SVKM'S
NMIMS
Deemed-to-be UNIVERSITY

SVKM'S
Narsee Monjee Institute of Management Studies
Deemed-to-be UNIVERSITY

STUDENT RESOURCE BOOK

Part-I

SVKM's NMIMS, Deemed-to-be UNIVERSITY

Message from Vice-Chancellor

Congratulations, Welcome to SVKM's 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 partnerships are 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 SVKM's NMIMS. During your stay at SVKM's 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 the University information, rules and regulations alongwith required annexures that you would need to know. Part II has school-specific details for your effective and smooth interaction with the school. Also listed are facilities provided by the institution.

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.

Vice Chancellor

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NMIMS or any of the persons involved in the preparation and distribution of this reading material expressly disclaims all and any contractual or other form of liability to any person in respect of the manual and any consequences arising from its use by any person in reliance upon the whole or any part of its contents. The information contained in this document was obtained from sources believed to be reliable. NMIMS does not accept any responsibility for such information and states that the manual is of a general nature only.

Student Guidelines

(With effect from July 2026)

1 About these Guidelines:

1.1 These guidelines provide norms for the daily functioning of SVKM's NMIMS and ensure appropriate usage of infrastructure and effective academic delivery for students.

1.2 This compilation of guidelines comes into effect from July 2026 onwards and supersedes all other guidelines in respect of matters therein.

1.3 These guidelines are applicable for all schools and campuses under NMIMS Deemed–to–be University located across the country.

1.4 This document of NMIMS is the 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 SVKM's NMIMS reserves the right to amend, modify, or revise any aspect of the programme, including but not limited to its curriculum, nomenclature of the Degree/Diploma, duration, mode of delivery, faculty, refund policy, evaluation, passing standards, and academic regulations, as deemed necessary. In the event of any dispute or difference relating to the programme or these regulations, the decision of the Vice-Chancellor of SVKM's NMIMS shall be final and binding on all concerned.

1.7 If the University makes any changes to the guidelines of SRB, it will be communicated to the students as an addendum.

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 SVKM's 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 mobile phones, Meta Smart Glasses, or any similar electronic devices on campus is not permitted. Any student found using such devices shall be subject to disciplinary action in accordance with 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 Local Authorities. SVKM's NMIMS shall not bear any responsibility for the students' vehicles parked outside the premises.

2.5 Any problem about the 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, SVKM's 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 Students are expected to use social media responsibly. The posting, sharing, or circulation of inappropriate, abusive,

defamatory, threatening, or offensive content concerning the institution, its members, or fellow students is strictly prohibited and may lead to stringent disciplinary action in accordance with University policies. The Social Media Policy is available on the SVKM's NMIMS website.

2.8 Any post, comment, or publication on social media, print media, or any other platform that defames or brings disrepute to the University shall constitute misconduct and may result in severe disciplinary action in accordance with University regulations.

2.9 Students are expected to communicate respectfully at all times. The use of abusive, vulgar, obscene, indecent, derogatory, insulting, or otherwise offensive language, whether verbal, written, electronic, or communicated through online platforms, is strictly prohibited on campus and in all institution-related interactions. Any violation of this provision shall constitute misconduct and may result in disciplinary action in accordance with University policies.

2.10 Students shall conduct themselves with dignity, respect, and professionalism at all times. Physical misconduct, harassment, intimidation, aggressive behaviour, or any conduct that causes discomfort to others is strictly prohibited. Students are expected to respect personal boundaries and uphold the reputation of the University. Violations may result in disciplinary action as per University policies.

2.11 The student should ensure the receipt of the SVKM's NMIMS email ID for official communication.

2.12 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.

2.13 The students should not communicate directly with faculty members for the selection of any elective course. They must route their option through Course Co-ordinators or Program Chairs.

2.14 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 SVKM's 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 SVKM's NMIMS campus.

2.15 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 SVKM's NMIMS.

2.16 Students must not use another student's ID card or allow their own ID card to be used by others. Any violation shall attract disciplinary action against both students as per University regulations.

2.17 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.

2.18 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 SVKM's NMIMS. Tampering with fire extinguishers or any part of the fire alarm system is a serious offence and shall attract punishment.

2.19 Any person resorting to physical fights will be considered ragging, and appropriate legal action will be viewed accordingly by the Disciplinary Committee.

2.20 If any student during the tenure of studentship has a police case/ complaint 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.

2.21 SVKM's 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.

2.22 The University will reserve the right to take appropriate action against all the defaulters, including outsiders, who shall be part of the above illegal act/s.

2.23 Photography, filming, videotaping and audio-recording in the Class/ Campus/ University is 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
Alcohol and Other Drugs The unlawful possession, use, purchase or distribution of alcohol, illicit drugs, controlled substances (including stimulants, depressants, narcotics, or hallucinogenic drugs) or paraphernalia or the misuse of prescription drugs including sharing, procuring, buying & selling or using differently from the prescribed use or by someone other than the person for whom it was prescribed.	a. With immediate effect, suspension/ rustication from the University if the student is not able to justify/prove the reasonable ground for carrying or possessing the said drugs. b. Suspension from college pending an enquiry. c. If found guilty, concerned student shall be punished in accordance with the rules and regulations, which may include rustication from the school / campus / hostel. d. In case the student is involved and found guilty of selling the drugs, appropriate legal action under the Narcotic Drugs Act 1985 will be taken.
Assault, Endangerment or Infliction of Physical Harm 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.	Upon written complaint, with immediate effect -Suspension from attending college pending an enquiry.
Banners, Chalking and Posters Defacing of Campus property using Banners, Chalking, Posters, etc.	Severe disciplinary action will be taken.
Bullying, Intimidation, and Stalking **Bullying.** Bullying includes any electronic, written, verbal or physical act/body, gesture or a series of acts of physical, social or emotional domination that is intended to cause physical or substantial mental and emotional harm to another person or group. **Intimidation**. Intimidation is any body, gesture, verbal, written, or electronic threats of violence or other threatening behaviour directed towards another person or group that reasonably leads the person(s) in the group to fear for their physical well-being. **Stalking.** Stalking is engaging in a course of conduct, repeated acts or communication towards another person, including the unauthorised following, which demonstrates either an intent to put another person in fear of bodily injury or cause the person substantial mental and emotional distress.	a. Upon written complaint with immediate effect - Suspension from attending college pending enquiry. b. Any person resorting to such an act will be considered ragging and strict appropriate legal action will be taken.

CODE OF CONDUCT	LINE OF ACTION
Discrimination, Including Harassment, Based On a Protected Class 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.	a. Upon written complaint with immediate effect Suspension from attending college pending enquiry. b. If found guilty, shall be punished in accordance with the rules and regulations, which may include rustication from the school / campus / hostel.
Disorderly Conduct Excessive noise, which interferes with classes, school offices or other activities; Unauthorized entry into an area or a closed meeting. **1** Conduct that restricts or prevents faculty, staff or student employees from performing their duties, including interruption of meetings, classes or events; **2** 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.
False Representation 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.
Fire Safety Tampering, interference, misuse, causing damage and/or destruction of fire safety and fire prevention equipment	Severe disciplinary action will be taken.
Theft, Vandalism, or Property Damage 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.
Unauthorized Entry or Access / Unauthorized Use of School Facilities or Services Unauthorized entry into or presence within enclosed SVKM's 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.
Weapons and Fireworks 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 SVKM's 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.

2.24 **Discipline Norms and Penalty:**

2.24.1 A disciplinary committee is 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 further details regarding committee members at the school level, please refer to Part II of the SRB.**

2.24.2 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 further details regarding committee members at the school level, please refer to Part II of the SRB.**

2.24.3 The SVKM's NMIMS campus, including premises of all schools/colleges and hostels, is earmarked as a non-smoking zone. Possession and Consumption of alcoholic beverages / toxic materials/and cigarettes by students present on the campus under the influence of alcohol/ toxic materials/ addictive materials is a serious offence. 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

2.24.4 Impersonation will also lead to suspension pending the enquiry and, upon being found guilty, to rustication with immediate effect and subsequent deletion of the student's name from the roll of the University after enquiry.

2.24.5 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 being found guilty, the student shall be rusticated.

2.24.6 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 the outcome of the enquiry, the student can be rusticated from the school. SVKM's NMIMS will not be held responsible for any actions that will be initiated by the regulatory authority like police, corporation etc.

2.25 **Dress Code:**

Students are expected to maintain a neat, clean and professional appearance at all times while on campus. Attire should be appropriate for an academic environment and reflect respect for the institution, fellow students, faculty, staff and visitors. Clothing that is revealing, offensive, or displays inappropriate language, graphics or messages is not permitted.

For all events 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.

2.26 **Punctuality**

2.26.1 Classes will begin on time. Late coming is not permitted. Faculty have the authority to restrict latecomers from entering the classroom.

2.26.2 Students are required to be present for all events of the school/SVKM's 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/SVKM's 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 remarked on the transcript or any other decision by the management.

2.26.3 Students are required to be in the city on all days of the term. 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 SVKM's NMIMS for social, cultural and co-curricular events.

2.26.4 Students are required 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 guidelines and Attendance rules : 100% Attendance in each course is expected.

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 (maintain a copy of it) 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 finalised.

3.1.3 It is the sole responsibility of the student to confirm his / her email ID and parents' email ID with the school academic office.

3.1.4 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/WhatsApp. 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 in person to discuss the consequences of remaining absent.

3.1.5 Students must refrain from approaching the visiting and full-time faculty members for attendance-related issues. They must apply to the concerned coordinator for necessary approvals.

3.1.6 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.

3.1.7 Final attendance of the Trimester/Semester/Annual 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.

3.1.8 **Attendance for Re-examination:** Students appearing for a re-examination shall be granted attendance in lieu of regular classes for the day on which the re-examination is scheduled. Accordingly, such students shall be marked present for all applicable subjects on that day.

3.2 **Attendance rules for all schools**

To ensure satisfactory attendance and engagement, 100% attendance in all subjects/courses is expected. However, exceptions may 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 maximum relaxation of up to 20% absence may be granted in such cases provided the overall attendance does not drop below 80% in each course.

3.2.1 **Eligibility for Examinations:**

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

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

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:

Attendance% **(In Individual Courses)**	**Remarks**
80% and above In individual courses	Eligible to appear for Trimester/Semester/Annual term End Examinations.
Below 80% in the individual courses.	Subject to fulfilment of Re-admission criteria. Students will be required to take re-admission. Students can opt i) Re-admission in the same Semester/Trimester/Annual term OR ii) re-admission in the full year of the program in the subsequent academic year

However, 100% Attendance in each course is expected.

3.2.2 All courses with a scheduled timetable, irrespective of whether they are **credit courses, non-credit courses or ONLY ICA courses**, must also be **considered while finalising attendance defaulters. Attendance shall be determined** based on the ratio of lectures conducted versus lectures attended, in the same manner as applicable to other credit courses.

3.2.3 Students have to maintain a minimum attendance as prescribed by the respective statutory/ regulatory bodies.

Note: Please contact the school Course Co-ordinator /AR/ DR for any attendance-related queries within 3 days from the receipt of the attendance status.

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 Credit requirement to be eligible for the award of a degree:

It is required to define a minimum and a maximum credit requirement for awarding the degree of the program, along with the range of credits of every program. Under any circumstances, a student has to secure a minimum number of credits for a particular program to be eligible to get the degree.

