

SVKM's NMIMS
School of Business Management
PHARMACEUTICAL MANAGEMENT
MBA PHARMACEUTICAL MANAGEMENT PROGRAM (2018-20)
GUIDELINES TO BE OBSERVED

GUIDELINES

1. There is an attention to the attire you put on while in campus, to prepare you well for the industry you are going to eventually enter. A clean shirt and a trouser for men and salwar-kameez/ shirt-trousers/ saris for women are acceptable attire. Casual clothes like T-shirts, jeans, etc. are not allowed at campus. Men should be clean-shaven in all classes.
2. To enable you and your classmates to get the most of all the classes, you will not be allowed to enter late in the class. Do plan in a way that you are in the class 5 minutes ahead. Attendance is compulsory, and in case you fall sick and thereby miss a class, a medical certificate needs to be produced.
3. In order to bring in the best of your perspectives to the class, you are expected to read all assigned material and come prepared to participate in class. There are class participation marks in every course.
4. To provide you practical insights into your classroom learnings, every week you will be in the market place for your research work. This is compulsory. If you are unwell, please make sure to make up for the work in the same week, by working in the evening.
5. With the advent of newer and more complex pharmaceutical products being launched at the market place, it's very important for you to have practical understanding of the basics of Pharmacology, as well as current and upcoming Therapy Areas, Drug classes and Drugs. It's advised that this area is not only constantly revised through self-reading but also updated by additional readings on science, technology, commerce and their implications on an ongoing basis. You will be assessed on its proficiency.
6. Pharmaceutical macro-environment is abuzz with a lot of actions and new developments. It's important therefore to be fully conversant and updated on all of these, through relevant journals, publications and internet. You will be continuously assessed on your understanding of these developments.
7. It is compulsory for all of you to attend the forums, programs and workshops etc., where industry leaders come and address. On any other day, senior managers can also come to the class. So discipline, politeness and good behavior in and outside the class are mandatory.
8. Please ensure that you have gone through and understood all the contents of Students Resource Book (SRB) as it is a comprehensive, self-explanatory and a vital document.

This is a demanding program. I am sure you will match up with your hard work and enthusiasm. Studying for examinations is never enough in this program.

Best Wishes,



Yugal Sikri
