

SVKM's Deemed to be University

School of Branding and Advertising

(Mumbai Campus)

Important Dates for Programme: BBA in Branding and Advertising (Batch 2021 – 24)

Sr. No.	Particulars	Dates
1.	Register online (www.nmims.edu/www.npat.in)	Monday, 16 th February'2021
2.	Last date of Online Registration	Thursday, 17 th June 2021
3.	Call letters available on website (www.nmims.edu / www.npat.in) for NMIMS CET / NMIMS NPAT / NMIMS-LAT - 2021 (5.00pm onwards)	Thursday, 24 th June'2021
4.	Conduct of online computer based test at test centers (Reporting time 8.45 am, Test timing 10.00 to 12.00 noon)	Sunday, 27 th June'2021 Friday, 02 nd July'2021 Sunday, 04 th July'2021
5.	Call letter for Personal Interview.	Thursday, 15 th July'2021
6.	Conduct of Personal Interview (via zoom / Microsoft teams)	17 th July – 24 th July'2021
7.	Merit list of candidates selected for admission on website www.nmims.edu/www.npat.in at 5:00pm (I Merit List)	Thursday, 29 th July'2021
8.	Document upload & Payment of admission fees (I Merit List)	30 th July – 04 th August'2021
9.	Declaration of II Merit list of candidates selected for admission on website www.nmims.edu/www.npat.in at 5:00pm (if necessary)	Saturday, 07 th August'2021
10.	Document upload & Payment of admission fees (II Merit List)	08 th August – 12 th August'2021
11.	Commencement of program	August'2021

Note: The candidates must check his/her eligibility before applying for the course.

Refund Rules: If a student chooses to withdraw from the program of study in which he / she is enrolled, the institution concerned shall follow the following five-tier system for the refund of fees remitted by the student.

Sr. No.	Percentage of Refund of Aggregate fees*	Point of time when notice of withdrawal of admission is served to HEI
(1)	100%	15 days or more before the formally-notified last date of admission.
(2)	90%	Less than 15 days before the formally-notified last date of admission.
(3)	80%	15 days or less after the formally notified last date of admission.
(4)	50%	30 days or less, but more than 15 days, after formally notified last of admission
(5)	00%	More than 30 days after formally notified last date of admission.

In case of (1) in the table above, the deduction will be 5% of the fees paid as processing charges from the refundable amount, subject to a maximum of Rs 5,000/-.

Note:

1) The above refund rules are as per University Grants Commission (UGC) notification on Refund of Fees and Non Retention of Original Certificates of October, 2018 and are subject to revision as per UGC notification (as applicable).

2) Candidates to refer Important Dates of the respective programme.

School of Branding and Advertising
(Mumbai Campus)
Admission Information Handout

BBA in Branding and Advertising (Batch 2021 – 24)

1. Introduction :

This booklet gives information about the Admission Procedure and Admission Test of Bachelor of Business Administration – Branding and Advertising - (Mumbai)

Admission for above-mentioned programme is through NMIMS-NPAT 2021 and shortlisted candidates has to appear for Personal Interview for further admission process.

2. Program & Intake:

Program	Mumbai Campus
BBA in Branding and Advertising	180

Admission for above mentioned programme is through NMIMS-NPAT 2021.

3. Eligibility Criteria: (Fulfillment all / applicable conditions mandatory)

1. A candidate must have passed 10+2 or equivalent examination and **must have obtained a minimum of 50% aggregate marks** from any stream

OR

Candidate passing **Diploma Engineering with minimum 50% aggregate** marks is eligible to apply.

2. A candidate who has passed 10 + 2 or equivalent examination from International Baccalaureate (IB) board should be either IB certificate / & D.P. awarded with total of minimum 24 credits having passed 3 HL & 3 SL mandatorily from any stream.

3. Candidate appearing for their final 10+2 or equivalent examination can also apply provided they must meet minimum cut off criteria and should be eligible & produce all the necessary documents, at the time of admission.
4. Candidates of CBSE & ICSE, should mention in the online registration / e-admission form (if selected) (10+2) or equivalent **aggregate marks of all the subjects for which the candidate has taken & appeared for** (not best of four, five, six or seven). The candidate shall have passed all the subjects taken & appeared for in the applicable examination/s. The aggregate percentage of all subjects for which the candidate has taken & appeared will be taken into consideration for confirming eligibility of the candidate for the program at the time of admission.
5. In case the mark sheet issued by the applicable Board / Institution is in percentile/s, the actual aggregate percentage of all the subjects appeared by the candidate will be taken into consideration.
6. Candidates above 25 years of age are not eligible to apply.
7. **For IB & Cambridge Candidate:** Candidates called for admission on the basis of merit list & who do not have final mark sheet will be given “Provisional Admission” based on predicted scores. Fees will be accepted from such candidate but their admission will be confirmed on submission of final mark sheet before the commencement of the program if found eligible.
Marksheet/Transcripts issued by Board/University shall only be considered (School/Institute will not be accepted).
8. Submission of AIU equivalence certificate to confirm the eligibility for the program is mandatory for those candidates who have completed their (10+2) or equivalent examination from overseas board/Universities.
9. Those candidates who have passed or are appearing for 10+2 examination from a Board / University where Grade Point Average is given, such candidates must produce in writing

from the Board / University concerned, the equivalent percentage for the GPA/CGPA obtained.

