

**SVKM's**  
**Narsee Monjee Institute of Management Studies(NMIMS)**  
**School of Business Management**  
**Course Structure Batch 2016-18**  
**Executive MBA Pharmaceutical Management Two year Programme**  
**Academic Year 2016-17**

<b>Sr No.</b>	<b>Trimester</b>	<b>Credits</b>
	<b>Trimester-I</b>	
1	Financial Accounting & Analysis	3
2	Pharma Business Environment	1.5
3	Operations Management	1.5
4	Managing Self in an Organization	1.5
5	Marketing Management 1	3
	<b>Trimester- II</b>	<b>10.5</b>
6	Cost & Management Accounting	3
7	Project work	1.5
8	Good Manufacturing Practices	1.5
9	Organization Behaviour	1.5
10	Pricing Strategy in Pharma	1.5
11	Regulatory Practices in Pharma	1.5
	<b>Trimester-III</b>	<b>10.5</b>
12	Corporate Financial Management	3
13	Marketing Analytics	3
14	Procurement in Pharma	1.5
15	Project work	1.5
16	Research Methodology	1.5
	<b>Trimester-IV</b>	<b>10.5</b>
17	Marketing Research in Pharma	1.5
18	Listening to Customers	1.5
19	Contract Manufacturing	1.5

20	Marketing Management 2	3
21	Forecasting Techniques & Managerial Statistics	1.5
22	Managing Laws in Pharma	1.5
		<b>10.5</b>

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<b>Sr No.</b>	<b>Trimester</b>	<b>Credits</b>
	<b>Trimester-V</b>	
1	Managing Pharma Brands Promotion	3
2	Strategic Management in Pharma	3
3	New Product Launch	1.5
4	Managing Groups/IR	1.5
5	Digital in Pharma	1.5
	<b>Trimester- VI</b>	<b>10.5</b>
6	Business Economics	3
7	Supply Chain Management	1.5
8	OTC Marketing	1.5
9	Managing Sales Force	1.5
10	Sales Force Effectiveness	1.5
11	Marketing of Biosimilars & Specialty Products	1.5
	<b>Trimester-VII</b>	<b>10.5</b>
12	International Marketing	3
13	Consumer Behaviour	1.5

14	Corporate Social responsibility	1.5
15	Managing Compliances in Pharma	1.5
16	Project Work	3
	<b>Trimester-VIII</b>	<b>10.5</b>
17	B2B/ KAM/ Hospital Management	3
18	Business Development in Pharma	1.5
19	Managing Innovation in Pharma	1.5
20	Hiring & Managing Talent	1.5
21	Project Work	3
		<b>10.5</b>