383
8.	Mr. Sushil Jain	Member	sushil.jain@nmims.edu	022 42355849
9.	Dr. Manoj Nikam	Member	Manoj.Nikam@nmims.edu	022 42352230
10.	Dr. Manas Vishwaroop	Member	manas.vishwaroop@nmims.edu	022 42355555
11.	Prof. Dhanashri Sawant	Member	dhanashri.sawant@nmims.edu	022 42355555
12.	Dr. Deepti Puranik	Member	deepti.puranik@nmims.edu	022 42352708
13.	Dr. Harinder Singh	Member	Harinder.Singh@nmims.edu	022 42355938

**Anti-Ragging Committees:**

University Level				
	Name	Designation	E-mail ID	Contact no.
14.	Dr. Tanmoy Chakraborty	Registrar	registrar@nmims.edu	022 42359927
15.	Mr. Paramanand Rajwar	Member	Paramanand.rajwar@nmims.edu	022 42355558
16.	Mr. Venugopal K	Member	venugopalk@nmims.edu	022 42355557
17.	Shri. Harshad Shah	Member	Harshad.shah@svkm.ac.in	022 42355555
18.	Prof. Seema Mahajan	Member	Seema.mahajan@nmims.edu	022 42355853
19.	Mr. Dilip Varhadi	Member (Police)	juhupolicestation@gmail.com	022 26183856
20.	Dr. Christine D'Lima	Member (LR-Student Council Team)	Christine.dlima@nmims.edu	022-42355805
21.	Majilis Legal Cente	NGO Representative		
At Hostels, Mumbai				
1.	Dr. Tanmoy Chakraborty	Chairperson	registrar@nmims.edu	022 42355555
2.	Shri Harshad H. Shah	Member	harshad.shah@svkm.ac.in	022 42199999
3.	Dr Meena Chintamaneni	Member	Meena.Chintamaneni@nmims.edu	022-42355555
4.	Prof. Seema Mahajan	Member	seemam@nmims.edu	022 42355555
5.	Mr. Venugopal K	Member	venugopalk@nmims.edu	022 42355555



## 20.2 Women Grievance Redressal Cell:

	Name	Designation	E-mail ID	Contact no.
1.	Prof. Amita Vaidya, Director, SAMSOE, NMIMS	Chairperson	Amita.Vaidya@nmims.edu	022 42355555
2.	Dr. Minu Mehta, Dean, ASMSOC	Member	minu.mehta@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. Tanmoy Chakraborty, Registrar	Member Secretary	registrar@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, Director, Accreditation & Compliance	Member Secretary	ketanshah@nmims.edu	022 42355555
3.	Dr. Yogesh Kulkarni, Associate Professor, SPPSPTM	Member	Yogesh.Kulkarni@nmims.edu	022 42355555
4.	Ms. Karuna Bhaya, Finance Officer	Member	KarunaB@nmims.edu	022 42355555
5.	Ms. Vandana Kushte, Dy. Registrar	Member	Vandana.Kushte@nmims.edu	022 42355555
6.	Dr. Vinod Malap, Dy. Registrar, HR	Member	Vinod.Malap@nmims.edu	022 42355555
7.	Majlis Legal Centre	NGO Representative		
8.	Mr. Aman Sohail	Student Representative		
9.	Ms. Harini Sampat	Student Representative		
10.	Mr. Zaid Warsi	Student Representative		
11.	Ms. Nikita	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, Director, Accreditation & Compliance	Member Secretary	KetanShah@nmims.edu	022 42355555
3.	Ms. Karuna Bhaya, Finance Officer	Member	KarunaB@nmims.edu	022 42355555
4.	Dr. Meena Galliara, Professor, 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. Tanmoy Chakraborty	Member Secretary	registrar@nmims.edu	022 42355555
7.	Mr. Aman Sohail	Student Representative		
8.	Ms. Harini Sampat	Student Representative		
9.	Mr. Zaid Warsi	Student Representative		
10.	Ms. Nikita	Student Representative		

## 20.5 Caste Based Discrimination by SC/ST/OBC Students/Equal Opportunity Cell Committee:

	Name	Designation	E-mail ID	Contact no.
1.	Dr. Tanmoy Chakraborty, Registrar	Member	registrar@nmims.edu	022 42355555
2.	Dr. Vinod Malap, Deputy Registrar, HR	Member	Vinod.Malap@nmims.edu	022 42355555
3.	Dr. Paramanand Rajwar, Deputy Registrar, Administration	Member	Paramanand.Rajwar@nmims.edu	022 42355555
4.	Mr. Masseh Khatib, Deputy Registrar, Accreditation & Compliance	Member	Masseh.Khatib@nmims.edu	022 42355555
5.	Ms. Vandana Shegokar, Assistant Registrar, Academic Admin	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 (Tel.: 91-22-42355945/51).

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

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

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

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

**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 website categories that are blocked for use at NMIMS and the 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
<b>Disaster Management Cell of Municipal Corporation of Greater Mumbai</b>	108
<b>Police</b>	
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
<b>Fire Brigade</b>	
Fire Brigade Help Line	101
Andheri Fire Station	26205301
<b>Ambulance</b>	102 / 1298/1252
<b>Hospitals</b>	
Dr. Balabhai Nanavati Hospital	26182255 / 2626 7500
Dr. Cooper Hospital	26207254
<b>DOCTORS ON BOARD</b>	
Dr. Ushma Mashru, Ground Floor, Mithibai College	42355909
Dr. Harish Dhuri, Ground Floor, Mithibai College	42355909
<b>Travel Agency</b>	
V-explore	42705205/ 42705255
<b>Hostel (Contact – Mr. Venugopal)</b>	
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
<b>Psychologists and Counsellors</b>	
For Mumbai Campus: Psychologists and Counsellors,	
Ms. Nazneen Raimalwala 7 <sup>th</sup> floor faculty area, Cabin:-732, NMIMS Mumbai (Old bldg.)	022-42332225 or email <a href="mailto:Nazneen.raimalwala@nmims.edu">Nazneen.raimalwala@nmims.edu</a>
Ms. Ketaki Gokhle (For MPSTME Students) New MPSTME Building, Ground floor Admin area	022-42334090 or email <a href="mailto:Ketaki.gokhale@nmims.edu">Ketaki.gokhale@nmims.edu</a>