Every programme has a minimum credit requirement in accordance with the applicable norms prescribed by the respective statutory/regulatory bodies, such as UGC, AICTE, PCI, BCI, COA, etc., generally aligned with a minimum of 40 credits per academic year or as otherwise specified by the concerned statutory / regulatory body.

Any student seeking re-admission to a program shall be required to fulfil the minimum credit requirement prescribed for that program for the award of the degree, irrespective of any subsequent revision to the program structure of credits.

For example, if a student enrolled in a four-year BBA program is eligible for the award of the degree upon successful completion of a minimum of 160 credits after four years, considering the requirement of 40 credits per academic year, irrespective of the fact that the total credit requirement of the program structure has a total of 162 credits.

4.3 **Term-end examination** is a compulsory component. The mode of the Term End Examination will depend on the Course Learning Outcomes.

4.4 **Duration of examination**

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

4.4.2 Minimum duration of Term End Examinations: 2 hrs.

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

4.5 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 the school/program). The Faculty has the flexibility to formulate and implement an evaluation system with weightage specified in the 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.

4.6 For grading purposes, 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.

4.7 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 course.

4.8 Project Guidelines will be as per the requirements of the program of each school.

5. Internal Continuous Assessment (ICA)

5.1.1 It is the sole responsibility of every student to ensure that he/she completes all the components of Internal Continuous Assessment.

5.1.2 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/annual term.

5.1.3 **Conduct of ICA components:** A timetable for the conduct of ICA components will be shared with the students by the school.

5.1.4 **ICA components Evaluation:** 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. Any discrepancies in ICA marks should be informed and resolved within two days of publication on the portal.

5.1.5 **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. These passing norms may not apply to programmes where Regulatory bodies issue guidelines regarding passing norms.

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/annual term 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.

5.1.6 **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.

5.1.7 **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 a 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.

5.1.8 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.

6. 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. Attendance shall be considered as per the rule mentioned in SRB.

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

The CBCS offering is a concept that 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 credit as a credit course or audit course. The CBCS offerings of courses will be opted from a UG Program to a UG Program and a PG Program to a PG Program across all schools where the grading system is the same. The UG students of 1st year and PG students of Term I of 1st year are not eligible to opt CBCS courses. Students studying in the school where the teaching/exam scheme is governed by a statutory body can take only extra credit courses. Attendance shall be considered as per the rule mentioned in SRB.

8. NMIMS-COURSERA INITIATIVE:-

SVKM's NMIMS, with its strong industry connect, has been responsive to the needs of the industry and profession. The curricula in various programs have been addressing these requirements regularly. Another initiative that NMIMS has taken is the NMIMS-COURSERA initiative to embed and sharpen AI skills of students emerging from various programs. Salient features of the initiative are given below.

a. Students will be issued a Coursera license which will be valid for one academic year only.
b. Courses have been curated from the Coursera offering to embed and later apply skills to different programs.
c. Curated courses will be credited and will be a part of the program structure. This implies that completion of Coursera courses, which are a part of the program structure, has to be completed in the respective trimester/semester/annual term. If a student does not complete the curated course, progression rules of the respective school will apply, which include 'Non-promotion of a student who may obtain 'F' grade in such course'.
d. Coursera and NMIMS will assess each student jointly. Equal weightage will be given to the 2 assessments.
e. Besides the curated courses which are a part of the program structure, students can complete any course that will enhance their domain as well as hard, soft and life skills. For completion of courses beyond the ones that are curated, only Coursera will issue a separate certificate.
f. The initiative is faculty-led. Faculty will engage one hour every week to address the queries of students, give assignments and assess periodically.
g. Attendance shall be considered as per the rule mentioned in SRB.

Students are advised to take maximum benefit of this initiative, which will benefit them in their careers.

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

9. 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 SVKM's 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.

9.1 **Discipline in the Examination Hall**

9.1.1 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.

9.1.2 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 (up to 30 minutes from the scheduled time of the commencement of the examination). Students who report for the examination after 30 minutes of commencement of examination, will not be allowed to write examination under any circumstances. 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.

9.1.3 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.

9.1.4 Students, who are not in their seats by the time notified, will not, be permitted to appear for the examination.

9.1.5 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. SVKM's NMIMS will not be responsible for the safety and security of the same.

9.1.6 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.

9.1.7 Students should occupy their respective seats as per the seating plan displayed on student portal/notice board/door plan.

9.1.8 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.

9.1.9 Every student present must sign against his / her Student number on the attendance sheet provided by the Room Supervisor.

9.1.10 Students should specifically go through the instructions given on the top of the question paper and on the first two pages of the answer book. They are of utmost importance.

9.1.11 **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 with as per the rules.**

9.1.12 **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.

9.1.13 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 or financial calculators, laptop, Bluetooth devices, AI glasses or any other similar electronic gadgets/devices/things unless specifically permitted. Any such material found in the possession of the student will be confiscated. The **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 the 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 female student shall be frisked by the lady supervisor.

9.1.14 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.

9.1.15 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 an attempt to reveal identity and will be treated as an act of adoption of unfair means.

9.1.16 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.

9.1.17 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.

9.1.18 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.

9.1.19 Exchange of stationery, writing material, mathematical instruments, question paper etc. is strictly prohibited and will attract a penalty.

9.1.20 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.

9.1.21 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.

9.1.22 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.

9.1.23 **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.**

9.1.24 **In case of students whose term of Semester / Trimester is not granted due to non-fulfilment of attendance norms as mentioned in the Student Resource Book (SRB), such students, if appeared for the Term End Examination despite the communication, his/her appearance will be treated as null and void.**

9.2 **Guidelines for Appointment and Availing the facility of Scribe for the Persons with Disabilities (PwD) (Divyangjan) (permanent or temporary disability) students during examinations conducted by SVKM's NMIMS:**

9.2.1 A student who may have a permanent or temporary physical disability may apply to SVKM's NMIMS for appointing a scribe for the examinations, well in time.

9.2.2 The student should submit an application for the purpose along-with 'medical certificate' from a 'Registered Medical Practitioner' to that effect (Annexure 6) with the rubber stamp of the Registered Medical Practitioner on the certificate well in advance. The application should be approved by the respective school Dean/Director before forwarding to the examination section.

9.3 **In the following cases of students, the medical certificate of only Government Authorized Agencies would be accepted for Mumbai Campus namely:**

b) Hearing Impaired Students: Ali Yavar Jung National Institute for the Hearing Handicapped.

c) Physically Challenged Students: All India Institute of Rehabilitation of Physically Handicapped

9.3.1 As regards the student from other campuses, the Government Authorized Agencies from those cities would be accepted.

9.3.2 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 Universitywill make arrangement alternatively if possible.

9.3.3 The scribe should be one grade junior in academic qualification than the student if from the same stream.

9.3.4 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.

9.3.5 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.

9.3.6 The said student will sit in a separate room under supervision.

9.4 **Facilities relating to examinations for the students having Learning Disability (Dyslexia, Dysgraphia and Dyscalculia) for the purpose of examinations:**

9.4.1 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.

9.4.2 These students would be given concession for not attempting the questions of drawing figures, maps, Draft, etc. where necessary in the written exams.

9.4.3 Concession will be given for mistakes in spelling or mathematical calculations/graphs.

9.4.4 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.

9.4.5 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.

9.4.6 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.

9.5 **Rules as regards cases of adoption of Unfair means by the candidates during the University examination are as under:**

9.5.1 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. If a student is found or suspected of using unfair means during an examination, the Examination invigilator/Room Supervisor shall immediately prepare report of the incident, obtain the student's statement and undertaking regarding the alleged use of unfair means, collect the relevant material, and permit the student to continue the examination in a fresh answer book.

Examination Department shall issue a Show Cause Notice requiring the student to submit a written explanation and appear before the University's Unfair Means Inquiry Committee on the date and time communicated by the University. The Committee shall examine the case, including the available evidence and the student's representation in person, and recommend an appropriate penalty in accordance with the University Examination Rules.

The decision, upon approval by the competent authority, shall be communicated to the student. The student's examination result shall be withheld, until the inquiry proceedings are concluded.

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

S. 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 to 13 in addition to the one prescribed thereat.**)
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 Universityproperties, 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, supplementary sheet or question paper / hall ticket with markings, answers or formulae written on it	Exclusion of both the students from concerned University Examinations for one additional examination. **
4	Possession of another student's answer book, supplementary sheet or question paper / hall ticket with markings, answers or formulae written on it and Actual evidence copying from that.	Exclusion of both the students from concerned University Examination for two 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 both the students from concerned University Examination for two 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 three additional examinations. **
8	Smuggling in written answer book as copying material and forging the signature of supervisor.	Exclusion of the student from concerned University Examination for four additional examinations. **
9	Attempt to forge the signature of the supervisor on the answer book or supplementary sheet.	Exclusion of the student from concerned University Examination for four additional examinations. **
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.	Exclusion of the student from concerned University Examination for four additional examinations. **
11	Answer book or supplementary sheet written outside the examination hall or any other insertion in the answer book.	Exclusion of the student from concerned University Examination for four additional examinations. **
12	Insertion of currency notes/ bribing or attempt to bribe any of the person connected with the conduct of the examination.	Exclusion of the student from concerned University Examination for four additional examinations. ** (Note: This money shall be credited to the students Welfare Fund.)
13	Using obscene language/ violent threats inside the examination hall by a student at the University examination to room supervisor/ any other authority.	Exclusion of the student from concerned University Examination for four additional examinations. **
14	Impersonation for a student or impersonation by a student in University or other examinations.	Permanent Expulsion from the University (both the students if the impersonator is a University student)
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 inside or 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 / Proctor 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/different academic year.	Annulment of the performance of the student at the University Examination in full.* Enhanced punishment can be imposed on such students. This enhanced punishment may extend to double the punishment provided for the offence, when committed at the second or subsequent examination.
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 examination, but does not include performance at term work, project work with its term work, oral or practical and dissertation examinations, unless malpractice used thereat. The Term "Annulment of Performance in full" also does not include performance at Internal Continuous Assessment.
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, absenting from enquiries - final decision of UFM Inquiry Committee will be binding on the 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:

9.5.3 **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.**

9.5.4 **The Competent Authority, in addition to the above mentioned punishments, may impose a fine on the student declared guilty.**

9.6 **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:

9.6.1 The Grievance Redressal Mechanism will apply only to the 'term-end Examinations' of the University.

9.6.2 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.

9.6.3 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.

9.6.4 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**.**

9.6.5 Under the Grievance Redressal Mechanism, a student can apply for:

a) **Verification (retotalling of marks) of Answer books/Answer Scripts**: Under this process, on online 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

b) **Re-evaluation of the Answer book/Answer Script:** Under this process, a student will have to first apply for the soft copy/ies/ 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 re-evaluation, such a 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 re-evaluation of answer/s. **It will be mandatory for such a 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 reevaluated 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 should not make any appeal / indicate expected marks in the application; it will be treated as use of unfair means.**

c) **Students will not be eligible to apply for revaluation if they do not apply for a Photocopy(ies) of their answer script/s.**

d) 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.

e) 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.

9.6.6 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 Example: 17th October**
Application for Verification (retotalling of marks) of Answer- book /Answer Script	Within 3 days from the date of result declaration including holidays	Example: 20th October
Application for Photocopy/ Softcopy of the Answer Script	Within 2 days from the date of result declaration including holidays	Example: 19th October

Receipt of the softcopy 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 softcopy of answer scripts will also be available on the payment receipt sent on students registered email ID.	Example: 19th October
Application for Re-valuation of the answer scripts	**Within 3 days from the date of result declaration** including **holidays**	Example: 20th October till 16.00 hrs.

