

SVKM's NMIMS
Pravin Dalal School of Entrepreneurship and Family Business Management

Bachelors in Business Management and Marketing Admission (Batch - 2022) NON NPAT

Information Handout

1. Introduction: The Bachelor in Business Administration & Marketing program takes students into the technological and psychological aspects of business and marketing. The **Bachelor's in Business Management and Marketing** Program includes intensive applied business training with an emphasis on marketing management, as well as new and emerging media and marketing analytics.

2. **Programme:** 3 years , Full Time program

3. **In take capacity:** 60

4. **Eligibility Criteria/s:**
 - The Candidate must have passed the **10+2 or equivalent examination with 60% and above.**
 - A candidate who has passed 10+2 or equivalent examination from International Baccalaureate Diploma (IB Certificate or DP or CP awarded candidates with 24 credits compulsory and has passed 3 subjects at Higher Level (HL) and 3 subjects at Standard Level (SL) mandatorily from any stream.
 - Candidates of CBSE / ICSE, should mention in the online registration / e-admission form (if selected) for 10+2 or equivalent examination, the aggregate marks of all the subjects the candidate has taken / opted and appeared for (not best of four, five, six or seven). The candidate shall have passed all the subjects he / she has taken / opted and appeared in the applicable examination/s in a single attempt. The aggregate percentage of all subjects the candidate has taken / opted and appeared will be taken into consideration for confirming eligibility of the candidate for the program at the time of admission.
 - 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.
 - Candidates above 25 years of age are not eligible to apply.
 - Those candidates who have passed or are appearing (all subject/s taken / opted) 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.
 - **IB & Cambridge Candidate:** Candidates 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. The candidate shall have to submit copy of AIU notification to confirm their eligibility

for the program as equivalent to (10+2) examination/s. The mark sheet/s / transcript/s issued by Board / University shall only be considered (the mark sheet/s / transcript/s issued by the School / Institute will not be considered / accepted.)

- International School/s candidates and those candidates who have completed their (10+2) or equivalent examination/s from overseas school/s / Institute/s / University will have to submit AIU certificate of equivalence (mandatory) to confirm their eligibility for the program as equivalent to (10+2) examination/s.
- Only single mark sheet with all compulsory subjects passed is mandatory, no compartmentalized mark sheet will be considered.
- Candidate whose final mark sheet is not available at the time of admission are required to submit internet copy of result duly attested by Principal of the school / college, failing which candidate will not be admitted to the course.
- Candidate will not be eligible if any subject is marked as ungraded / fail in the mark sheet / grade sheet. For absent / ungraded in any of the additional / non mandatory subject will be consider as eligible provided such candidate is declared as passed by respective board.
- Candidates appearing for their final 10+2 or equivalent examination can also apply provided they must obtain the required minimum eligibility criteria of the respective program and produce the entire necessary documents, in original, within the given stipulated time.
- As per program eligibility the mandatory subject should be appeared and passed.

4. **Online Registration and Registration Fee:**

- Online registration at www.nmims.edu
- Before filling the online form, please read all the instructions carefully mentioned in the **Instruction Sheet** and also refer the **Important Dates**
 - Online Registration Fee is Rs. 2,000/- plus taxes (non-refundable)

6. **Selection Process:**

- Merit list will be based on 12th Scores

Note: If 12th results are not declared, Personal Interview may be conducted

7. **Fees (Subject to change)**

The fees for first year 2021 Batch Rs. 5,25,000/- p.a. Total - 15,75,000/- for three years.

The fees for 2022 Batch will be announced later.

8. Important instruction

Please note that it is responsibility of the candidate to check whether he/she is eligible to apply for the Program as per the eligibility criteria declared on the website. NMIMS has full right to disqualify a candidate at any stage of admission process if found ineligible. In such case, the admission of the candidate even if selected and fees paid stands cancelled and the fees paid will be forfeited.

University has full right to disqualify a candidate at any stage of admission process if found ineligible. No separate intimation will be given.

Please refer the important dates and preserve it as a guide. All announcements from the University will be through its web site www.nmims.edu and there will be no separate email sent.

For cancellation/ withdrawal of admission: Withdrawal / cancellation means voluntary withdrawal / cancellation by candidate for any reason. Candidate should visit <https://upload.nmims.edu/admission/cancellation/>.

All disputes under Mumbai jurisdiction only.

9. NMIMS Admission/Application/Technical related queries

- (a) Toll Free No.: 18001025138 Monday to Saturday (except public holidays)
- (b) For any support and assistance kindly login to dashboard & raise query in my query section