

Course Type	Credits	Title	Marks	CCA	TEA	Specialisation Code
MM10 801	4	Research Writing and Publication	100	50	50	
MM10 802	4 (2 Mooc courses of 2 Credits each)	MOOCs	100	100	x	
MM05 803	2	Content Writing and Blogging	50	x	50	
MM10 804.A	4	Bank Financial Management	100	50	50	804.A - BFS
MM10 804.B		Business Analytics				804.B-DBM
MM10 804.C		International Marketing				804.C-CM
MM10 804.D		News Media Management				804.D-MMM
MM10 804.E		Market Research in Healthcare Sector				804.E-HHM
MM10 804.F		Global Logistics Management				804.F-LSCM
ME05 805.A.1	2+2	Marketing of Financial Services	50+50			805.A- BFS
ME05 805.A.2		Digital Banking				805.A- BFS
ME05 805.A.3		Security Analysis and Portfolio Management				805.A- BFS
ME05 805.A.4		Introduction to Fintech				805.A- BFS
ME05 805.B.1		Trends in Digital Marketing				805.B-DBM
ME05 805.B.2		Sales and Marketing in Digital Age				805.B-DBM
ME05 805.B.3		Data Driven Digital Marketing				805.B-DBM
ME05 805.B.4		Mobile Marketing				805.B-DBM
ME05 805.C.1		Retail Management				805.C-CM
ME05 805.C.2		Sales And Marketing In Digital Age				805.C-CM
ME05 805.C.3		Rural Marketing				805.C-CM
ME05 805.C.4		B2b Marketing				805.C-CM
ME05 805.D.1		Smart Phone Film Making				805.D-MMM

ME05 805.D.2		Certification-I				805.D-MMM
ME05 805.D.3		Theatre & Communication				805.D-MMM
ME05 805.D.4		Certification-II				805.D-MMM
		Material Management & Inventory Control in Hospitals				
ME05 805.E.1						805.E-HHM
		Global Scenario of Healthcare Services				
ME05 805.E.2						805.E-HHM
		Health Care Technology				
ME05 805.E.3						805.E-HHM
		Health insurance & TPA Operations				
ME05 805.E.4						805.E-HHM
ME05 805.F.1		Toyota Production System				805.F-LSCM
		Legal Aspects of Supply Chain Management				
ME05 805.F.2						805.F-LSCM
		Six Sigma for Operations				
ME05 805.F.3						805.F-LSCM
		Green Logistics and Supply Chain Management				
ME05 805.F.4						805.F-LSCM
OJT10 806	4	Apprenticeship	100	50	50	
<b>SEM VIII - TOTAL</b>	<b>22</b>	<b>7 Subjects</b>	<b>550</b>	<b>250</b>	<b>300</b>	

<b>Semester VIII (Hons. with Research)</b>					
<b>Course Type</b>	<b>Credits</b>	<b>Title</b>	<b>Marks</b>	<b>CC A</b>	<b>TEA</b>
MM10 801	4	Research Writing and Publication	100	50	50
MM10 802	4	MOOCs	100	50	50
MM05 803	2	Content Writing and Blogging	50	x	50
ME10 804	4	Introduction to R	100	50	50
ME10 805		Data mining in Research			
RP20 806	8	Research Project	200	100	100
<b>SEM VIII - TOTAL</b>	<b>22</b>	<b>5 Subjects</b>	<b>550</b>	<b>250</b>	<b>300</b>