9.6.7 No application, received after the prescribed number of days as mentioned in the table above, shall be entertained for any reason whatsoever.

9.6.8 Copies of the answer scripts provided by the University are only for Grievance Redressal mechanism and do not have any evidentiary value.

9.6.9 The Photocopy (ies) so obtained by the examinee/candidate shall be for his/her exclusive and relevant use only. Any other person cannot use the said answer script/s to dispute or challenge the quality of assessment or quantum of marks assigned to the answers there-in.

9.6.10 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.

9.6.11 **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**.

9.6.12 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.

9.7 **Grace Marks Rule**

9.7.1 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.

9.7.2 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.

9.7.3 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.

9.8 **Issuance of statement of grades / transcripts (refer to the University website for more details)**

All students shall receive a Statement of Grades upon completion of each academic year. The name appearing on the grade card will be based on the information provided by the student at the time of admission. Any request for re-issuance of grade cards due to changes in personal details after the completion of the first year will be subject to applicable charges as per the university's prescribed norms.

General Guidelines: 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.

a. In case of any disputes/differences, the decision of the University shall be final and binding on the students.

b. **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.

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

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

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

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

10.1 One prize will be awarded where the number of students in the batch/stream is between 01 and 20, two prizes will be awarded where the number of students in the batch/stream is between 21 and 59, and three prizes will be awarded where the number of students in the batch / stream is > 60.

10.2 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.

10.3 For the above purpose, the count of students at the final year of the programme will be considered.

10.4 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.

10.5 Rankings would always be decided at University level.

10.6 Students should have passed all examinations in single attempt.

10.7 Lateral admission cases may be considered for ranking purpose

10.8 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.

10.9 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.

10.10 **Dean's/ Director's List:**

10.10.1 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.

10.10.2 The Dean's/ Director's list would be for each programme/ stream at each campus.

11. Guidelines for Scholarships:

11.1 Each year, there are several student awards and scholarships announced for different schools/programs of SVKM's NMIMS (as applicable school/campus-wise).

11.2 Students are advised to apply for awards and participate in the process enthusiastically.

11.3 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.

11.4 Certificate of merit to be given by the Dean at the school level.

11.5 The students of SVKM's NMIMS can avail national scholarship through the National Scholarship Portal (NSP) (https:// scholarships.gov.in/) under some of the following 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

11.6 The students can also apply for various other schemes through the NSP, depending on their category and eligibility. For example, AICTE – Pragati Scholarship Scheme for Girl Students (Technical Degree), PM USP Special Scholarship Scheme for Jammu Kashmir and Ladakh, etc. All the scholarships offered by UGC are available for students to apply.

11.7 A student who wishes to apply for a scholarship will have to go through the school's academic office.

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

12.1 **Admission Deferment:** The following rules are applicable to all the programs of SVKM's NMIMS.

c. **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 first year.

d. **Who can apply:**
- Serious medical illness.
- Serious family-related reasons.

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

An applicant who fails to obtain confirmation from the 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.

e. **Process for Admission deferment:**
i. Deferred admission may only be granted to first-year students who have paid the required non-refundable enrolment deposit.
ii. The admission department will scrutinise 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. SVKM's NMIMS decision with respect to this will be final and will not be challenged.
iii. 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 they still want to apply to SVKM's NMIMS, has to undergo the admission process again as a fresh applicant.
iv. The letter of deferment of admission will be issued by the admission department to the applicant.
v. Students who are found to have applied to other colleges and institutes during their time away from SVKM's NMIMS will have their admission revoked, and fees will not be refunded.
vi. Financial aid offers cannot be deferred. Students must reapply for financial aid.
vii. Admitted 'Transfer' students are not eligible for deferred admission.
viii. Deferrals are not automatic and, if granted, a non-refundable deposit is required to hold a place in the following year's entering class.
ix. Once the program has commenced, then even though the applicant may not have attended the classes, still he/she will not be 'eligible' for 'admission deferment'.
x. The deferment year shall be considered to include for the purpose of determining the maximum permissible duration for the completion of the program.

12.2 **Admission Cancellation procedure:**
For cancellation of admission, the student needs to apply online for cancellation of his / her seat along with the original fee receipt and cancelled cheque (having the account holder's name, either the parent's or the student's 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 their admission and be eligible for a refund as per the SVKM's NMIMS refund policy, as 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. A withdrawal request can be applied for 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.

12.3 **Submission of certificates/mark sheets:**

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

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

12.4 **Payment of fees:**

12.4.1 The promoted students for the subsequent years are required to pay the fees as per the email received from the Accounts department. A late fee will be levied if the fee is not paid within the due date.

12.4.2 Non-payment of fees within the stipulated time, including the late fee period, will attract cancellation of the studentship from that program.

12.5 **Academic break:**

The following rules are applicable for all the schools of SVKM's NMIMS.

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

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

12.5.1 **<u>Eligibility for Academic Break</u>:**

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

a. Serious personal medical reasons involving hospitalisation, if required and supported by documents.
b. Serious 'family' related issues.
c. Financial constraints.
d. In the executive programme, temporary transfer to another country/city or Financial crisis/Maternity/ shift of duties/additional assignments at the workplace.

The Dean/Director of the respective school will approve the academic break and forward the application of the student to the concerned departments for the necessary process and record.

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

Students will be required to take re-admission in case of an 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

12.5.3 **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 has not paid the total fee for that year, then once the academic break is granted, the student can pay the total fee (100%) prevalent at that time when he / she seeks re-admission.

a. If a student wants to take an 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 prevalent at the time of re-admission as a re-admission fee to continue his/her 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/annual term, then he/she has to pay 25% of the total fee prevalent at the time of re-admission towards re-admission in the 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
• Informed before the commencement of the academic year.	100% total fee prevalent.
• Informed after commencement, not attended classes and fees not paid.	100% total fee + 25% readmission (prevalent).
• Informed during the semester / trimester fees not paid for the current year.	100% total fee + 25% readmission (prevalent).
• Informed during the academic year and fees paid for that year.	25% of total fees as readmission fees prevalent that year of the readmission.

12.6 **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 the time of re-admission for that program.

Students can take re-admission in the said year of the program only once. He/she can take re-admission in different years/term as long as the total period of the program does not exceed the validity period of that program as per the statutory/regulatory body. 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).

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 for 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. Please contact the school Course Co-ordinator /AR/ DR for any academic-related queries.

The procedure for depositing and redemption of credits shall be as per the UGC(Establishment and Operation of Academic Bank of Credits in Higher Education) Regulations, 2021, as amended from time to time. Students who have earned the requisite credits and exited from the UG programme at a designated level may be re-admitted the programme at the next eligible level before the expiry of the accumulated credits, subject to the maximum permissible period of seven years from the date of admission to the programme.

12.7 **Re-admission to zero session program (discontinued program):**

12.7.1 Program discontinued from the first year of the program in the subsequent academic year.
12.7.2 Students who are eligible for Re-admission in the first year of the said program.
12.7.3 Student will get two options as stated below
   a. Student can seek re-admission in another program of the same level at the same school/campus OR
   b. A student can be transferred to the other campus in the same program to continue their studies.

12.7.4 As per SRB guidelines, the student has to pay re-admission fees of 25% of the total fees of the program/campus where the student wants to continue his / her study.

13. Guidelines for De-registration for the students who are not attending the classes with Full/Partial Fee Payment for that academic year.

Case 1 : First-year admitted students.

Condition: Students whose partial fees are unpaid and do not report or attend the classes (zero attendance).

Action: After one month of commencement of classes (as per the Academic Calendar), formal communication from the Dean/Director to be sent to the student and parents informing them about attendance requirements and balance fee payment obligations. If the student does not wish to study further, a formal cancellation application must be submitted within a week by the respective student/parents.

i. **Upon submission of the cancellation application by the student/parents**, the respective School shall initiate **module cancellation** in SAP and then the School/Admission Dept. will update the admission cancellation status in SAP within the next 2-3 days.

   Additional formal communication from the Admission Dept. to be sent to the student and parents to apply for the fee refund, if applicable. After receiving the fee refund application, the Accounts Dept. to be informed so that the fee reversal can be given effect in SAP. Fees will be refunded as per UGC Fee Refund Policy.

ii. **If a student fails to submit a cancellation request** within a week from the formal communication received from the Dean/Director, the cancellation process will be initiated by the School/Admission Dept., and it will be deemed that the student is not interested in continuing the studies**.**

   Additional **formal communication from the School/Admission Dept. to be sent to the student/parent through their all personal & Official Email IDs , and by post Registered AD or Speed post, stating that the admission is cancelled due to non-receipt of the cancellation application within a week and now the student and parents have to apply for the fee refund, if applicable.** After receiving the fee refund application, the Accounts department to be informed so that the fee reversal can be given effect in SAP.
   Fees will be refunded as per UGC Fee refund Policy.

Case 2 : Students enrolled in higher terms (i.e. 2nd yr. onwards)

Condition : Student does not report to the respective School within **one month from the date of registration** in any academic term, and the full or partial fee is unpaid with zero attendance.

Action: After one month of commencement of classes (as per the Academic Calendar), formal communication from the Dean/Director to be sent to the student and parents informing them about attendance requirements and balance fee payment obligations. If the student does not wish to study further, a formal cancellation application must be submitted within a week by the respective student/parents.

i. **Upon submission of the cancellation application by the student/parents**, the respective School shall initiate **module cancellation** in SAP and then the Admission Dept. will update the admission cancellation status in SAP within the next 2-3 days.

ii. **If a student fails to submit a cancellation request** within a week from the formal communication from the Dean/Director, the cancellation process will be initiated by the School / Admission Dept, and it will be deemed that the student is not interested in continuing the studies**.**

Additional **formal communication from the School is to be sent to the students and parents through their all personal & Official Email IDs , and by post Registered AD or Speed post, stating that the admission is cancelled due to non-receipt of the cancellation application within a week. Accordingly, the cancellation process has to be initiated by the School/Admission Dept.**

Case 3 : Students enrolled in any term/s

Condition: Student does not report to the respective School for more than 21 days at a stretch **at any point in time** in any academic term without any prior intimation to the **Dean / Director / Program Chair / HOD / DR / AR / Course Coordinator** or any other concerned authority, irrespective of fee payment status.

Action: After 21 days of continuous absenteeism at a stretch, at any point in time, formal communication from the Dean/Director is to be sent to the student and parents informing them about attendance requirements. If the student does not wish to study further, a formal cancellation application must be submitted within a week by the respective student/parents.

i. **Upon submission of the cancellation application by the student/parents**, the respective School shall initiate **module cancellation** in SAP and then the Admission dept. will update the admission cancellation status in SAP within the next 2-3 days.

   Additional formal communication from the School/Admission Dept. is to be sent to the students and parents **through their all personal & Official Email IDs , and by post Registered AD or Speed post,** to apply for the fee refund, applicable for 1st year students only, provided eligible for refund as per UGC Fee Refund Policy. After receiving the fee refund application, the Accounts Department to be informed so that the fee reversal can be given effect in SAP.

ii. **If a student fails to submit a cancellation request** within a week from the formal communication from the Dean/Director, the cancellation process will be initiated by the School/Admission, and it will be deemed that the student is not interested in continuing the studies**.**

   Additional **formal communication from the School / Admission Dept. to be sent to students / parents through their all personal & Official Email IDs , and by post Registered AD or Speed post, stating that the admission is cancelled due to non-receipt of the cancellation application within a week, and now the student and parents have to apply for the fee refund** applicable for 1st year students, if eligible as per UGC Fee Refund Policy**.** After receiving the fee refund application, the Accounts Department to be informed so that the fee reversal can be given effect in SAP.

