





Dr. Debashish Sanyal

Vice Provost (Academics) &
Dean - School of Business Management

Message from Vice Provost (Academics) & Dean, SBM

The Indian Pharma industry, as per the PwC report, is on the threshold of becoming a major global market by 2020. Dynamic trends such as large acquisitions by multinational companies in India, increasing investment by international players in India combined with increased purchasing power will continue to propel the domestic pharmaceutical industry to new heights. This means an increase in demand for experienced Pharmaceutical executives with strong business knowledge of the Pharmaceutical industry in India and around the globe.

SVKM's NMIMS School of Business Management, has been a pioneer in offering the customised MBA Pharmaceuticals Management Program. Over the years, spearheaded by Dr. Tarun Gupta, it has become one of the most sought after pharmaceutical management programs in the country. With our strong industry interface and understanding of the Pharmaceutical Industry in India, we have identified a need for customised executive education for those Pharmaceutical Executives who do not have a Management degree and want to fast track their career. The 2 year Weekend Executive MBA in Pharmaceutical Management program allows participants to understand the business holistically & take on greater business responsibilities at work thereby enhancing their career prospects.

Message from Chairman, Pharmaceuticals Management

In view of the highly competitive business environment today, “talent” has clearly emerged to be the single biggest competitive edge. Acquisition, development and retention of talent has hence acquired centre stage of the agenda of all the progressive organisations.

In the context of pharmaceutical industry, it is all the more critical as personal selling is the business model with people component being much higher and vital; competitive and regulatory pressures are mounting and businesses of most of the companies are getting globalised.

One proven way to ensure talent development and retention is investing in skill enhancement, creating newer capabilities, building holistic perspective by way of exposure to theory and practice of all the key organisational functions and real life situations/ cases to augment their decision making capabilities and thereby contributing to the career growth as well as effectiveness enhancement.

Executive MBA at NMIMS School of Business Management is one such program that is designed with just the above agenda in mind. Working executives and managers of the companies in pharmaceutical and healthcare space who have the potential and are to be fast-tracked will stand to benefit from this program. The design and architecture of this program has got the benefit of all the learnings and best practices of NMIMS flagship full-time MBA program which has emerged as the best pharmaceutical management program today. The curriculum is comprehensive and well balanced, faculty is from best of the organisations and richly experienced, teaching pedagogy is modern and practice based. Its truly a program which many of us in the industry have been longing for a long time.

Its my great pleasure to present this program to you and I am sure, you will embrace and enrich it further by ensuring participation of your managers from spectrum of functions.



Yugal Sikri

Chairman, Pharmaceuticals Management,
School of Business Management

Executive MBA in Pharmaceutical Management (2 Years Weekend Program)

This is a highly focused course for those working men and women executives/managers who are already graduates and are working in Pharmaceutical Companies. This is an opportunity for them, to learn from the best in the industry while they continue to work. The program allows them to understand the business holistically & take on greater business responsibilities at work thereby enhancing their career prospects. The tailor-made weekend program provides them an opportunity to pursue their MBA degree despite their busy work schedule.

Term Details

1. August 2016	to	October 2016	Term	I
2. November 2016	to	January 2017	Term	II
3. February 2017	to	April 2017	Term	III
4. May 2017	to	July 2017	Term	IV
5. August 2017	to	October 2017	Term	V
6. November 2017	to	January 2018	Term	VI
7. February 2018	to	April 2018	Term	VII
8. May 2018	to	July 2018	Term	VIII

Timings

SATURDAY & SUNDAY

09.30 am - 05:30 pm

Indian Pharmaceutical Industry recommends the Executive MBA in Pharmaceutical Management



“Knowledge and Confidence to accept greater responsibilities and challenges is what I presume is going to be the most important benefit of the 'Executive MBA' program initiated by a premier institute like NMIMS for Pharma professionals.”

Dr. Rajendra Agarwal

Managing Director

Macleods Pharmaceuticals Ltd.



“Reviewing the agenda of the Executive MBA in Pharmaceutical Management at NMIMS, gives me a feel that the students would certainly learn the nuances of successfully managing multiple stakeholders in the complex but fast evolving healthcare environment in India.”

Sushobhan Dasgupta

Managing Director, Johnson & Johnson Medical India

Vice President, Diabetes Care Asia Pacific

Proposed Program Structure

Case Studies, both Indian and International will be used extensively in this program.

