

SVKM's NMIMS
Academic Calendar for the Academic Year: 2026-2027-2028

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

Campus: **Mumbai**

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

Details	Sem/ Trim	Start date	End Date	No. of Days/Weeks (Excluding Sundays/holidays)
Term I				
Orientation/Induction Program (First Year of the Program)	Sem I	17 th July 2026	23 rd July 2026	05 Days
Academic Instruction Duration (Regular Classes)	Sem I	20 th July, 2026	20 th November,2026	93 Days
# ICA WEEK 01	Sem I	17 th August, 2026	22 nd August, 2026	06 Days
# ICA WEEK 02	Sem I	07 th September, 2026	12 th September,2026	06 Days
# ICA WEEK 03	Sem I	26 th October, 2026	31 st October, 2026	06 Days
Diwali Vacation		6th November, 2026	12th November,2026	07 Days
Term End Exams	Sem I	26 th November, 2026	03 rd December, 2026	07 Days
Central Assessment Process	Sem I	27 th November, 2026	13 th December, 2026	17 Days
Re-Exams	Sem I	25 th January,2027	30 th January,2027	07 Days
Term II				
Academic Instruction Duration (Regular Classes)	Sem II	09 th December,2026	16 th April, 2027	99 Days
Winter Vacation		26th December, 2026	01st January, 2027	07 Days
Capstone Project (Introduction of Topics)	Sem II	07 th January, 2027	09 th January, 2027	03 Days
# ICA WEEK 01	Sem II	18 th January, 2027	23 rd January, 2027	06 Days
# ICA WEEK 02	Sem II	23 rd February, 2027	27 th February, 2027	05 Days
# ICA WEEK 03	Sem II	29 th March, 2027	02 nd April, 2027	05 Days
Term End Exams	Sem II	24 th April, 2027	03 rd May, 2027	07 Days
Central Assessment Process	Sem II	25 th April, 2027	13 th May, 2027	18 Days
Re-Exams	Sem II	17 th June, 2027	25 th June, 2027	07 Days
For Faculty		17th May, 2027	27th June, 2027	42 Days
For Students		04th May, 2027	02nd July, 2027	60 Days
Summer Internship (Second Year)		05th May, 2027	02nd August, 2027	90 Days

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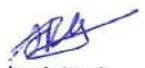
Details	Sem/ Trim	Start date	End Date	No. of Days/Weeks (Excluding Sundays/holidays)
Term III				
Academic Instruction Duration (Regular Classes)	Sem III	04 th August, 2027	10 th December, 2027	94 Days
# ICA WEEK 01	Sem III	30 th August, 2027	03 rd September, 2027	05 Days
# ICA WEEK 02	Sem III	04 th October, 2027	09 th October, 2027	06 Days
Diwali Vacation		27th October, 2027	02nd November 2027	07 Days
# ICA WEEK 03	Sem III	22 nd November, 2027	27 th November, 2027	06 Days
Term End Exams	Sem III	15 th December, 2027	24 th December, 2027	08 Days
Central Assessment Process	Sem III	16 th December, 2027	03 rd January, 2028	19 Days
Re-Exams	Sem III	08 th February, 2028	16 th February, 2028	08 days


Convocation (For Final Year Students only)	*August 2027	
Commencement of First Year in next Academic year (AY 2027-28)	July 2027	

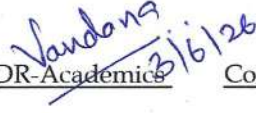
Regular Lectures will be conducted during Mid Term Test: YES


* 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

Vandana

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