14. Library Rules and Regulations:

14.1 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 SVKM's NMIMS disciplinary procedures.

14.2 Access to the SVKM's NMIMS Library is restricted to faculty /staff and students of the SVKM's NMIMS who have a currently valid identification card issued by SVKM's NMIMS and to such other persons as may be authorized by the Librarian.

14.3 Students must carry their SVKM's NMIMS student ID card, and faculty / staff must carry their SVKM's 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.

14.4 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.

14.5 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.

14.6 The consumption of food and beverages (except for bottled water) and personal audio equipment are not permitted in the Library.

14.7 Photography, filming, videotaping and audio-taping in the Library are strictly prohibited.

14.8 Personal equipment should not be used without the prior permission of the Librarian.

14.9 Users are required to comply with copyright regulations as displayed by the photocopiers.

14.10 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 SVKM's 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.

14.11 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.

14.12 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.

14.13 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.

14.14 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.

14.15 Students are expected to maintain a neat, clean and professional appearance at all times while on campus.

14.16 Access to libraries and/or borrowing rights may also be withdrawn temporarily if fees/charges in other parts of the SVKM's NMIMS are outstanding.

14.17 The award of SVKM's NMIMS qualification will be deferred until all books and other library materials have been returned and outstanding fines/charges paid.

14.18 For a list of electronic resources / Databases refer annexure.

14.19 All library users should take care of pandemic precautionary measures.

15. List of E-resources subscribed by SVKM's NMIMS across all campuses

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

16. Guidelines for the Use of Computing Facilities:

16.1 SVKM's 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. We will check the content of the website and found appropriate for access; necessary access will be granted.

16.2 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.

16.3 Internet access for students will be as per the SVKM's NMIMS policy. Any change request has to be routed through the Registrar in writing.

16.4 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.

16.5 It is important to note that all the SVKM's NMIMS premises are deployed with CCTV surveillance equipment and all the areas of the premises are recorded 24x7.

16.6 It is important to note that all SVKM's NMIMS is monitoring the network 24x7. All actions and logs are stored and recorded. SVKM's NMIMS has the rights to record all actions by students on the network and use them appropriately.

16.7 The students of SVKM's 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 SVKM's NMIMS, is prohibited. In the event of non-approved usage of the computing facilities, SVKM's NMIMS reserves the right to withdraw access to computing facilities at any time.

16.8 The use of SVKM's NMIMS computing facilities for students' commercial gain is prohibited.

16.9 Not to use/install third-party software to bypass campus Network security policies. It is prohibited and may lead to further disciplinary action.

16.10 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.

16.11 Computer Centre facility will be provided on priority to the students of the concerned programs, where using a Laptop is not compulsory.

16.12 Students are not allowed to connect personal pen drives/ Laptops to the systems/smartboard installed in the classrooms.

16.13 **All students will be given SVKM's 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.

16.14 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.

16.15 Do not provide sensitive personal information (like passwords) over email.

16.16 Students will get 50 GB of space in OneDrive to store documents for education purposes.

16.17 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 SVKM's NMIMS.

16.18 It is the student's responsibility to ensure that the student's activities do not contravene these or any other laws.

16.19 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.

16.20 Students must comply with all requests or instructions issued by any Information Systems staff with respect to the use of SVKM's NMIMS computing facilities.

16.21 Improper behaviour towards staff in the computer lab and/or while using computing facilities will result in disciplinary action.

16.22 SVKM's 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.

16.23 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.

16.24 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.

16.25 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.

16.26 If any student comes across any security incidents, please contact reportsecurityincidents@svkm.ac.in

16.27 These guidelines describe the reasonable and appropriate behaviour required by the Regulations for the Use of Computing Facilities at SVKM's NMIMS.

16.28 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 SVKM's NMIMS authorities if any breach of University regulations is suspected in connection with that use.

16.29 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.

16.30 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.

16.31 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.

16.32 Do not use or adopt any name or alias or user reference, whether real or fictitious, other than your own.

16.33 Request to be placed only for the required resources or access rights that you need.

16.34 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 SVKM's NMIMS accepts no responsibility for any loss to a user consequent upon a failure to log out correctly at the end of a session.

16.35 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.

16.36 Do not in any way cause any form of damage to the SVKM's NMIMS IT facilities nor to any of the accommodation or services associated with them.

16.37 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

16.38 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.

16.39 Students do not click on links or attachments from senders that they do not recognize or ask for something that is not regular.

16.40 You should not deliberately create, display, produce, store, circulate, or transmit defamatory or libelous material.

16.41 Transmission of unsolicited commercial or advertising material on the SVKM's NMIMS network / Campus is prohibited.

16.42 Do not deliberately create, display, produce, store, circulate or transmit obscene material in any form or medium.

16.43 Never monitor, read and disrupt network traffic inside the campus.

16.44 Do not make deliberate unauthorised access to facilities or services accessible via the SVKM's NMIMS Local Area Network (LAN).

16.45 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.

16.46 Do not deny service to other users including deliberately or recklessly overloading access links or switching equipment.

16.47 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.

16.48 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.

16.49 Students are prohibited from viewing any Pornographic material in the computer Centre or on any other computer or IT system inside the SVKM's 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.

16.50 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.

16.51 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.

16.52 Do not interfere with or change any hardware or software; if you do, appropriate action will be taken to make it right.

16.53 Do not interfere with the legitimate use by others of the IT facilities; do not remove or interfere with output belonging

to others.

16.54 Game software loading onto, or playing games software on, the IT facilities unless required for academic purposes.

16.55 Neither admit any other person to computer facilities or other SVKM's NMIMS premises when those facilities or premises are locked nor enter unless authorised to do so.

16.56 You must respect the rights of others and should conduct yourself in a quiet and orderly manner when using IT facilities.

16.57 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.

16.58 ***Important:*** In the event, the guidelines are not followed and there is a consequent damage to any computing facility, SVKM's NMIMS reserves the right to charge students for the cost of rectification of such damage and/or take further disciplinary action.

16.59 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.

16.60 Students are not allowed to change the default settings of Desktops/smartboards installed in the classrooms, Conference Rooms & Board rooms (except prior approval intimation).

17. Students Portal (Learning Management System):

17.1 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.

17.2 URL: Access Portal through https://portal.svkm.ac.in/usermgmt/login

17.3 Login Policy: Default User ID is the student's SAP number and the Password will be mailed by the Admin / Course Coordinator

17.4 Change Password: Students are recommended to change their password after their first login for safe surfing.

17.5 Forgot Password: If students are not able to log in with their current password or forgot their password then can reset their password by clicking on the Forgot Password option.

17.6 Email Update: Users need to change/update their email ID and contact number to get regular notifications.

17.7 Course links: Your login will contain only the current trimester/semester/annual term course list.

17.8 Announcements: Announcements related to the course, exam timetable and other activities are published in the Announcements section.

17.9 ICA: Display ICA (Internal Continuous Assessment) marks on LMS Portal

17.10 Library: It will be a single gateway for all library data like Question Papers, Syllabus, Notices, etc.

17.11 Remote Access to Databases: Remote access to all the web-based databases subscribed by SVKM's NMIMS Libraries globally.

17.12 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.

17.13 Academic Content: Syllabus, SRB, Teaching Scheme, Class Time-table, etc. can be uploaded.

17.14 Course Content: All course-related reading materials (ppts/notes/videos/links) can be published.

17.15 Assessment (Internal): ICA-based tests can be conducted on the Portal. Internal marks for respective courses will be published on the Students Portal.

17.16 Faculty Feedback: Faculty Feedback is accepted online for the respective trimester/semester/annual.

17.17 Groups: Groups can be created by faculty for assessments, File Exchange, Message, etc. for their Courses.

17.18 Forum: This feature can be used by students and faculty to interact and discuss topics related to their respective courses.

17.19 Hostel Application: Students can book a hostel through the portal (where online admissions are done and full payment is completed)

17.20 Mobile Application: available for student assignment, displaying ICA marks, and notifications can be viewed.

17.21 Student Service: Students benefit from the 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.

17.22 Selection of Electives: options are available for MPSTME (Mumbai / Shirpur) students to choose Open Electives.

17.23 The student grievance processes have been incorporated into the Learning Management System (LMS)

17.24 The online survey feature has been implemented in the student portal.

Help – Assistance: mail to portal_app_team@svkm.ac.in or phone no: 022 - 46152650

18. Feedback Mechanism:

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

18.1 Feedback at the end of the third week of every trimester/Semester/annual term. Dean / Director /Programme Chairperson/HOD will meet students personally, if applicable.

18.2 Online Feedback through the Students Portal is taken using a questionnaire, preferably in the last session of every course in each trimester/semester/annual term. This feedback is compiled, and statistics are placed before each faculty member by the end of the trimester/semester/annual term.

18.2.1 All students should get involved in this mechanism seriously, as it truly helps the SVKM's NMIMS improve the quality of services and teaching provided.

18.2.2 These are open-ended questions in which students can reflect on learning and teaching aspects of the course.

18.2.3 SVKM's NMIMS uses feedback to improve the teaching-learning process proactively.

18.2.4 While sharing the feedback to the faculty members, the student's identity is kept confidential.

19. Mentoring Programme / 'Psychologist and a Counsellor':

19.1 **Mentoring Programme:**

Students (as applicable school-wise) have been assigned faculty mentors whose role is to help assimilate the SVKM's 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.

19.2 **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 move towards growth. Visiting a counsellor (Psychologist) enables us to relearn more helpful, progressive, reality-based thinking strategies.

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 or burdening 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/she 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 know what went wrong then? Do you 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, it may create long-term damage leading to unhealthy dependency.

SVKM's 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 /
022-42334090 or email ketaki.gokhale@nmims.edu) – (MPSTME students)
022-42355702 or email supriya.khade@nmims.edu

Information about SVKM's NMIMS University Student Support Services can also be found on the University website. https://www.nmims.edu/mental-health-support.php

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
WHO | Prevention of bullying-related morbidity and mortality:
www.ncbi.nlm.nih.gov/pubmed/16612204

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

20.1 All contest notices, posters, letters, and leaflets will be posted on student notice boards as well as on student email groups.

20.2 All student contests are classified as follows.
GRADE A: National and International level contests of very high repute.
GRADE B: National-level contests of high repute.
GRADE C: Local and National level contests.
The respective school heads will make the classification of a contest in Grades A/B/C.

20.3 The classification of the contest will determine the selection, reimbursement, and appraisal of the students.

20.4 **Reimbursements** (Applicable only for National Contest)

20.5 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.

20.5.1 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 (1st or 2nd place only).

20.5.2 All reimbursements are subject to the approval of the head of the school and are hence subject to change.

20.5.3 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.

20.5.4 All students claiming the reimbursement will have to submit all details to the AR / DR of the school for processing through the accounts department.

20.6 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.

21 Guidelines for Annual Convocation / Degree Distribution Ceremony

21.1 The Annual Convocation / Degree Distribution ceremony will be held for all Full-Time and Part-Time programs of SVKM's NMIMS.

21.2 Only those students who have fulfilled the requirements of the program will be eligible to receive their degrees/diplomas at the Annual Convocation / Degree Distribution Ceremony. These requirements include a 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 of SVKM's NMIMS.