## 24. People you should know

### University Administration

Name	Designation
Dr. Ramesh Bhat	Vice Chancellor
Dr. Sharad Mhaikar	Pro Vice-Chancellor
Dr. Meena Chintamaneni	Pro Vice-Chancellor
Dr. Abhishek Ranjan	Pro Vice-Chancellor
Dr. Tanmoy Chakraborty	Registrar
Dr. Sandeep Tomar	Additional Registrar
Ms. Shobha Pai	Director (Placements)
Mr. Burzeen Bhathena	Director (Marketing)
Ms. Shweta Patil	Manger (International Linkages)
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
<b>Finance &amp; Accounts</b>	
Ms. Karuna Bhaya	Finance Controller
Ms. Varsha Oak	Addl. Finance Controller
Ms. Niti Bhatt	Chief Accountant
<b>Examinations</b>	
Mr. Ashish Apte	Controller of Examinations
Mr. Salil Thigale	Jt. Controller of Examinations
Ms. Shilpa Patil	Deputy Controller of Examinations
Ms. Janhavi Shivgan	Deputy Controller of Examinations
Mr. Naresh Methwani	Deputy Registrar



# ANNEXURES

## INTIMATION FOR ABSENTEEISM

**School of.....**

NAME: \_\_\_\_\_ Date: \_\_\_\_\_

Email ID: \_\_\_\_\_ Mobile No. \_\_\_\_\_

Program: \_\_\_\_\_ Trimester/Semester \_\_\_\_\_ Roll No. : \_\_\_\_\_ Div: \_\_\_\_\_

Leave Period: From: \_\_\_\_\_ to \_\_\_\_\_ No. of Days missed: \_\_\_\_\_

Reason: -

**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](http://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, that 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	

### 3. Declaration

I, \_\_\_\_\_ student of Full Time \_\_\_\_\_ (Program Name)  
from batch of year \_\_\_\_\_ and Roll No. \_\_\_\_\_ is going for the 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 of the host university. My parents/guardian are informed of 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 School /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 declare that all information filled by me in this form is correct and will complete all the requirements, with full engagement in academic matters, like all other students on the college campus.

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) \_\_\_\_\_ (Parents/Guardian)

\_\_\_\_\_  
(Signature of Dean/Director/HOD)

### CC. Director – International Linkages with Enclosures

Enclosures:

1. Photocopy of Passport
2. Photocopy of Visa
3. Photocopy of medical insurance
4. Ticket details – Photocopy of Ticket



## 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 the  
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/guardians 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)



**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:**

Date: \_\_\_\_\_

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

Approved by (Exam. Dept)

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

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 the 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

Program name	Year of passing/Year of Leaving	Student Number	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)

---

INSTRUCTIONS TO THE STUDENT

- \* The prescribed fee of Rs. 250/- for the Migration Certificate to be paid through RTGS/NEFT.
- \* To get a Migration Certificate, a scanned copy of the application and the payment receipt must be shared.

### 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 / Jt. 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 the start 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 the terms of the above undertaking carefully and understand that the following are for my own benefit and improvement. I also understand that if I fail to comply with these terms, I 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 the program, then my admission will be cancelled and all fees paid will be forfeited.

I understand that if any comments are 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 appropriate disciplinary action to the extent of rustication, depending on the severity, by NMIMS University.

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

# School of Branding and Advertising


## Student Resource Book Part II



**Dr. Kiran Desai**  
Director



**Ms. Vandana Kushte**  
DR – Academics

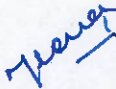


**Mr. Ashish Apte**  
Controller of Examinations

*Ashish*  
SE-60E  
07/10/25



**Dr. Tanmoy Chakraborty**  
Registrar



**Pro Vice – Chancellor**



**Pro Vice - Chancellor**



**Dr. Ramesh Bhat**  
Vice - Chancellor

14 OCT 2025



# **School of Branding and Advertising**

## **Student Resource Book**

### **Part II**

### **Message from Director, NMIMS School of Branding and Advertising**

Congratulations on making it to the SVKM's NMIMS School of Branding and Advertising batch of 2025-26. On behalf of all our faculty and staff, I extend a warm welcome to the NMIMS University.

You are stepping into a creative, dynamic, and immersive learning ecosystem, where our faculty members, scholars and seasoned professionals strive to integrate emerging technologies, storytelling techniques, consumer insights, digital innovations, and sustainable communication models.

Your courses are designed to inculcate a comprehensive understanding of management, market, marketing, and consumer fundamentals. Your faculty embeds practical and experiential learning in each course through mixed teaching tools such as classroom learnings, skill-building masterclasses, and experts who bring industry insights into the classroom.

The school of branding provides a learning ecosystem that shapes the student's cognitive, social, creative, and critical thinking skills. I encourage you to experience our vibrant and diverse academic community that arrives from all over India. I invite you to participate in student clubs, sports, cultural and marketing festivals, masterclasses, and talk series.

Our dedicated administrative team will guide you to make the most of your time here by keeping you updated on important announcements, schedules, submissions, and events. To help you navigate smoothly, we have compiled the Student Resource Book, your go-to manual for understanding curricula, requirements, processes, and academic regulations.

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 centres of educational excellence and research today.

Once again, congratulations and welcome to SoBA—where ideas, creativity, and strategy come alive

- Dr. Kiran Desai

Director, NMIMS School of Branding and Advertising

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## **Introduction**

School of Branding recognises that students are central to our campus community, and so it elaborates the expectations associated with participation while at SoBA. It is acknowledged that student participation is enhanced by an environment which promotes healthy lifestyle choices, encourages the highest personal and ethical standards, the development of a network of support for all students, and supports student representative organisations.

