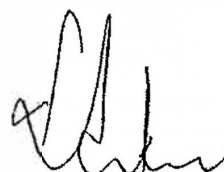


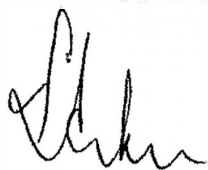
SVKM's Narsee Monjee Institute of Management Studies(NMIMS)
School of Business Management
Executive MBA Pharmaceutical Management Two year Programme
Academic Year 2017-18

Sr No.	Quarter	Credits
	Quarter-I	
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
	Quarter- II	10.5
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
	Quarter-III	10.5
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
	Quarter-IV	10.5
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
		10.5

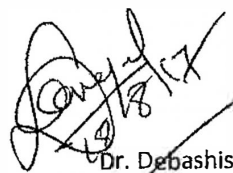


GUEST Professor Drive

Quarter-V		
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
Quarter- VI		10.5
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
Quarter-VII		10.5
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
Quarter-VIII		10.5
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
		10.5



Prof. Yugal Sikri
Program Chairperson
Pharmaceutical Management

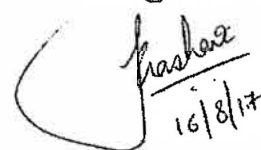


Dr. Debashis Sanyal
Vice - Provost & Dean
SBM



Dr. Veena Vohra
Associate Dean -
SBM.

Kindly approve



Jashwan
16/8/17