21.3 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 / Degree Distribution ceremony. The decision of the management will be final and binding. No last-minute requests for reconsideration will be entertained.

21.4 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.

22 Roles and Responsibilities of SVKM's NMIMS University Students' Council (NUSC)

22.1 SVKM's NMIMS University Students' Council (NUSC)

The SVKM's NMIMS University Students' Council is the apex student body of the University and has a representation from students across schools and campuses of SVKM's NMIMS University. The primary objective of the student council body at the University level is to assimilate and integrate students of SVKM's 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 SVKM's 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 SVKM's 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 SVKM's 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.

22.2 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:

a. To serve as a formal communication channel between the students, faculty, and administration.
b. To navigate all student-related activities at SVKM's NMIMS and facilitate a better life on campus.
c. To spearhead the organisation & co-ordination of the Corporate Festival, the Cultural Festival, & other Events.
d. To assist all public relations activities and supervise student publications & newsletters at SVKM's NMIMS
e. 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.
f. 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.
g. For the major events, a formal invitation is to be given to all the senior management
h. Submit a trimester/semester/annual term report at the end of every trimester/semester/annual term to the faculty In-charge.

23 Fee-Related Procedures:

23.1 All students who are working for placement, contests, co-curricular, extra-curricular, and any other activities for and on behalf of SVKM's NMIMS that need funding and accounting from SVKM's 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.

23.2 **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.

23.3 **Re-admission / Re-registration 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.

23.4 **Hostel Deposit Refund**:
Location: SVKM's NMIMS Accounts Department
Procedure:

a. Please procure the signature of the Hostel in-charge on the receipt.
b. Submit the signed Hostel Deposit Receipt to the Accounts Department along with the Application for Refund as per Annexure 9.
c. Please attach a copy of a 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.
d. Please allow 3 weeks for the issue of the Refund.

23.5 **Library Deposit and Security Deposit Refund**:
Location: Course Coordinator
Procedure:

a. 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
b. Please allow 3 weeks for the issue of the Refund through NEFT

24 University level: Anti-Ragging squad and Committee, Internal Complaints Committee and Ombudsman.

24.1 **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.

For further details regarding committee members at the school level, please refer to Part II of the SRB. Committee members will be modified if there is any change.

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

Anti-Ragging 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.	Dr. Beena Nair	Member	beena.nair@nmims.edu	022 42352265
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. Pamela Jha	Member	Pamela.jha@nmims.edu	022 42355953

Anti-Ragging Committees:

University Level				
	Name	**Designation**	**E-mail ID**	**Contact no.**
1.	Dr. Tanmoy Chakraborty, Registrar	Chairperson	registrar@nmims.edu	022 42355555
2.	Dr. Chandrima Sikdar, Professor, SBM, NMIMS	Member	Chandrima.sikdar@sbm.nmims.edu	022 42355818
3.	Dr. Ahmad Khalid Professor, PDSEFBM, SVKM's NMIMS	Member	Ahmad.khalid@nmims.edu	022 42352621
4.	Dr. Vaishali Kulkarni Professor, MPSTME, SVKM's NMIMS	Member	Vaishali.kulkarni@nmims.edu	022 42354073
5.	Dr. Minu Mehta, Dean, ASMSOC, SVKM's NMIMS	Member	Minu.mehta@nmims.edu	022 42355759
6.	Dr. Deepali Kamle, Director, CIS, SVKM's NMIMS	Member	Deepali.kamle@nmims.edu	022 42355887
7.	Senior Inspector	Member (Police)	juhupolicestation@gmail.com	022 26183856
8.	Parent Representative	Member (To be invited as and when required)		
9.	Bhoomi Khatri	Senior student representative		
10.	Guruprasad Kini	Fresher student Representative		
11.	Dr. Christine D'Lima	Member Secretary	Christine.dlima@nmims.edu	022-42355805
12.	Majilis Legal Centre	NGO Representative		
At Hostels, Mumbai				
1.	Dr. Tanmoy Chakraborty	Chairperson	registrar@nmims.edu	022 42355555
2.	Shri Harit Chitalia	Member	harit.chitalia@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

Internal Complaints Committee: 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 the UGC guidelines, a committee has been constituted to look into all such complaints towards Sexual harassment, women's grievances and gender sensitisation.

Internal Complaints Committee:

	Name	Designation	E-mail ID	Contact no.
1.	Dr. Meena Galliara, Director, (Jasani Centre for Sustainability Management & Social Ent.)	Chairperson	Meena.Galliara@sbm.nmims.edu	022 42355807
2.	Dr. Ketan Shah - Director, (Accreditation & Compliance)	Member Secretary	ketanshah@nmims.edu	022 42355507
3.	Ms. Arti Daga – Associate Professor	Member	Arti.Daga@nmims.edu	022 42332136
4.	MS. Niti Bhatt – Chief Accountant	Member	Niti.Bhatt@nmims.edu	022 42355655
5.	Ms. Suchita More, Assistant Registrar	Member	Suchita.More@nmims.edu	022 42355593
6.	Majlis Legal Centre (Audrey D'Mello)	NGO Representative		
7.	Yashna Singh Chauhan	Student Representative	Yashna-Singh@nmims.in	
8.	Shraddha Londhe	Student Representative	SHRADDHA.LONDHE001@nmims.in	
9.	Haripradad S	Student Representative	HARIPRASAD.S486@nmims.in	

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. Nupur Mehrotra, Director (Accreditation & Compliance)	Member	Nupur.Mehrotra1@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			

University Student Grievance Redressal Committee:

	Name	Designation	E-mail ID	Contact no.
1.	Justice Abhay Thipsay, (Retd. High Court Judge)	Ombudsman		
2.	Dr. Tanmoy Chakraborty, (Registrar)	Chairperson	registrar@nmims.edu	022 42359927
3.	Dr. Minu Mehta, Dean (ASMSOC)	Member	Minu.mehta@nmims.edu	022 42355759
4.	Dr. Ketan Shah, Director, (Accreditation & Compliance)	Member Secretary	KetanShah@nmims.edu	022 42355507
5.	Ms. Karuna Bhaya, Finance Officer	Member	KarunaB@nmims.edu	022 42355656
6.	Mr. Paramanand Rajwar, Dy. Registrar (Administration)	Member	Paramanand.Rajwar@nmims.edu	022 42355558

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

	Name	Designation	E-mail ID	Contact no.
1.	Dr. Meena Chintamaneni, Pro-Vice Chancellor	Member	Meena.Chintamaneni@nmims.edu	022 42355550
2.	Mr. Masseh Khatib, Deputy Registrar, Accreditation & Compliance	Member	Masseh.Khatib@nmims.edu	022 42355906
2.	Dr. Paramanand Rajwar, Deputy Registrar, Administration	Member	Paramanand.Rajwar@nmims.edu	022 42355558
3.	Ms. Vandana Shegokar, Assistant Registrar, Academic Admin	Member	vandana.shegokar@nmims.edu	022 42355877
4.	Ms. Suchita More, Assistant Registrar, HR	Member	Suchita.More@nmims.edu	022 42355593

24.2 Ombudsman: The Ombudsman shall exercise the power to hear the grievances of those who are not satisfied with the decision of SVKM's 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 SVKM's NMIMS University (Tel.: 91-22-42355945/51).

For more details, kindly refer AICTE regulations on Ombudsman.

25 Safety Guide for Students on Floods, Fire and Earthquakes

SVKM's 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.

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

Before Floods	During Floods	After Floods
• Identify and visit elevated areas in and around the Institute as places of refuge during a flood • Be aware of drainage channels and other low-lying areas known to flood suddenly. Consult and involve local authorities in the institutes • Check for the monsoon alerts for the heavy rains declared by the Municipal Corporation • Do not travel long distances on dates indicated as 'Monsoon Alerts'. Contact the Institute if there is any pre-planned activity or examination, or any other important work on that day, and try to adjust it on some other day • Keep locally available equipment such as ropes, batteries, radio, plastic bottles, and cans handy during the rainy season. This can help you to plan your rescue • Prepare a food kit including emergency food items such as biscuits, snacks, drinking water, and so on	• Evacuate to previously identified elevated areas • Your life is most precious. Avoid saving valuables at that moment. • Disconnect electrical appliances. • Turn off utilities at the main switches or valves if instructed to do so • Don't touch electrical equipment if you are wet or standing in water • Do not walk through moving water. Six inches of moving water can make you fall • If you have to walk in water, walk where the water is not moving • Use a stick to check the firmness of the ground in front of you • Avoid floodwaters; water may be contaminated by oil, gasoline, or raw sewage • Water may also be electrically charged from underground or downed power lines • Listen to the radio for advanced information and advice. Don't spread rumors • Move vehicles to the highest ground nearby • Do not enter floodwaters on foot if you can avoid it • Never wander around a flooded area • Drink clean water	• Stay away from downed power lines, and report them to the Security Officer • Leave the Institute / home only when authorities indicate it is safe • Stay out of any building if it is surrounded by floodwaters • Use extreme caution when entering buildings; there may be hidden damage, particularly on foundations • Floors in the building will be slippery due to water and mud. Walk carefully on the slippery floor. • Wear appropriate footwear. Do not use slippers during the rainy season • Watch out for loose flooring, holes, and dislodged nails • Clean and disinfect everything that got wet • Discard any food items which may have got wet • Inform them about the damaged drainage and sewage systems in and around the building to the authorities as soon as possible. These can be a major health hazard • First, protect yourself and then help others.

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

Before Earthquake	During Earthquake	After Earthquake
• In a hostel or at home, keep heavy objects on lower shelves so they will not fall on you during an earthquake. • Make sure your water heater and gas cylinder are secured and intact. This will ensure that it will not fall during an earthquake and hurt someone or start a fire. • Keep a torch and a mobile handy. • Keep the corridors in the hostel/house clear of furniture and other things, making movement easier.	**If you are at home or inside a building** • Do not rush to the doors or exits; never use the lifts; keep well away from windows, mirrors, chimneys, and furniture. • Protect yourself by staying under the lintel of an inner door, in the corner of a room, under a table, or even under a bed. **If you are on the street** • Walk towards an open place in a calm and composed manner. Do not run and do not wander round the streets. • Keep away from buildings, especially old, tall, or detached buildings, electricity wires, slopes, and walls, which are liable to collapse.	**If you are at home or inside a building** • Expect aftershocks. Be prepared. Stay where you are and do not come out immediately. • Keep calm and obey any instructions you hear after you come out • Turn off the water, gas, and electricity • Do not smoke and do not light matches or use a cigarette lighter. Do not turn on switches. There may be gas leaks or short circuits. • If there is a fire, try to put it out. If you cannot, call the fire brigade. • Immediately clean up any inflammable products that may have spilled (alcohol, paint, etc.). • Avoid places where there are loose electric wires, and do not touch any metal object in contact with them. • Do not drink water from open containers without having examined it and filtered it through a sieve, a filter, or an ordinary clean cloth. • Eat something. You will feel better and more capable of helping others.

Before Earthquake	During Earthquake	After Earthquake
	If you are driving • Stop the vehicle away from buildings, walls, slopes, electricity wires, and cables, and stay in the vehicle.	• If the building is badly damaged, you will have to leave it. Collect water containers, food, and ordinary and special medicines (for persons with heart complaints, diabetes, etc.). • Help people who are injured. Provide them with first aid. Do not move seriously injured people unless they are in danger. **If you are outside** • 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. • Do not re-enter badly damaged buildings and do not go near damaged structures. • Do not walk around the streets to see what has happened. Keep clear of the streets to enable rescue vehicles to pass. • Keep away from beaches and low banks of rivers. Huge waves may sweep in. • Keep updating yourself with the latest information on earthquakes through radio or TV.