### **Student Expectations/SoBA's Responsibilities**

#### **1. Students as individuals can expect:**

- ✓ To be treated with courtesy and respect.
- ✓ SoBA to address the reasonable needs of all students regardless of gender, ethnicity, age, disability or background.
- ✓ To enjoy a study environment free from harassment, discrimination, and bullying.
- ✓ To be provided with a harmonious work and study environment in which concerns and complaints are addressed as quickly as possible.
- ✓ To have personal privacy respected. Students may expect that personally sensitive information will be requested only where necessary for the school's academic or administrative functions.
- ✓ To have access upon request to personal records, which the B School may hold about them, subject to relevant School policies and procedures.

#### **2. While participating in their education, students can expect:**

- ✓ To be provided with accurate, timely and helpful information regarding their studies, and about enrolment and other administrative procedures that apply to them.
- ✓ To receive, at the beginning of each semester, from the subject coordinator, an up-to-date course profile.
- ✓ That program and subject content will be up-to-date and informed by current scholarship in the discipline.
- ✓ That the methods of teaching and learning will be sound and informed by pedagogy.
- ✓ To have reasonable access to teaching staff for individual consultation outside class times, in person or by other means (such as telephone or email).
- ✓ That evaluations of academic performance will reflect each student's true merit.
- ✓ That feedback on the assessment will be recognised as a valuable part of the educative process. Items of progressive assessment should be marked promptly and returned to students with feedback and the mark or grade obtained.
- ✓ That the facilities or equipment they use are safe and comply with the University's occupational health and safety guidelines.

### **3. SoBA's Expectations/Student Responsibilities**

- ✓ Treat faculty and staff with respect and courtesy.
- ✓ Avoid conduct which disrupts the teaching-learning activities; avoid conduct which might reasonably be perceived as discrimination, harassment or bullying or which is otherwise intimidating.
- ✓ Participate actively in and contribute to SoBA's decision-making bodies of which they are members, since students represent a key constituency within SoBA and provide useful perspectives on its operation.
- ✓ Treat other fellow members of SoBA's community equitably and with empathy
- ✓ Respect the diverse opinions and deal with disagreements empathetically and rationally
- ✓ Provide fair and honest feedback on teaching performance and the presentation of subjects
- ✓ Respect University property and the facilities, such as the library, computing and other resources, which SBM provides to support teaching and learning, so that these are available to fellow students

### **4. Program of NMIMS – SoBA**

#### **4.1 Four Year BBA (Hons) (Branding and Advertising)**

The BBA (Hons) (Branding and Advertising) program is a four-year full-time program conducted over eight semesters leading to an honors degree of Bachelor of Business Administration.

Students undergo fundamental management courses in the first and second year, followed by advanced learning courses in marketing and branding in the second and third year. They learn integrative courses and specializations from the sixth semester and into the seventh and eighth semester (fourth year)

#### **4.2 Key Specializations**

The BBA (Hons) (Branding and Advertising) program offers two specializations: - (1) Creative Communication and Execution, and (2) Digital Media and Marketing Communication.

The Creative Communication and Execution Specialization offers skills-sets of creative production roles, visual storytelling, useful in creating employability in the video and media production industry.

The Digital Media and Marketing Communication offers skillsets with proficiency in data-driven branding and marketing communication, and leveraging emerging tools and techniques in such as programmatic advertising, performance marketing.

To bridge the gap between theory and practice, students are required to spend six to eight weeks on a summer project between the third and the fourth year.

#### **4.3 Learning Anchors of the Program Structure**

There are five learning anchors for student growth progression to become a marketing communication professional.

- 4.3.1 Skills for Creative and Analytical Thinking: - Enabling Module such as Ability enhancing courses, such as creative writing, drama and performance technique, photography, help nurture and shape a mind which is ready to practice applied creativity. Courses such as Introduction to Excel and Introduction to Statistics prepare the learner for data-based approach to marketing and branding.
- 4.3.2 Core Management Principles: - courses such as Principles of Management, Accounting, Financial Management, Research Techniques, Entrepreneurship, and Marketing, which are general management courses cognizant of student's BBA (Hons) (Branding and Advertising) degree.
- 4.3.3 Advanced Marketing Foundations: - Courses such as Strategic Brand Management, Sales and Distribution, Retail Management, Services Marketing, International Marketing, Luxury Marketing prove deep foundational understanding of the Marketing objectives that brands need to fulfil.
- 4.3.4 Applied Skills in Branding Communication: - Specialization Courses in Creative Communication and Execution and Digital Media, and Marketing Communication for shaping industry-ready skillsets.
- 4.3.5 Career Readiness and Industry Exposure: The Career Facilitations and Advisory Cell organizes corporate readiness workshops, masterclasses to prepare the students for internship and placement opportunities.

## **Any other Academic/General inputs, Rules, Policies at the school level**

### **5. Attendance Norms & School Policies:**

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

- 5.1.1 The attendance reports will be available through the student portal. Discrepancy (if any) to be informed by the student to the course coordinator concerned within 3 working days from the date when the report has been uploaded. No changes will be permitted once attendance reports are finalized.
- 5.1.2 For ALL absence, prior intimation is to be given to the Course Coordinator concerned. In case of emergency, intimation must be given to the Course Coordinator on phone/ email within 24 hours of the absence. Any leave without written intimation will be treated as unauthorized leave and reflected in the records as such.
- 5.1.3 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.
- 5.1.4 Classes are expected to begin on time. Late coming is not permitted. Faculties have the authority to close classroom doors and debar latecomers from entering the classroom. They have also been advised to deal with students who habitually come late.
- 5.1.5 Students are required to be present for all events of the University and the School of Branding and Advertising, including the Convocation, Orientation Ceremony, Sports Day, Republic Day, Independence Day, Guest Lectures, Compulsory Workshops, CEO Series, and other events as announced on the digital /physical 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 from events for which attendance is compulsory will be taken seriously and communicated/displayed on the notice board from time to time by the management.
- 5.1.6 Students are not entitled automatically to "repeat schedules" of 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.
- 5.1.7 Absence from examination / re-examination for medical or any other reason shall be treated as absence and University will not conduct any additional examination. Such students will have to repeat the year.
- 5.1.8 All programs conducted by the School of Branding and Advertising are full-time programs, students will not be granted leave beyond that for which they are currently enrolled at the School of Branding and Advertising.
- 5.1.9 Students must be in Mumbai city on all days of the semester. If they are leaving the city on personal or institutional work, they must obtain prior permission from the Dean. This applies even to those students who are representing the University for social, cultural, and co-curricular events.
- 5.1.10 Students must honour 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.