- Intellectual Property Rights in Pharma (Learning through Cases)
- Consumer Behaviour
- Pricing in Pharma
- Financial Accounting and Management Accounting
- Channel Management
- Principles of Management
- Supply Chain Management
- Corporate Financial Management
- Good Marketing Practices
- Operations Management
- Managing the Sales force
- TQM and Good Manufacturing Practices
- International Marketing
- Business Development
- Managing emerging markets & International Marketing
- Forecasting Methods
- Research Methodology
- Regulatory Practices in India
- Statistical analysis and decision-making under uncertainty
- Managing Innovation
- Macro and Micro Economics
- Organization Behavior in Indian Companies
- Managerial decision making
- Managing the self in an organizational context
- Appraisal and the Evaluation Process in Pharma Manpower planning
- Listening to Customers
- Marketing Research

Indian Pharmaceutical Industry recommends the Executive MBA in Pharmaceutical Management



“I would like to strongly recommend NMIMS SBM's Executive MBA in Pharmaceutical management to all young graduates, working in Pharmaceutical Companies. NMIMS, one of the premier institutes in the region with state-of-art infrastructure and pragmatic approach to teaching, provides this great opportunity to them all to learn from the best in the industry while they continue to work.”

Abhay Gandhi

**CEO – India Business,
Sun Pharma laboratories Ltd.**



“To be successful, healthcare professionals need to learn a new way of thinking: visualizing the effect of their decisions on enhancing the value proposition of their product offerings in a resource - constrained environment, creating efficiencies, while dealing with new sets of competitive and regulatory pressures. The work that NMIMS is doing is commendable in that aspect.”

Bhasker Iyer

**Divisional Vice President,
Abbott India Ltd.**

Proposed Program Structure

Case Studies, both Indian and International will be used extensively in this program.

- CSR in Pharmaceuticals
- Managing Pharmaceutical Brands
- Marketing Analytics
- Strategic Brand Management
- Essentials of Pharmaceutical Marketing
- Marketing of Medical Devices
- Selling Devices to hospitals
- Regulatory Compliance

Eligibility

A graduate in any discipline from a reputed University and three years' work experience in a pharmaceutical company.

Selection Process

A written test on Pharma	-	50 Marks
Personal Interview	-	50 Marks
Total	-	100 Marks

Fee Structure

• At the time of Admission	Rs 1,00,000
• At the end of first six month	Rs 1,00,000
• At the end of next six month	Rs 1,25,000
• At the end of next six month	Rs 1,25,000
• Total	Rs 4,50,000

Company Recommendation

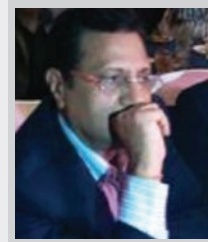
Company's Recommendation is Preferred

Indian Pharmaceutical Industry recommends the Executive MBA in Pharmaceutical Management



“NMIMS has always been at the forefront in meeting the needs of the Pharmaceutical industry. I am confident that their newly designed part time Executive MBA program for Pharma professionals will not only enhance the capabilities of practicing Managers but will also meet the talent development agenda of Pharma Companies.”

Ronald C Sequeira
Executive Director-Human Resources
GlaxoSmithKline Pharmaceuticals Ltd.



“The 'Executive MBA' course being initiated by NMIMS is a welcome step for the Pharma Industry. The long felt need of those executives who are doing well in their careers but feeling the handicap of not being backed up by an added qualification will be a thing of the past.”

Rajesh Kabu
President
Macleods Pharmaceuticals Ltd.

About NMIMS School of Business Management

The School of Business Management (SBM) is the torchbearer of NMIMS, Mumbai.

SVKM's Narsee Monjee Institute of Management Studies (NMIMS) has, ever since its inception in 1981, been a leader in management education in the country. It offers more than 50 programs across various disciplines, such as Management, Technology, Science, Pharmacy, Architecture, Economics, Law and Commerce.

The NMIMS Deemed to be University has over 12000 students and more than 450 faculty members who represent an eclectic mix of rich industry and academic experience.

Honour - School of Business Management

NMIMS has successfully carved a niche for itself among the country's premier educational institutions, a fact borne out by the many prestigious awards and honours to its credit:

- School of Business Management has been consistently ranked as a top ten Business School since the time Business School Ranking started in India.
- In the academic year 2015-16, Business Standard has rated SBM as Super League Business School.
- Business World B-School Survey ranked 8th rank.
- MBA Universe has ranked it 9th rank.
- NMIMS School of Business was ranked 5th in research output (after IIMB, IIMA, IIMC and IIML) among all Management Institute in the Country by Business World.
- For the second time in a row, the Business School won the Global Award for their innovation in Curriculum Design and Pedagogy at the 5th Indian Management Conclave 2015, Conference held at Delhi.
- School of Business Management also received the award for the Best Academic Institute of the Year for contribution in the field of HR at the Annual HR Conference at Gurgaon.
- School of Business Management was ranked 7th in Academic Excellence, Personality development & Industry exposure by Outlook B-School survey.
- School of Business Management was ranked 10th in Placement Performance by Business Today B-School survey.
- Higher Education Forum (HEF) has conferred the 'Innovation Award' to School of Business Management during the annual convention held on 5th March, 2016.

SVKM'S

Narsee Monjee Institute of Management Studies

Declared as Deemed to be University under Section 3 of the UGC Act, 1956)

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