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

Before Fire	During Fire	After Fire
• Identify the fire hazards and where fires might start, e.g., laboratories, storerooms, kitchens, and other such places. • Identify all the exit routes of the Institute. • Check the adequacy of the firefighting apparatus and its maintenance.	• Do not panic. Shout for help. • Do not run. • Do not waste time collecting valuables. • Inform the fire brigade about the fire and alert neighbors. • If possible, use a fire extinguisher. • Do not take shelter in the toilet. • Shut all the doors behind you while leaving the room to prevent fire from spreading everywhere. • Do not use the lift to escape. • Use the nearest means of escape and the staircase available. • Exit ground level instead of the terrace. • Report about your safe escape and any other information to the University authorities, fire brigade, or police present at the site. ***If trapped or stranded:*** • Stay close to the floor level. • Cover the gaps of the door with any piece of cloth available. • Do not jump out of the building. • Signal or shout for help. • Stop, drop, and roll on the ground and cover with a blanket; pour water on the body • *Dial 101 or 22620 5301* for the fire brigade • Give the fire officer a detailed address, the nature of the incident, and the telephone number from which you are calling. Preferably, use a landline. Keep down the receiver and wait at the same spot. Control Room will call back to verify the call. • Wait for the Fire Brigade to arrive and co-operate with the firefighters.	• Don't re-enter or permit anyone to enter the building, unless the fire officials have permitted entry.

25.4 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.

26 The list of website categories that are blocked for use at SVKM's NMIMS and the Hostels.

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

27 SVKM's NMIMS INFOLINE (for Mumbai Campus)

Agency	Contact Number
Disaster Management Cell of Municipal Corporation of Greater Mumbai	108
Police	
Police Help Line	100
Juhu Police Station	26184432 / 26183856
Vile Parle Police Station	26117307 / 26117317
Vile Parle-East, Police Station	26112813
D. N. Nagar, Andheri (W) Police Station	26303893 / 26304002 / 26303038
Andheri (E) Police Station	26831562 / 26842677
Santacruz Police Station	26492972 / 26487856
Women's Help Line	1091
Fire Brigade	
Fire Brigade Help Line	101
Andheri Fire Station	26205301
Ambulance	102 / 1298/1252
Hospitals	
Dr. Balabhai Nanavati Hospital	26182255 / 2626 7500
Dr. Cooper Hospital	26207254
Doctors on Board	
Dr. Ushma Mashru, Ground Floor, Mithibai College	42355909
Dr. Harish Dhuri, Ground Floor, Mithibai College	42355909
Travel Agency	
V-explore	42705205/ 42705255
Hostel (Contact – Mr. Venugopal)	
MKM Sanghvi Girls Hostel	022-26256382/ 83
Bansi Villa Girls Res. Flats	022-4235 5555 / 5557
G. R. Jani Hostel Boys	022-42334056
Anand Hotel Premises Boys Res Flats	022-4235 5555 / 5557
Psychologists and Counsellors	
For Mumbai Campus: Psychologists and Counsellors	
Ms. Nazneen Raimalwala 7th floor faculty area, Cabin:-732, SVKM's NMIMS Mumbai (Old bldg.)	022-42332225 or email Nazneen.raimalwala@nmims.edu
Ms. Ketaki Gokhle (For MPSTME Students) New MPSTME Building, Ground floor Admin area	022-42334090 or email Ketaki.gokhale@nmims.edu

28 People you should know

University Administration

Name	Designation
Dr. Sougata Ray	Vice Chancellor
Dr. Sharad Mhaiskar	Provost
Dr. Meena Chintamaneni	Pro Vice-Chancellor
Dr. Abhishek Ranjan	Pro Vice-Chancellor
Prof. Seema Mahajan	Pro Vice-Chancellor
Dr. Tanmoy Chakraborty	Registrar
Dr. Sandeep Tomar	Additional Registrar
Ms. Shobha Pai	Director (Placements)
Mr. Kritesh Taunk	Director (Marketing)
Ms. Shweta Patil	Manager (International Linkages)
Ms. Suchita More	Assistant Registrar (HR)
Ms. Neha Patade	Deputy Registrar (Admission)
Ms. Vandana Kushte	Deputy Registrar (Academics)
Ms. Manisha Kurhade	Deputy Registrar (Academics)
Mr. Paramanand Rajwar	Deputy Registrar, Administration
Mr. Shivanand Sadlapur	Librarian
Finance & Accounts	
Ms. Karuna Bhaya	Finance Controller
Ms. Varsha Oak	Addl. Finance Controller
Ms. Niti Bhatt	Chief Accountant
Examinations	
Mr. Ashish Apte	Controller of Examinations
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/Annual: _____ 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)

Annexure 1

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/annual term attended at SVKM's 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 a 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.

Annexure 2

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

Photo

APPLICATION FORM
(Applicable for incoming students under the Student Exchange program)

1. Personal Information

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

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

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

Local Address_____
Address _____
PhoneNo._____Email1._____Email2._____

Home University Details:
Name _____
Address _____
_____
Phone no._____ Website _____
University ContactPerson_____EmailID_____
Person to be contacted in case of emergency:
Name_____Relation_____
Address_____
Phone No._____Email ID _____
Do you have any relatives / friends/ contacts in India? If yes, pl provide the details:
Name_____Relation_____
Address _____
Phone No._____ Email ID _____
Medical Insurance details:
Insurer_____PolicyNo._____Contact person_____
Blood group_____ Vaccination Details _____

Any medical problem, 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. SVKM's NMIMS Course Choice (Final)

Exchange program at SVKM's NMIMS for your: Trimester/Semester/Annual term _____ 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 SVKM's 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 SVKM's NMIMS Deemed-to-be-University.

Signature of the Student: _____ Date _____

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

Annexure 3

APPLICATION FORM
(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 SVKM's NMIMS Deemed-to-be University:
_____
Semester/ Trimester/Annual _____

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/Annual _____.

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 SVKM's 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

Annexure 4

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 SVKM's NMIMS Deemed-to-be-University and fulfil 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)

Annexure 5

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/Annual term _____ of our prestigious full-time program, _____(Program Name).

The teaching program for Semester/ Trimesters/Annual term 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 (Pl strike). We request you to provide him with the required assistance and process his/her papers at your earliest convenience.

Thanking you,

Yours faithfully,

DEAN
(School Name & Address)
(Phone no & email)

UNDERTAKING For Foreign National Studying at SVKM's NMIMS University

(Applicable for Student Exchange)

To

SVKM's NMIMS Deemed-to-be-University

School of _____

Mumbai

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

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

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

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

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

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

_____ _____

Name & Signature of the student Date

Mobile Phone Number: _____ (Self) _____

Note :

Annexure 6

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:_____

Approved by (Exam. Dept)

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

Dear Sir,

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

Name of the Student: _____ Mobile No.:_____

Name of the School: _____

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

Academic Year: _____Trimester/Semester: _____

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

Permanent /Temporary Physical Disability / Learning Disability

Details of Scribe being arranged by the undersigned

Name of the scribe: _____

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

Address and Contact No.:_____

_____

_____

Yours faithfully,

_____ _____

Signature of the Student **Date**

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

Annexure 7

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: _____

• Excess Fees • Excess Deposit • Hostel Deposit (Please indicate as applicable)	
• SAP No. / Student No.	
• Student's Name	
• Student's Address	
• Student's contact number	
• School Name and Course	
• Email ID of the student	

Particulars of my bank for RTGS of the refundable amount are

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

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

(Signature of Student)

Attachments Required

- Excess Fees/Excess Deposit Refund
  - Excess Fees/Excess Deposit - Original Receipt along with a photocopy of 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.

Annexure 9

SVKM's NMIMS

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.

Annexure 10

Clearance Certificate

Date: _____

Name: _____Contact No. _____

Student SAP No. _____ Roll No. _____

Programme:_____ Semester/Trimester/Annual _____

Department	Name of the Concerned Person	Signature
	Head of the Dept / Program Chairperson / Program co-ordinator	
Library (Books)	Librarian / Person In Charge	
Hostel ***Applicable only for Hostellers***	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

Annexure 11

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----------, SVKM's 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 SVKM's 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 SVKM's 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

Director
Dr. Kiran Desai

Deputy Registrar
(Academics)

Controller of
Examinations

Registrar

Pro-Vice Chancellor

Vice Chancellor

03 SEP 2026

School of Branding and Advertising

Student Resource Book

Part II

Message from Director

Congratulations on making it to the SVKM's NMIMS School of Branding and Advertising batch of 2026-27. 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

NMIMS School of Branding & Advertising 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 SoBA's 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.

5.1.16 Additional Guideline for Mid-Term Re-Examination- Student who are eligible to appear for Mid-Term Examination, but have missed the Mid-Term Examination (ICA 1&2) due to genuine medical reason and/or exceptional circumstances, may be permitted to appear for the Mid-Term Re-Examination, subject to prior approval from respective Dean/Director of School/Campuses. The Mid-Term Re-Examination shall be conducted as per the schedule notified in Academic Calendar or as otherwise communicated by the School/Campus. It shall be a one-time opportunity. No further re-examination, retest or additional opportunity shall be provided under any circumstances.

5.1.17 Subjects assessed solely through Internal Continuous Assessment (ICA) shall follow the University's prescribed passing criteria. Students who fail to meet the minimum passing requirements in any such subject shall be deemed to have failed the semester. In such cases, the University's re-admission rules, as specified in Part I of the Student Handbook, shall apply.

5.1.18 The Class Representatives are 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.

6. Program Validity:

In continuation of the re-admission rules explained in Part I of this SRB, the maximum duration permissible for completion of the programme (7 years) is mentioned in the table below:

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.