- 5.1.11 Students should not book the tickets on the last day of examination as given in the academic calendar, as in case of exigency, dates can be extended by a day or two.
- 5.1.12 Students are expected always to display your ID badge facing forward on their lanyard in campus and designated areas for easy identification and security. They should wear lanyard continuously throughout the course or event unless otherwise instructed, to avoid access issues. The lanyard provides access. It is personal identification and should not be loaned to others.
- 5.1.13 Dress Code - NMIMS SoBA regularly hosts visiting faculty, corporate leaders, industry professionals and international visitors. As a result, students are expected to maintain a professional appearance at all times and days. The following attire are not permitted on campus:

*Tank tops, Midriff tops, Belly-tops, Sweatshirts, Spaghetti-strap dresses, Half pants, Shorts,*

*Short skirts, Sweatpants, Exercise pants, Ripped or torn jeans, Sweatshirts, bathroom slippers*

- 5.1.14 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.
- 5.1.15 NMIMS School of Branding and Advertising maintains a zero-tolerance policy towards vaping or any addictive substances abuse. Vaping is strictly prohibited on campus as well as in the surrounding lanes. We do not promote or accept such behaviour and expect students to adhere to the discipline and decorum of the Institution. To ensure a safe and responsible environment for all Students strict disciplinary action will be taken if a student is found engaging in vaping activities. Any loss of attendance due to suspension will be counted as an absence and may affect eligibility to appear for the Term End Examinations.

## 6. Program Validity:

In continuation of the readmission rules explained in Part I of this SRB, the maximum duration permissible for completion of the programme (in years) is mentioned in the table below:

Sr. No.	Name of the programme	Duration of the programme (in years)	Maximum duration permissible for completion of the programme (in years)
1	BBA (Hons) (Branding & Advertising)	4	7

Note: While the 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 the 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 the student's dedication to academic excellence that will ensure your successful completion of the program.

## 7. Discipline Norms and Penalty:

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

### 7.1 Anti-Ragging Committee

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

### 7.2 Disciplinary Committee

Sr no.	Name of the Person	Designation	Email Id
1	Dr. Shernaz Muglai	Chairperson	Shernaz.muglai@nmims.edu
2	Dr. Neha Singh	Assistant Professor	Neha.singh@nmims.edu
3	Dr. Rishika Bhojwani	Assistant Professor	Rishika.bhojwani@nmims.edu

### 7.3 Woman Grievance Redressal Committee

Sr no.	Name of the Person	Designation	Email Id
1	Dr. Kiran Desai	Associate Dean	Kiran.desai@nmims.edu
2	Prof. Rishabh Dwivedi	Assistant Professor	Rishabh.dwivedi@nmims.edu
3	Dr. Neha Singh	Assistant Professor	Neha.singh@nmims.edu
4	Dr. Shernaz Muglai	Assistant Professor	Shernaz.muglai@nmims.edu

### 7.4 Internal Complaint Committee

Sr no.	Name of the Person	Designation
1	Dr. Rishika Bhojwani	Chairperson
2	Dr. Sanskruti Sachade	Member
3	Prof. Rishabh Dwivedi	Member
4	Mr. Dilip Varhadi	Member (Police)
5	Ms. Anjali Dave	Member (NGO – Myna Mahila Foundation)
6	Mrs. Minu Nayan Vora	Member (Parent)

### 7.5 Caste Discrimination Committee/ Equal Opportunity Cell

Sr no.	Name of the Person	Designation	Email Id
1	Dr. Kiran Desai	Director	Kiran.desai@nmims.edu
2	Prof. Rishabh Dwivedi	Assistant Professor	Rishabh.dwivedi@nmims.edu
3	Dr. Neha Singh	Assistant Professor	Neha.singh@nmims.edu
4	Dr. Sanskruti Sachade	Assistant Professor	sanskriti.sachade@nmims.edu

### 7.6 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. Sanskruti Sachade	Assistant Professor	sanskriti.sachade@nmims.edu
2	Dr. Shernaz Muglai	Assistant Professor	Shernaz.muglai@nmims.edu
3	Prof. Rishabh Dwivedi	Assistant Professor	Rishabh.dwivedi@nmims.edu

### 7.7 College Student Council

Sr no.	Name of the Person	Designation	Email Id
1	Ms. Dhruvi Bhabera	StuCo (BBA – B&A)	dhruvi.bhabhera289@nmims.in
2	Ms. Saamiya Aftab	StuCo (BBA – B&A)	saamiya.samiraftab100@nmims.in

## **8. Career Facilitation and Advisory Cell Guidelines:**

NMIMS is a premier University of the country, and the B-school has been in existence for over four decades. Over the years, it has earned recognition from industry & professional associations, corporates, peer group institutions and accreditation agencies. The University has a strong industry connection and is a preferred choice for the corporate sector for talent. Companies view NMIMS as a great place to recruit potential young managers and business leaders. Placement Support is offered to various programs across Campuses and Schools. Leading companies across sectors consider our students for recruitment/ internships. Our esteemed alums occupy senior positions in leading companies across sectors and have always supported us in placements.