10. Candidate whose final mark sheet is not available at the time of admission is required to upload internet copy of result or Digi locker copy of result, duly attested by Principal of the school / college, failing which candidate will not be admitted for the program.
11. Only single mark sheet with all compulsory subjects taken and passed will be considered, no compartmentalized mark sheet shall be considered.
12. Candidate will not be eligible if any subject is marked as ungraded/fail in the marksheet / gradesheet. For absent/ungraded in any of the additional/non mandatory subject will be consider as eligible provided such candidate is declared as pass by respective board.
13. Candidate appearing for their final 10+2 or equivalent examination can also apply provided they obtain the required minimum cut off marks and produce the entire necessary documents, in original, within the given stipulated time.

4. Structure of the Test – NMIMS-NPAT 2021

The NMIMS-NPAT 2021 would be an objective type multiple-choice test. (There will be no descriptive type of questions). Test will be conducted for 100 minutes; each section will have 40 questions.

The NMIMS-NPAT Exam will comprise of 3 major sections as follows:

Sections	Test	For 2021		
		No. of Questions	Time in Minutes	Weightage for final Score
1	Quantitative & Numerical ability	40	100	60
2	Reasoning & General Intelligence	40		30
3	Proficiency in English Language	40		10
	Total	120	100	100

Type of questions and difficulty level of Tests will be as per SAT Exam.

5. Selection Process

- All eligible candidates who wish to apply for admission to the BBA in Branding and Advertising Program of respective campus will be required to appear for online Test (NMIMS-NPAT 2021) to be conducted at various locations in India.
- The candidate will be called for further selection process on the basis of the marks obtained in NMIMS-NPAT 2021.
- The eligible candidate's call letter for Personal Interview will be hosted on the NMIMS website as per important dates. The detailed schedule will be mentioned in the call letter.
- The decision of the institute will be final in this regard and no inquiries or correspondence in this regard will be entertained.
- The selection will be solely based on merit. The cut-off for deciding the merit shall lie solely with NMIMS.
- Admission offer is given as per merit, preference of campus (if any) and vacancy. WAITLISTED candidates have to check their merit list status as per date given on the website. SELECTED candidate should upload necessary required document at the link provided in the admission offer letter, and after verification of the uploaded documents by NMIMS admission department; the candidate will get the payment link (RTGS / NEFT details) for the payment of course fees within the stipulated time frame.
- If the candidate is selected for more than one school in the merit list and has secured admission in the preferred school; and further wishes to secure admission in the second school as per selected preference, then the candidate will be required to cancel his/her admission from the first school in order to secure admission to the school of next preference. Candidate will be admitted for a single school only.

6. Program Fees for batch 2021: (for information only)

- Program fees for 1st year (batch 2020) - BBA in Branding and Advertising - Mumbai Campus was Rs. 3,25,000/- p.a. and activity charges Rs. 94,400/-
- Program fees for 1st year (batch 2021) - BBA in Branding and Advertising - Mumbai Campus will be declared at the time of admission.

7. Refund Rules:

If a student chooses to withdraw from the program of study in which he / she is enrolled, the institution concerned shall follow the following five-tier system for the refund of fees remitted by the student.

Sr. No.	Percentage of Refund of Aggregate fees*	Point of time when notice of withdrawal of admission is served to HEI
(1)	100%	15 days or more before the formally-notified last date of admission.
(2)	90%	Less than 15 days before the formally-notified last date of admission.
(3)	80%	15 days or less after the formally notified last date of admission.
(4)	50%	30 days or less, but more than 15 days, after formally notified last of admission
(5)	00%	More than 30 days after formally notified last date of admission.

In case of (1) in the table above, the deduction will be 5% of the fees paid as processing charges from the refundable amount, subject to a maximum of Rs 5,000/-.

Note: 1) The above refund rules are as per University Grants Commission (UGC) notification on Refund of Fees and Non Retention of Original Certificates of October, 2018 and are subject to revision as per UGC notification (as applicable).

2) Candidates to refer Important Dates of the respective programme.

8. Important Instructions:

- Candidates will be offered Programme/Campus based on the availability of seat, candidates merit rank, preferences given at the time of online registration.
- **For cancellation/ withdrawal of admission:** Withdrawal / cancellation means voluntary withdrawal / cancellation by candidate for any reason. Candidate should email at admissioncancellation@nmims.edu, the soft copy of admission cancellation form duly filled and signed , fee paid receipt copy & cancelled cheque (personal account).

The cancellation form is made available on the website (www.nmims.edu & <https://www.nmims.edu/students/>)

- Canvassing in any form for admission will disqualify the candidature.
- All matters of dispute will be subject to the legal jurisdiction of Mumbai only.

- Please see the important dates and preserve it as a guide. All announcements from the institute will be through its web site: www.nmims.edu or www.npat.in and no individual communication will be sent to the candidates. Kindly check website regularly for any updates.
- If at any stage, it is found that a candidate does not satisfy the eligibility criteria or the information furnished by him/her in the application form is incorrect, his/her admission to the course, even if selected, will stand cancelled and fees will be refunded as per refund rule clauses.
- Candidate's uploaded documents will be verified online & if found not eligible at any stage, admission will be cancelled and fees will be refunded as per refund rule clauses.
- It is the sole responsibility of the candidates to ascertain whether they possess the necessary and requisite qualification for the admission to the courses at NMIMS.