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 Years	7 Years

7 Discipline Norms and Penalty:

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

7.1 Anti-Ragging Committee

Sr. No.	Name	Designation	E-mail ID	Contact no.
1	Dr. Rishika Bhojwani	Chairperson	Rishika.bhojwani@nmims.edu	**022-42332238**
2	Dr. Maaz Saiyed	Member	Maaz.saiyed@nmims.edu	**022-42334098**
3	Dr. Rishabh Dwivedi	Member	Rishabh.dwivedi@nmims.edu	
4		Member (Police)		
5		Member (NGO – Myna Mahila Foundation)		
6		Student's Parent		
7	Vidhi Chand	Lady Representative from student council		

7.2 Disciplinary Committee

Sr. No.	Name	Designation	E-mail ID	Contact no.
1	Dr. Shernaz Muglai	Chairperson	Shernaz.muglai@nmims.edu	**022-24355942**
2	Dr. Neha Singh	Assistant Professor	Neha.singh@nmims.edu	**022-42330382**
3	Dr. Rishika Bhojwani	Assistant Professor	Rishika.bhojwani@nmims.edu	**022-42332238**
4	Dr. Namrata Ladha	Assistant Professor	Namrata.Ladha@nmims.edu	

7.3 Woman Grievance Redressal Committee

Sr. No.	Name	Designation	E-mail ID	Contact no.
1	Dr. Kiran Desai	Director	Kiran.desai@nmims.edu	**022-42355555**
2	Dr. Rishabh Dwivedi	Assistant Professor	Rishabh.dwivedi@nmims.edu	**022-42330383**
3	Dr. Preeti Gilhotra	Assistant Professor	Preeti.gilhotra@nmims.edu	**022-42332780**

7.4 Internal Complaint Committee

Sr. No.	Name	Designation	E-mail ID	Contact no.
1	Dr. Preeti Gilhotra	Professor	Preeti.gilhotra@nmims.edu	**022-42332780**
2	Dr. Namrata Ladha	Professor	Namrata.Ladha@nmims.edu	
3	Dr. Rishabh Dwivedi	Professor	Rishabh.dwivedi@nmims.edu	**022-42330383**
4	Rohit Vishwakarma	Staff		
5	Vidhi Chand	Student		
6		Parents		

7.5 Caste Discrimination Committee / Equal Opportunity Cell:

Sr. No.	Name	Designation	E-mail ID	Contact no.
1	Dr. Kiran Desai	Director	Kiran.desai@nmims.edu	**022-42355555**
2	Dr. Rishabh Dwivedi	Assistant Professor	Rishabh.dwivedi@nmims.edu	**022-42330383**
3	Dr. Neha Singh	Assistant Professor	Neha.singh@nmims.edu	**022-42330382**
4	Dr. Harshad Patil	Assistant Professor	Harshad.patil@nmims.edu	**022-42334094**

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

Sr. No.	Name	Designation	E-mail ID	Contact no.
1	Dr. Maaz Saiyed	Chairperson	Maaz.saiyed@nmims.edu	**022-42334098**
2	Dr. Harshad Patil	Assistant Professor	Harshad.patil@nmims.edu	**022-42324094**
3	Dr.Rishabh Dwivedi	Assistant Professor	Rishabh.dwivedi@nmims.edu	**022-42330383**
4	Dr. Shernaz Muglai	Assistant Professor	Shernaz.muglai@nmims.edu	**022-24355942**

8. Placement Guidelines

NMIMS is a premier University of the country and the B-school is in existence for over four decades. Over the years it has earned recognition from industry & professional associations, corporates, peer group institutions and accreditation agencies. The University has a strong industry connect 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 students of various programs across Campuses and Schools. Leading companies across sectors consider our students for recruitments/ internships. Our esteemed alumni occupy senior positions in premier companies and have always supported us in placements.

The Placement Office is an interface between NMIMS & the Industry for facilitating internships & recruitments opportunities for students. Efforts are made to market the programs with their merits.

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

Placement officials mentor & guide the Student Placement Committee who are actively involved in various placement tasks, connecting with companies, meeting company officials for presentations, operational aspects and in coordinating several activities during the placement processes.

The placement guidelines are devised by Campus/School in the larger interest of the batch, in consultation with students and faculty. Each of the Schools share with the batch, guidelines related to Resume, PPT, Internships, PPO's/PPI's, 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 of 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 under-graduate programs opt out or do not register for placements as they have alternative career plans. This approach acknowledges the diverse goals and aspirations of students and features the institution's commitment to support individual choices that align with personal interests and career aspirations. These paths include pursuing further higher studies, preparing for entrance exams of professional programs, civil services, defence forces, government offices, engaging in family business ventures, entrepreneurial endeavours etc.

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 & then direct their efforts to seek profiles of their choice. Companies are encouraged to involve 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 knowledge & skill sets of students.

The Placement process typically involves

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

Batch Preparation

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

- Interactive sessions with alumni/industry experts in various profiles that help students to gain clarity on role/fit, understanding expectations of the company, future prospects - career evolution, right approach for cracking interviews, listen to first-hand experience & get a feel of life in a particular profile, etc.
- 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.

Prior to 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 land 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 prior to 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 be of help.

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

Pre-Placement Talk – PPT

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

Internships/Projects

- The Placement Office makes all efforts to reach out for internships across varied sectors, companies and profiles. Based on ones' interests and capabilities, one should seek internships. Choosing the correct company for internships and performing up to the mark is of utmost importance.
- The Internships are not only a window to the corporate world but also a relationship-building tool for NMIMS. It allows the companies to have a look at the talent at NMIMS, thereby strengthening Final Placements.
- 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 value to students to enable them to acclimatize themselves to the intricacies of the corporate world.
- 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 organisation, 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 is an apt mechanism for 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 declaration of PPO's/PPI's. NMIMS also encourages candidates to work towards such offers that are 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 by the company for the intern to be directly selected for the interview for final placement. Thus, students should be careful in applying to the companies and should put in all efforts to convert the internship into an Offer.
- Internships are generally monitored and evaluated by a faculty guide, with periodic report submissions, evaluations, Viva Voce etc.

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 process of selection 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 have the capability to adjust, adapt and respond to emergent situations successfully.
- Students who wish to Opt Out of the placement process should 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 etc., with details.

Students are expected to honour the sanctity of placements, maintain strict confidentiality, and refrain from sharing sensitive information or posting anything on social media.

Leading companies across sectors participate in our placements offering sought-after profiles with matching packages to students across programs. We deeply value the continued patronage and trust of the corporate sector. Students are requested to understand this sentiment and uphold the reputation of NMIMS at all times.

9. Guidelines for International Student Exchange Program

9.1 Introduction

NMIMS Deemed-to-be-University has developed an extensive International Students Exchange Program in order to provide a cross-cultural exposure and a global perspective to the students apart from classroom teaching. This is managed by the Department of International Linkages of the University.

The Department of International Linkages connects NMIMS with leading institutions worldwide by partnering with 50+ top-ranked global universities. It facilitates a wide range of opportunities, including student and faculty exchanges, dual-degree and progression programs, international immersions, research collaborations, internships, and global academic engagements.

The Exchange Program has become increasingly popular with the students and every year, students get a chance to spend Semester/Trimesters at a partner Institute. With the dedicated efforts of the International Linkages department, efforts are ongoing to have a larger number of students to avail of this unique opportunity in every school. Students at NMIMS also benefit from interacting with overseas students who visit us as part of NMIMS Inbound exchange program and International Immersions.

9.2 Preamble

In a world that is increasingly interdependent, it is imperative for the NMIMS Deemed-to-be-University to have an internationalization agenda. This involves 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 sets out the eligibility of students to apply for an international exchange program. It also sets out the selection criteria and guidelines for assessing applications and the expectations from the students going for the exchange program.
This policy also lays out the facilities for international students in our programs and also the expectations from them. We expect our foreign students to conduct themselves at par with other Indian students.

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

1. **The University Level:**

    - University of California, Berkeley, USA
    - University of Southern California -Marshall School of Business, USA
    - Arizona State University, USA
    - The University of Zaragoza, SPAIN
    - Varna University of Management, Bulgaria
    - The University of Danang, VIETNAM
    - Quang Binh University, Vietnam
    - Kings College London, UK
    - Aston University, UK
    - City St Georges, University of London, UK
    - University of Reading, UK
    - University of Western Australia, Australia
    - Monash University, Australia
    - James Cook University, Australia
    - University of Melbourne, Australia
    - Tampere University, Finland
    - EDHEC Business School, France

- Excelia France
- University of Erlangen – Nuernberg (FAU), Germany

2. School of Branding and Advertising

- University of Exeter, UK
- University of Canterbury, New Zealand
- Queen Mary University of London, UK
- NEOMA Business School, France
- New York Film Academy, USA
- EDHEC Business School, France
- Aston University, UK

9.3 Eligibility

Students are selected by respective Deans of Schools on a competitive basis that reflects the academic standing, motivation, seriousness of purpose, communication skills, social maturity and adaptability. International students coming to our campus are recommended by 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 the program as defined by the respective Deans/Directors of the school

9.3.2 Have a minimum CGPA of 5.50 and above as defined by the respective Deans/ Directors of the 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 respective Deans/Directors of Schools

9.4.2 Defined by MoU between Partner University and NMIMS for incoming students

9.5 Cost and Expenses

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

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

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 specified application form as defined by respective Deans/ Directors of schools. Candidates with completed and accurate application will be interviewed by the International Linkages office. Successful candidates will then be

nominated to the respective partner universities following which they have to complete the online application as instructions received from partner university via email.

9.6.2 The list of courses that a student intends to take up in the partner institute should be clearly mentioned. For those who wish to apply in more than one institute, the lists of the courses in each of these institutes should be mentioned.

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 that they do not get any fail grade in the courses undertaken in the partner institute because many partnering institutes do not conduct re-examination.

9.6.5 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 in an appropriate manner at all times that is reflective of the code of conduct required by NMIMS and that of the overseas host institution.

9.8 Enclosures:

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

9.9 Opportunities for NMIMS Students:

In addition to the International Student Exchange Program, the Department of International Linkages facilitates a broad spectrum of global opportunities aimed at enhancing student mobility and international exposure:

- Dual-Degree Programs- Earn degrees from NMIMS and a partner university abroad
- Progression into Master's Programs- Get fast-tracked access (with scholarships) to Master's degrees at over 20 international universities
- Twinning Programs- Study part of your NMIMS degree abroad
- Short-Term Mobility-Experience global learning through summer schools, exchanges, and immersions
- Research & Internships- Conduct your final project at global universities
- Global Faculty & Mentorship- Learn from international visiting professors and scholars
- Scholarships & Research Grants- Apply for international funding opportunities

Students are encouraged to actively engage with these opportunities through virtual Q & A sessions, global opportunity expos, announcements and email updates from the Department of International Linkages. Visit https://nmims.edu/international for more details.

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:

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

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.

Re-Examination Application and Fee Details

1. The fee for submission of a re-examination application shall be Rs. 1,000/- (Rupees One Thousand only) per subject.
2. The online application portal for re-examination will remain open for three (3) days as per the dates notified along with the re-examination timetable. The portal will close on the third day at 4:00 PM.
3. Students who do not submit their applications within the prescribed application period (as mentioned above) will be allowed to submit their application with late fees of Rs. 5000/- through the online SAP student's portal.
4. Portal for application with late fees will remail open for 24 hrs. after the closure of the regular application period.
5. [Applications submitted during the late application window shall be made along with late fee of Rs. 5,000/- (Rupees Five Thousand only), in addition to the prescribed re-examination fee of Rs. 1,000/- per subject. The late fee shall be applicable irrespective of the number of subjects applied for.
6. No re-examination application shall be accepted after the closure of the late application period. (4^{th} day 4.00 p.m.)

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/subject and credit value assigned to each respective course by the sum of credits assigned to all the courses / subjects for the related term.

$GPA = \Sigma CG / \Sigma C$

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.

$GPA = \Sigma CG / \Sigma C$

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 2026-2027.

11. Exit Option available to the student/s as per National Education Policy:

The exit options will be available to the student as per the National Education Policy – 2020. The exit option should be informed by the student concerned before the commencement of the even semester of the program.

Students opting for the Exit option after completion of first or second year of the programme must complete an additional skill-based course(s) as per the curriculum approved by the AC or an internship of a minimum of 4 credit for the award of a certificate/ diploma. Other internships included in the regular program credit structure remain compulsory.