The Career Facilitation and Advisory Cell Office (CFAC) is an interface between NMIMS & the Industry for facilitating internships & recruitment opportunities for students. Efforts are made to market the programs with their merits.

CFAC officials actively network with the corporate sector and invite companies to open suitable job & internship profiles for the batch. They reach out to companies across sectors and locations for appropriate opportunities for students, showcasing the brand NMIMS, the quality and diversity of the batch, providing timely customized services, continuous communication, and offering support that would facilitate their participation in placements.

CFAC mentors & guides the Students Placement Committee, who are actively involved in the activities, connecting with companies, meeting company officials for presentations, operational aspects and in coordinating various activities during the placement processes.

The placement guidelines are devised in the larger interest of the School and the batch, in consultation with students and faculty. Each School shares with the batch guidelines related to resumes, PPT, Internships, PPOs/PPIs, Final Placements, etc. The School reserves the right to change, modify the guidelines in the best interest of the batch. Students are expected to abide by the guidelines during placement processes. In the event of non-conformance with the placement guidelines, the School reserves the right to initiate corrective action.

Generally, students of the post-graduate programs are keen to participate in placements. However, many from the undergraduate programs opt out or do not register for placements as they have alternative career plans. This approach acknowledges student's diverse goals and aspirations and features the institution's commitment to supporting individual choices that align with personal interests and career aspirations. These paths include pursuing further higher studies, preparing for entrance exams of professional programs, preparing for civil services, defence forces, government offices, engaging in family business ventures, and entrepreneurial endeavours, etc.

### **8.1 Industry-Institute Connect**

To optimize industry, connect, effective interventions from the companies are sought so that students get to know of the opportunities available in the market, help to enhance their skill sets and then direct their efforts to seek profiles of their choice. Companies are encouraged to be involved with the batch for campus engagement activities, thereby deepening the association and leading to a symbiotic relationship between NMIMS and the Industry. Guest

talks, competitions, seminars, workshops, soft skills training, technical training, etc. are a great value add. These involvements bridge the gap between expectations of recruiters and the knowledge & skill sets of students.

The career support process typically involves

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

## **8.2 Batch Preparation**

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

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

Before the commencement of the selection process, it is expected that students have a fair idea about their interest, sector and specialization and direct their efforts accordingly. This clarity will help students secure a good internship/job.

Students are expected to research about company, the business, the sector, financials, other players in the sector, etc., and be prepared with a background and fact file before the process. Also, some additional information – the number of interns/recruits in the past, whether the company has a PPO policy, the experience of seniors who interned with the company etc., will help.

The CFAÇ Office also involves companies in several Campus Engagement activities – corporate contests, projects, workshops, seminars, and guest talks, etc. that benefit many students and help promote the excellent quality of the batch.

### **Pre-Placement Talk – PPT**

PPTs are a medium wherein the company officials disseminate information regarding their company, the profile, the compensation, etc. and clarify students' queries.

## **Internships/Projects**

The CFAC Office makes all efforts to seek internships across varied sectors, companies, and profiles. Based on one's interests and capabilities, one should seek internships. Choosing the correct company for internships and performing up to the mark is paramount.

The Internships are a window to the corporate world and a relationship-building tool for NMIMS. It allows companies to look at the talent at NMIMS, thereby strengthening Final Placements.

Internships are a great learning platform for our students and go a long way in shaping the learning obtained in the classroom. This experience is of immense use to students to enable them to acclimate themselves to the corporate world's intricacies.

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

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

Internships also hold a special significance as it allows companies to spot bright talent early. Many companies have a structured internship process, which is used as a 'testing ground' to gain a direct understanding of the skill and ability of students, leading to the declaration of PPOs/PPIs. NMIMS also encourages candidates to work towards offers based on internship performance.

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 provided by the company for the intern to be directly selected for the interview for final placement. Thus, the students should be careful in applying to the companies and put in all efforts to convert the internship into an Offer.

Internships are generally monitored, evaluated by a faculty guide, with periodic report submissions, evaluations, Viva Voce, etc.

### **8.3 Final Placements**

Leading companies across sectors aspire to recruit students of NMIMS. Companies devise the eligibility criteria and selection process and have their own set of characteristics or qualities that they look for in a candidate.

The selection process starts with inviting applications based on the eligibility, job description, compensation details, etc., shared by the company. The profiles of interested students are shared with the recruiter.

The placement process is facilitated by the Placement Team. However, it is the effort of the student that gets him/her selected for the job. Not getting selected in the first few companies should not lead to panic. Students are advised not to switch profiles in anxiety or haste.

The selection process could be physical or virtual & there could be multiple rounds – 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 can adjust, adapt, and respond to emergent situations successfully.

Students who wish to drop out of the placement process, 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 with company details, etc.

At NMIMS, leading companies across sectors compete to participate in placements offering coveted & niche profiles with matching packages to students across programs. Hence, students get a plethora of opportunities to choose from.



## **9. Guidelines for International Student Exchange Program**

### **9.1 Introduction**

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

In an increasingly interdependent world, the NMIMS Deemed-to-be-University has designed an internationalization agenda. This involves the 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 student's eligibility 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 their expectations of them. We expect our foreign students to conduct themselves at par with other Indian students.

