

SVKM's NMIMS
Academic Calendar for the Academic Year: 2025-2026-2027

School Name: SCHOOL OF BRANDING AND ADVERTISING

Campus: Mumbai

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

Details	Sem/ Trim	Start date	End Date	No. of Days/Weeks (Excluding Sundays/holidays)
Term I (2025-2026)				
Orientation/Induction Program (First Year of the Program)	Sem I	19 TH July 2025	19 TH July 2025	01 Days
Academic Instruction Duration (Regular Classes)	Sem I	21 st July 2025	22 nd November 2025	97 Days
# ICA WEEK 01	Sem I	18 th August 2025	23 rd August 2025	06 Days
# ICA WEEK 02	Sem I	22 nd September 2025	27 th September 2025	06 Days
# ICA WEEK 03	Sem I	27 th October 2025	01 st November 2025	06 Days
Diwali Vacation		19th October, 2025	25th October, 2025	07 Days
Term End Exams	Sem I	01 st December 2025	08 th December 2025	07 Days
Central Assessment Process	Sem I	09 th December 2025	16 th December 2025	08 Days
Re-Exams	Sem I	30 th January 2026	06 th February 2026	07 Days
Term II (2025-2026)				
Academic Instruction Duration (Regular Classes)	Sem II	15 th December 2025	18 th April 2026	98 Days
Winter Vacation		26th December, 2025	01st January, 2026	7 Days
Capstone Project (Introduction of Topics)	Sem II	13 th January 2026	15 th January 2026	03 Days
# ICA WEEK 01	Sem II	19 th January 2026	24 th January 2026	06 Days
# ICA WEEK 02	Sem II	23 rd February 2026	28 th February 2026	06 Days
# ICA WEEK 03	Sem II	23 rd March 2026	28 th March 2026	06 Days
Term End Exams	Sem II	24 th April 2026	02 nd May 2026	07 Days
Central Assessment Process	Sem II	04 th May 2026	11 th May 2026	08 Days
Re-Exams	Sem II	22 nd June 2026	29 th June 2026	07 Days
For Faculty		18th May 2026	28TH June 2026	42 Days
For Students		03rd May 2026	01st July 2026	60 Days
Summer Internship (Second Year)		04th May 2026	01st August 2026	90 Days

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Details	Sem/ Trim	Start date	End Date	No. of Days/Weeks (Excluding Sundays/holidays)
Term III (2026-2027)				
Academic Instruction Duration (Regular Classes)	Sem III	05 th August 2026	10 th December 2026	98 Days
# ICA WEEK 01	Sem III	07 th September 2026	12 th September 2026	06 Days
# ICA WEEK 02	Sem III	26 th October 2026	31 st October 2026	06 Days
Diwali Vacation		08th November 2026	14th November 2026	7 Days
# ICA WEEK 03	Sem III	23 rd November 2026	28 th November 2026	06 Days
Term End Exams	Sem III	16 th December 2026	24 th December 2026	08 Days
Central Assessment Process	Sem III	26 th December 2026	02 nd January 2027	08 Days
Re-Exams	Sem III	08 th February 2027	16 th February 2027	08 Days

Convocation (For Final Year Students only)	*August 2026	
Commencement of First Year in next Academic year (AY 2026-27)	19 th July 2026	


Regular Lectures will be conducted during Mid Term Test: YES


* Parent-Student Meeting must be held on 4th Saturday of every month.

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


Assistant
(SOBA - PGP)
Avadhut Gaonkar


Program Chairperson
(SOBA - PGP)
Ar. Pallavi Patil


DR-Academics
Ms. Vandana Kushte


Controller of Examinations
Mr. Ashish Apte