12. Course / Program Structures & Guidelines

Name of the School – School of Branding & Advertising

Structure of *BBA (Hons) (Branding & Advertising)*

Batch 2026-2030

Academic Year – 2026-27

Semester - I							
S.No.	**Course Name**	**Lecture**	**Practical**	**Tutorial**	**Credits**	**Course Category**	**Remark**
1	Principles of Marketing - I	3	0	0	3	MAJ	
2	Organizational Behaviour	3	0	0	3	MAJ	
3	Fundamentals of Accounting	2	0	0	2	MAJ	
4	Principles of Management	4	0	0	4	MAJ	
5	Micro & Macro Economics	2	0	0	2	OE	
6	Introduction to Excel	2	0	0	2	SEC	ONLY ICA
7	Soft Skills	2	0	0	2	VEC	
8	Indian Knowledge System	2	0	0	2	IKS	
Total		**20**			**20**		

Semester - II							
S.No.	**Course Name**	**Lecture**	**Practical**	**Tutorial**	**Credits**	**Course Category**	**Remark**
1	Principles of Marketing - II	3	0	0	3	MAJ	
2	Introduction to Branding and Storytelling	3	0	0	3	MAJ	
3	Consumer Behaviour	4	0	0	4	MAJ	
4	Advertising	4	0	0	4	MAJ	
5	Creative Writing Workshop - I*	2	0	0	2	AEC	ONLY ICA
6	Psychological Health and Well-being*	1	0	0	1	VEC	ONLY ICA
7	Introduction to Business Statistics	2	0	0	2	OE	
8	Drama and Performance Techniques - I*	1	0	0	1	CC	ONLY ICA
Total		**20**			**20**		

Academic Year 2027-28

Semester - III							
S.No.	**Course Name**	**Lecture**	**Practical**	**Tutorial**	**Credits**	**Course Category**	**Remark**
1	Strategic Brand Management	3	0	0	3	MAJ	
2	Qualitative Market Research Techniques*	2	0	0	2	MAJ	
3	Drama & Performance Techniques - II*	1	0	0	1	CC	ONLY ICA
4	Media Planning	4	0	0	4	MAJ	
5	AI integrated Web Development	2	0	0	2	SEC	
6	Introduction to Digital Marketing*	3	0	0	3	MAJ	
7	Aesthetics of Photography*	2	0	0	2	AEC	ONLY ICA
8	Creative Visual Writing Workshop - II*	2	0	0	2	AEC	ONLY ICA
9	Social Cause Internship*	1	0	0	1	CEP	ONLY ICA
Total		**20**			**20**		

Semester - IV							
S.No.	**Course Name**	**Lecture**	**Practical**	**Tutorial**	**Credits**	**Course Category**	**Remark**
1	Quantitative Market Research Techniques	3	0	0	3	MAJ	
2	Entrepreneurship	3	0	0	3	MAJ	
3	Event Management	2	0	0	2	MAJ	
4	Music Appreciation	1	0	0	1	CC	ONLY ICA
5	Data Visualisation and Presentation Skills	2	0	0	2	SEC	
6	Services Marketing	3	0	0	3	MAJ	
7	Social Media Marketing and Analytics*	3	0	0	3	MAJ	
8	Theories and concepts of Advertising Production	3	0	0	3	MAJ	
Total		**20**			**20**		

Academic Year 2028-29

Semester - V							
S.No.	**Course Name**	**Lecture**	**Practical**	**Tutorial**	**Credits**	**Course Category**	**Remark**
1	International Marketing	2	0	0	2	MAJ	
2	Marketing Strategy	3	0	0	3	MAJ	
3	Environment, Social and Governance	2	0	0	2	VEC	
4	Media Laws and Ethics	2	0	0	2	MAJ	
5	Financial Management	2	0	0	2	MAJ	
6	Interactive Media Production*	3	0	0	3	MAJ	
7	AI in Cinematic Narratives and Brand Communications	2	0	0	2	MAJ	
8	Performance Marketing	1	0	0	1	MAJ	
9	Sales and Distribution	3	0	0	3	MAJ	
10							
Total		**20**			**20**		

Semester - VI							
S.No.	**Course Name**	**Lecture**	**Practical**	**Tutorial**	**Credits**	**Course Category**	**Remark**
1	Design Thinking*	2	0	0	2	MAJ	
2	Sports and Celebrity Branding	2	0	0	2	MAJ	
3	Marketing Analytics	3	0	0	3	MAJ	
4	Corporate Readiness (CICR)	1	0	0	1	VSC	ONLY ICA
5	Logistics and Supply Chain management	2	0	0	2	MAJ	
6	Retail Management	2	0	0	2	MAJ	
7	Ad-Film Making and Art of Story Telling	4	0	0	4	MAJ	ONLY ICA
8	Specialization I/ II	4	0	0	4	MIN	ONLY ICA
Total		**20**			**20**		

Semester - VI (Select any 1 Specialization)							
S.No.	**Course Name**	**Lecture**	**Practical**	**Tutorial**	**Credits**	**Course Category**	
Specialization I: Digital Media and Marketing Communication							
1	Affiliate Marketing	2	0	0	2	MIN	
2	Martech and Generative AI	2	0	0	2	MIN	
Specialization II: Creative Communication and Execution							
1	Principles of Video Editing	2	0	0	2	MIN	
2	Introduction to VFX	2	0	0	2	MIN	

Semester - VII							
S.No.	**Course Name**	**Lecture**	**Practical**	**Tutorial**	**Credits**	**Course Category**	**Remark**
1	Corporate Internship	6	0	0	6	OJT	ONLY ICA
2	Strategic Business Management	4	0	0	4	MAJ	
3	Human Resource Management	2	0	0	2	MIN	
4	Specialization I/ II	8	0	0	8	MIN	ONLY ICA
Total					**20**		

Semester - VII (Select any 1 Specialization)							
	Course Name	**Lecture**	**Practical**	**Tutorial**	**Credits**	**Course Category**	**Remark**
Specialization I: Digital Media and Marketing Communication							
1	Email Marketing and Analytics	1	0	0	1	MIN	
2	AI for Content Creators	2	0	0	2	MIN	
3	Meta for Business- Facebook and Instagram Ads	2	0	0	2	MIN	
4	Mobile Marketing	3	0	0	3	MIN	
Specialization II: Creative Communication and Execution							
1	Introduction to Graphic Design	2	0	0	2	MIN	
2	Advanced Video Editing	2	0	0	2	MIN	
3	Podcasting and Digital Events	2	0	0	2	MIN	

4	Sound recording and Sound Design	2	0	0	2	MIN	

Semester - VIII							
S.No.	**Course Name**	**Lecture**	**Practical**	**Tutorial**	**Credits**	**Course Category**	**Remark**
1	Interdisciplinary Project Lab	4	0	0	4	AEC	ONLY ICA
2	Luxury Brand Management	3	0	0	3	MAJ	
3	Corporate Communication and PR	4	0	0	4	MAJ	
4	Rural Marketing	3	0	0	3	MAJ	
5	Specialization I/ II	6	0	0	6	B	ONLY ICA
Total		**20**			**20**		

Semester - VIII (Select any 1 Specialization)							
	Course Name	**Lecture**	**Practical**	**Tutorial**	**Credits**	**Course Category**	**Remark**
Specialization I: Digital Media and Marketing Communication							
1	Programmatic Advertising	1	0	0	2	MIN	
2	E-Commerce Management	2	0	0	2	MIN	
3	User Interface Design	2	0	0	2	MIN	
Specialization II: Creative Communication and Execution							
1	Advanced Cinematography	2	0	0	1	MIN	
2	Ad Film Appreciation & Direction (Master Class or Workshop)	1	0	0	1	MIN	
3	Introduction to CGI	2	0	0	2	MIN	
4	Advanced Graphic Design	2	0	0	2	MIN	

Total Credits (New)	**160**
Total Core Subjects	**56**
Total DMMC Subjects	**9**
Total CCE Subjects	**10**

13. Approved Academic Calendar of all programs

SVKM's NMIMS

Academic Calendar for the Academic Year: 2026-2027

School Name: School of Branding and 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)
Term I				
Orientation/Induction Program (First Year of the Program)	I	16th July, 2026	23rd July, 2026	06 Days
Academic Instruction Duration (Regular Classes)	I	17th July, 2026	16th November 2026	90 Days
Academic Instruction Duration (Regular Classes)	III, V	13th July, 2026	16th November 2026	93 days
# Mid Term Test \ Internal Continuous Assessment 1	I, III, V	17th August, 2026	22nd August, 2026	06 Days
# Mid Term Test \ Internal Continuous Assessment 2	I, III, V	21st September, 2026	26th September, 2026	05 Days
Term End Exams	I, III, V	23rd November, 2026	02nd December, 2026	08 Days
Central Assessment Process	I, III, V	24th November, 2026	12th December, 2026	16 Days
Re-Exams	I, III, V	25th January, 2027	05th February, 2027	10 Days
Diwali Vacation		6th Nov, 2026	12th Nov, 2026	7 Days
Term II				
Academic Instruction Duration (Regular Classes)	II, IV, VI	10th December, 2026	16th April, 2027	98 Days
# Mid Term Test \ Internal Continuous Assessment 1	II, IV, VI	11th January, 2027	15th January, 2027	05 Days
# Mid Term Test \ Internal Continuous Assessment 2	II, IV, VI	22nd February, 2027	27th February, 2027	06 Days
Term End Exams	II, IV, VI	26th April, 2027	05th May, 2027	08 Days
Central Assessment Process	II, IV, VI	27th April, 2027	15th May, 2027	16 Days
Re-Exams	II, IV, VI	21st June, 2027	30th June, 2027	08 Days
Winter Vacation		26th Dec, 2026	01st Jan, 2027	7 Days
Summer Vacation	For Faculty	15th May, 2027	25th June, 2027	42 Days
	For Students	06th May, 2027	12th July, 2027***	68 Days
Convocation (For Final Year Students only)	14th August, 2027			
Commencement of First Year in next Academic year (AY 2027-28)			------	

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

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

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

***Please note that the date is subject to change

CC/AR/DR (NMIMS - SOBA)

Director/Dean (NMIMS - SOBA)

DR-Academics (NMIMS)

Controller of Examinations (NMIMS)

11 LIST OF HOLIDAYS FOR THE YEAR 2026

SVKM's NMIMS Deemed to be University

Date	Day	Occasion
01-Jan-26	Thursday	New Year
26-Jan-26	Monday	Republic Day
03-Mar-26	Tuesday	Holi
19-Mar-26	Thursday	Gudhi Padwa
03-Apr-26	Friday	Good Friday
01-May-26	Friday	Maharashtra Day
28-May-26	Thursday	Bakri Eid
15-Aug-26	Saturday	Independence Day
14-Sep-26	Monday	Ganesh Chaturthi
25-Sep-26	Friday	Anant Chaturdashi
02-Oct-26	Friday	Gandhi Jayanti
20-Oct-26	Tuesday	Dushera
09-Nov-26	Monday	Diwali
10-Nov-26	Tuesday	Diwali (Balipratipada)
11-Nov-26	Wednesday	Diwali (Bhaubeej)
25-Dec-26	Friday	Christmas

Classes/Lectures will be conducted, if required (except on the National Holidays i.e. January 26, August 15, May 01 & October 02)
If the State Government revises the date of the above-mentioned holiday, the University will update accordingly.
If State Government declares a holiday for any other reason, the same will be adjusted against one of the above-mentioned 16 Holidays

12 People you should know

School Administration

Name	Designation	Email IDs
Dr. Kiran Desai	Director	
Ms. Sayali Godambe	Academic Coordinator	Sayali.godambe@nmims.edu
Ms. Sudha Dixit	Academic Coordinator	Sudha.dixit@nmims.edu
Ms. Dolly Gandevia	Academic Assistant	Dolly.gandevia@nmims.edu
Ms. Debashree Singha	Placement Coordinator	Debashree.singha@nmims.edu
Mr. Rohit Vishwakarma	IT Engineer	Rohit.Vishwakarma@nmims.edu