### **9.2 MOU with Leading Universities**

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

#### **The University Level:**

- ✓ University of California, Berkeley, USA
- ✓ Virginia Tech. University, USA
- ✓ University of Memphis, USA
- ✓ Clark University, USA
- ✓ Stony Brook University, USA
- ✓ Columbia University School of Professional Studies, USA
- ✓ The University of Zaragoza, SPAIN
- ✓ Varna University of Management, BANGLADESH
- ✓ The University of Danang, VIETNAM
- ✓ Quang Binh University, Vietnam
- ✓ King's College London, UK
- ✓ University of Bristol, UK



- ✓ University of Leeds, UK
- ✓ University of Essex, UK
- ✓ Cranfield University, UK
- ✓ University of Exeter, UK
- ✓ University of Western Australia, AUSTRALIA
- ✓ Monash University, AUSTRALIA
- ✓ James Cook University, AUS
- ✓ University of Melbourne, AUS
- ✓ Tampere University, Finland
- ✓ Northeastern University, USA

#### **School of Branding and Advertising:**

- ✓ University of California, Riverside, USA
- ✓ University of Exeter, UK
- ✓ The University of Queensland, Australia
- ✓ University of Canterbury, New Zealand
- ✓ Queen Mary University of London, UK
- ✓ NEOMA Business School, France
- ✓ New York Film Academy, USA

### **9.3 Eligibility**

Students are selected by the respective Deans/Director 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 their respective partner universities on merit basis and language proficiency in English. All full-time program students are eligible to apply for the exchange program if they have:

- 9.3.1 Completed the eligibility year of program as defined by the respective Deans/Directors of the school
- 9.3.2 Have a minimum CGPA of 2.25 and above as defined by the respective Deans/ Directors of School.
- 9.3.3 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

### **9.4 Selection Criteria and Conditions**

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

### **9.5 Cost and Expenses**

The MOU signed by NMIMS and the host School governs the costs and expenses for participating in the exchange program. In addition to the above, all students are required to pay for their:

- 9.5.1 Accommodation and daily living expenses, including study materials
- 9.5.2 Travel Expenses
- 9.5.3 Passport and visa costs
- 9.5.4 Insurance cover
- 9.5.5 Any other incidental costs

#### **9.6 Application procedure for students and Expectations from students**

- 9.6.1 Students have to apply in the specified application form as defined by the 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.
- 9.6.2 The list of courses a student intends to take 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.
- 9.6.3 Upon joining the partner institute, the courses the students intend to take up should be finalized and communicated for approval to the NMIMS School authorities.
- 9.6.4 Students need to ensure they do not get any fail grade in the courses undertaken in the partner institute because many partnering institutes do not conduct a re-examination.
- 9.6.5 Any other criteria as defined by Deans/Directors of the Schools.

#### **9.7 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 themselves appropriately at all times that is reflective of the code of conduct required by NMIMS and that of the overseas host institution. An Undertaking has to be given by a student of NMIMS Deemed-to-be University's student going on an International Immersion.

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

## **10. Examination Guidelines (ICA / TEE, Passing Criteria, Grading system, method of calculation of CGPA, Re-Examination, exceptional cases – medical, etc.)**

### **10.1 Examination weightages and credits:**

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

<b>Component</b>	<b>Marks</b>
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

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.

### **10.2 Passing Standards**

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 fulfil 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.

### **10.3 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 feel 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.*

#### **10.4 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.

#### **10.5 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.

$$\text{GPA} = (\Sigma) \text{CG} / (\Sigma) \text{C}$$

#### *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.

$$\text{GPA} = (\Sigma) \text{CG} / (\Sigma) \text{C}$$

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.

### **10.6 General rules:**

- 10.6.1 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.

- 10.6.2 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.
- 10.6.3 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.
- 10.6.4 The University will decide the fees for re-examinations and re-admission from time to time.
- 10.6.5 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.
- 10.6.6 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 2025-26.**



# 11. Course Structure & Guidelines – BBA (Hons) (Branding & Advertising)

Name of School: NMDMS - School of Branding and Advertising  
Program Name: BBA (Branding & Advertising)  
Course Structure of Batch 2025-2029

BBA - Batch 2025-2029, First Year (A.Y 2025-26)			
Semester - I		Semester - II	
S.No.	Course Name	Credits	Subject Type
1	Principles of Marketing - I	3	A
2	Organizational Behaviour	4	A
3	Fundamentals of Accounting	2	A
4	Principles of Management	4	A
5	Micro & Macro Economics	2	OE
6	Introduction to Excel	2	SEC
7	Soft Skills	2	VEC
8	Indian Knowledge System	2	ES
Total		20	

BBA - Batch 2025-2029, First Year (A.Y 2025-26)			
Semester - I		Semester - II	
S.No.	Course Name	Credits	Subject Type
1	Principles of Marketing - II	3	A
2	Introduction to Branding and Storytelling	3	A
3	Consumer Behaviour	4	A
4	Advertising	3	A
5	Creative Writing Workshop - I	2	AEC
6	Psychological Health and Well-being	2	VEC
7	Introduction to Business Statistics	2	OE
8	Drama and Performance Techniques - I	1	CC
Total		20	

BBA - Batch 2025-2029, Second Year (A.Y 2026-27)			
Semester - III		Semester - IV	
S.No.	Course Name	Credits	Subject Type
1	Strategic Brand Management	3	A
2	Qualitative Market Research Techniques	1	A
3	Drama & Performance Techniques-II	1	CC
4	Media Planning	4	A
5	Entrepreneurship	3	A
6	Introduction to Digital Marketing	4	A
7	Aesthetics of Photography	2	AEC
8	Creative Visual Writing Workshop - II	2	AEC
9	Social Cause Internship	2	CEP
Total		25	

BBA - Batch 2025-2029, Second Year (A.Y 2026-27)			
Semester - III		Semester - IV	
S.No.	Course Name	Credits	Subject Type
1	Quantitative Market Research Techniques	4	A
2	Sales and Distribution	3	A
3	Retail Management	3	A
4	Appreciation of Music	1	CC
5	Corporate Readiness (CICR) - Phase I	2	VEC
6	Services Marketing	3	A
7	Social Media Marketing and Analytics	4	A
8	Theories and concepts of Advertising Production	3	A
Total		23	

BBA - Batch 2025-2029, Third Year (A.Y 2027-28)			
Semester - V		Semester - VI	
S.No.	Course Name	Credits	Subject Type
1	International Marketing	2	A
2	Marketing Strategy	3	A
3	Environment, Social and Governance	2	VEC
4	Web Development	2	SEC
5	Media Laws and Ethics	2	A
6	Financial Management	2	A
7	Interactive Media Production	3	A
8	Integration of Technology in Advertising	1	A
9	MarTech	1	A
Total		22	

BBA - Batch 2025-2029, Third Year (A.Y 2027-28)			
Semester - V		Semester - VI	
S.No.	Course Name	Credits	Subject Type
1	Design Thinking	2	A
2	Sports and Celebrity Branding	2	A
3	Marketing Analytics	4	A
4	Corporate Readiness (CICR) - Phase 2	2	VEC
5	Logistics and Supply Chain management	2	A
6	Event Management	2	A
7	Ad-Film Making and Art of Story Telling	4	A
8	Specialization I/ II	4	A
Total		23	

Semester - VI (Select any 1 Specialization)			
S.No.	Course Name	Credits	Subject Type
<b>Specialization I: Digital Media and Marketing Communication</b>			
1	Affiliate Marketing	2	A
2	Performance Marketing and generative AI	2	A
<b>Specialization II: Creative Communication and Execution</b>			
1	Principles of Video Editing	2	A
2	Introduction to VFX	2	A

BBA - Batch 2025-2029, Fourth Year (A.Y 2028-29)			
Semester - VII			
S.No.	Course Name	Credits	Subject Type
1	Corporate Internship	8	OEI
2	Strategic Business Management	4	A
3	Specialization I/ II	10	A
Total		22	

Semester - VIII			
S.No.	Course Name	Credits	Subject Type
1	Field project	4	RP
2	Luxury Brand Management	4	A
3	Corporate Communication and PR	2	A
4	Rural Marketing	2	A
5	Specialization I/ II	7	A
Total		19	

Semester - VII (Select any 1 Specialization)			
S.No.	Course Name	Credits	Subject Type
<b>Specialization I: Digital Media and Marketing Communication</b>			
1	Email Marketing and Analytics	1	A
2	AI for Content Creation	2	A
3	Meta for Business- Facebook and Instagram Ads	2	A
4	Mobile Marketing	3	A
<b>Specialization II: Creative Communication and Execution</b>			
1	Introduction to Graphic Design	2	A
2	Advanced Video Editing	2	A
3	Podcasting and Digital Events	3	A
4	Sound recording and Sound Design	3	A

Semester - VIII (Select any 1 Specialization)			
S.No.	Course Name	Credits	Subject Type
<b>Specialization I: Digital Media and Marketing Communication</b>			
1	Programmatic Advertising	2	B
2	E-commerce Management	3	A
3	User Interface Design	2	A
<b>Specialization II: Creative Communication and Execution</b>			
1	Advanced Cinematography	2	B
2	Film Appreciation	2	B
3	Ad Film Direction (Master Class or Workshop 2-3 days)	1	B
4	Introduction to CGI	2	B

Total Credits	172		
Total Subjects	44		

*(Signature)*  
Dr. Kiran Desai  
Associate Dean

Note: Specializations Courses are aligned to industry requirements hence Subject to change \*

BBA (Branding and Advertising) Honors  
Offers 2 Elective Specialisation  
Digital Media and Marketing Communications  
Creative Communications & Execution

Key	Meaning	Total Credits	Sem. I	Sem. II	Sem. III	Sem. IV	Sem. V	Sem. VI	Sem. VII	Sem. VIII
A	Major	129	12	13	18	20	18	20	14	14
OE	Open Elective	4	2	2						
VSC	Vocational Skill Courses	4				2		2		
SEC	Skills Enhancement Courses	4	2				2			
AEC	Ability Enhancement Courses	4		2	4					
IKS	Indian Knowledge System	2	2							
VEC	Value Education Courses	6	2	2			2			
OJT	On the Job Training	8							8	
FP	Field Project	0								
CC	Co-Curricular Activities	3		1	1	1				
CEP	Community Engagement Service	2			2					
RP	Research Project	4								4
Total		172	20	20	25	23	22	22	22	18



## 12. Academic Calendar

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

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

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

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

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

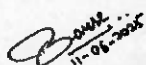
<b>Term II</b>				
Academic Instruction Duration (Regular Classes)	II, IV, VI	15 <sup>th</sup> Dec 2025	25 <sup>th</sup> April 2026	104 Days
# Mid Term Test \ Internal Continuous Assessment 1	II, IV, VI	19 <sup>th</sup> Jan 2026	24 <sup>th</sup> Jan 2026	06 Days
# Mid Term Test \ Internal Continuous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

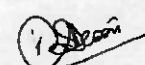
<b>Summer Vacation</b>	For Faculty	25 <sup>th</sup> May 2026	5 <sup>th</sup> July 2026	42 Days
	For Students	12 <sup>th</sup> May 2026	16 <sup>th</sup> July 2026	66 Days
Convocation (For Final Year Students only)	11 <sup>th</sup> August 2026			
Commencement of First Year in next Academic year (AY 2026-27)				

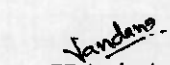
\* Regular Lectures will be conducted during Mid Term Test: YES

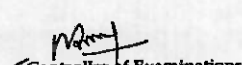
\* Parent-Student Meeting will be conducted on 4<sup>th</sup> Saturday of every month.

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

  
Course Coordinator  
NMIMS - SOBA

  
Associate Dean  
NMIMS - SOBA

  
DR-Academics  
NMIMS

  
Controller of Examinations  
NMIMS

Note:

# Regular Lectures will be conducted during Mid Term Exams and all Events.

## The final examination may commence 4-5 days prior to the actual date and accordingly, the last instruction date may change

- Although scheduled lectures are on weekdays, rescheduled lectures may be conducted on weekends.

- Mid-term exams and end-term examinations are subject to rescheduling, including Sundays.

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

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

Student-oriented events are mentioned selectively. However, the student council would have separate communication for the said event dates.

### 13. LIST OF HOLIDAYS FOR THE YEAR 2025 (Mumbai Campus)

SVKM's NMIMS Deemed to be University

Calendar 2025	NMIM (Mumbai, Navi Mumbai, Shirur & Dhule)	NMIM (Bangalore)	NMIM (Hyderabad)	NMIM (Indore)	NMIM (Bhubaneswar)	NMIM (Chandigarh)	NMIM (Ahmedabad)
List of Holidays for the year 2025							
DATE	DAY	OCCASION	OCCASION	OCCASION	OCCASION	OCCASION	OCCASION
01-Jan-25	Wednesday	1 Newyear		1 Newyear	1 Newyear	1 Newyear	
06-Jan-25	Monday					1 Guru Gobind Singh Parkash Purb	
14-Jan-25	Tuesday		1 Sankranti/Pongal	2 Sankranti/Pongal	2 Mkar Sankranti		1 Mkar Sankranti
15-Jan-25	Wednesday			3 Sankranti/Pongal			2 Mkar Sankranti
26-Feb-25	Wednesday	2 Mahashivratri		4 Mahashivratri	2 Mahashivratri	3 Mahashivratri	2 Mahashivratri
14-Mar-25	Friday	3 Holi	2 Holi	5 Holi	3 Holi	4 Holi	3 Holi
31-Mar-25	Monday	4 Ramzan-eid	3 Ramzan-eid	6 Ramzan-eid	4 Ramzan-eid	5 Ramzan-eid	4 Ramzan-eid
01-Apr-25	Tuesday				6 Orisha Day		
11-Apr-25	Thursday				5 Mahavir Jayanti		
18-Apr-25	Friday		4 Good Friday	7 Good Friday		7 Good Friday	5 Good Friday
01-May-25	Thursday	5 Maharashtra Day	5 Labor Day				
30-May-25	Friday					Martyrdom Day of Sri Guru Arjan Dev Ji	
07-Jun-25	Saturday			8 Bakri eid			6 Bakri eid
14-Jun-25	Saturday				8 Phili Raja		
27-Jun-25	Friday				9 Rath Yatra		
08-Aug-25	Friday		6 Varamahalakshmi Vrat				
09-Aug-25	Saturday			9 Rakshabandhan	6 Rakshabandhan		7 Rakshabandhan
15-Aug-25	Friday	6 Independence Day	7 Independence Day	10 Independence Day	7 Independence Day	10 Independence Day/Janmasthami	6 Independence Day/Janmasthami
16-Aug-25	Saturday	7 Gopal Kala			8 Janmasthami		9 Janmasthami

27-Aug-25	Wednesday	8	Ganesh Chaturthi	8	Ganesh Chaturthi	11	Ganesh Chaturthi	9	Ganesh Chaturthi	11	Ganesh Puja				10	Ganesh Chaturthi	
04-Sep-25	Thursday												8	Eid-e-Milad			
06-Sep-25	Saturday	9	Anant Chaturdashi														
22-Sep-25	Monday													Maharaja Agrasen 9 Jayanthi			
29-Sep-25	Monday									12	Maha Saptami						
30-Sep-25	Tuesday									13	Maha Ashtami						
01-Oct-25	Wednesday			9	Mahanavami, Ayudha Pooja	12	Mahanavami			14	Maha Navmi						
02-Oct-25	Thursday	10	Gandhi Jayanti / Dushera	10	Gandhi Jayanti / Dushera	13	Gandhi Jayanti / Dushera	10	Gandhi Jayanti / Dushera	15	Gandhi Jayanti/ Vijaya Dashmi		10	Gandhi Jayanti / Dushera		11	Gandhi Jayanti / Dushera
20-Oct-25	Monday	11	Diwali (Narak chaturdashi)	11	Diwali (Narak chaturdashi)	14	Diwali (Narak chaturdashi)	11	Diwali (Narak chaturdashi)				11	Diwali (Narak chaturdashi)		12	Diwali (Narak chaturdashi)
21-Oct-25	Tuesday	12	Diwali (Laxmipujan)	12	Diwali (Laxmipujan)	15	Diwali (Laxmipujan)	12	Diwali (Laxmipujan)					12	Diwali (Laxmipujan)	13	Diwali (Laxmipujan)
22-Oct-25	Wednesday	13	Diwali (Balipratipada)	13	Diwali (Balipratipada)			13	Diwali (Balipratipada)					13	Diwali (Govardhan Pooja)	14	Diwali (Balipratipada)
23-Oct-25	Thursday	14	Diwali (Bhaubej)	14	Diwali (Bhaubej)			14	Diwali (Bhaubej)							15	Diwali (Bhaubej)
01-Nov-25	Saturday			15	Kannada Rajyotsava												
05-Nov-25	Wednesday							15	Gurunanak Jayanti					15	Gurunanak Jayanti		
06-Dec-25	Saturday	15	Dr. Babasaheb Ambedkar Mahaparinirvan Din														
25-Dec-25	Thursday	16	Christmas	16	Christmas	16	Christmas	16	Christmas	16	Christmas	16	Christmas	16	Christmas	16	Christmas
Holidays falling on Sunday																	
26-Jan-25	Sunday	1	Republic day	1	Republic day	1	Republic day	1	Republic day	1	Republic day	1	Republic day	1	Republic day	1	Republic Day
06-Apr-25	Sunday							2	Ram Navmi								
05-Jun-25	Sunday									2	Raja Sankranti						
30-Mar-25	Sunday	2	Gudi Padwa	2	Ugadi	2	Ugadi										

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.

#### 14. People you should know :

##### School Administration

Name	Designation
Dr. Kiran Desai	Director
Ms. Sayali Godambe	Academic Coordinator
Ms. Kamakshi Raval	Academic Coordinator
Ms. Dolly Gandevia	Academic Assistant
Ms. Sandhya Pandey	Placement Coordinator
Mr. Suhel Watangi	IT Engineer

LIST OF SCHOOL AWARDS
Merit List 1 <sup>st</sup> , 2 <sup>nd</sup> , and 3 <sup>rd</sup> Award
Dean's List Award (as per university policy)
Best All Rounder Award
Highest Attendance Award
Best Click Award

