

**MBA Pharmaceutical Management Programme 2014-15**

**TRIMESTER – I (JUNE – SEPTEMBER) (2014-15)**

AREA	SUBJECT	Credit
FINANCE	Financial Accounting and Analysis	1.5
MARKETING	Marketing Management	1.5
	Listening to Customers – I	3
	Marketing of Medical Devices	1.5
	Consumer Behaviour in Pharma – I	1.5
ECONOMICS	Microeconomics	3
BUSINESS ENVIRONMENT & STRATEGY	Pharma Business Environment	1.5
	Principles and Practices of Management in Pharma Industry	3
	Statistical Analysis	1.5
COMMUNICATION	Written Communication	1.5
HUMAN RESOURCES & BEHAVIOURAL SCIENCES	Individual Dynamics & Leadership	1.5

**Total Credits : 21**

**TRIMESTER – II (SEPTEMBER – DECEMBER) (2014-15)**

AREA	SUBJECT	Credit
FINANCE	Cost and Management Accounting	1.5
MARKETING	Principles and Practices of Sales Management	3
	Pharma Marketing Management	1.5
	Listening to Customers – II	3
	Consumer Behaviour in Pharma – II	1.5
	Brand Management in Pharma	1.5
ECONOMICS	Macroeconomics	3
COMMUNICATION Languages:	Oral Communication	1.5
	Spanish	1.5
	Mandarin	1.5
OPERATIONS & DECISION SCIENCE	Operations Management	1.5
HUMAN RESOURCES & BEHAVIOURAL SCIENCES	Group and Organizational Dynamics	1.5
BUSINESS ENVIRONMENT & STRATEGY	Research Methodology	1.5
	Ethical Issues in Management	1.5

**Total Credits : 27**

**TRIMESTER – III (JANUARY – MARCH)(2014-15)**

AREA	SUBJECT	Credit
MARKETING	Listening to Customers- III	3
	Business Development in Pharma	1.5
	Pharma Brand Promotion- I	1.5
HUMAN RESOURCES & BEHAVIOURAL SCIENCES	Human Resource Management	1.5
FINANCE	Financial Management	3
INFORMATION SYSTEM	Information System for Management	1.5
BUSINESS ENVIRONMENT & STRATEGY	Legal Environment of Organizations	1.5
	Strategic Management	1.5
OPERATIONS & DECISION SCIENCE	Corporate Social Responsibility	1.5
COMMUNICATION Languages:	Spanish	1.5
	Mandarin	1.5

**Total Credits: 19.5**

**TRIMESTER – IV (JUNE – SEPTEMBER) (2014-15)**

AREA	SUBJECT	Credit
<b>MARKETING</b>	Pharma Brand Promotion II	1.5
	Marketing Research(LTS)-4 (Weekly Fieldwork , Preparation of Questionnaire, Research design, Review of Field work)	1.5
	Launching a New Product	1.5
	Brand Management in Pharma	1.5
<b>BUSINESS ENVIRONMENT &amp; STRATEGY</b>	Managing IPR in Pharma	1.5
	Strategic Brand Management in Pharma	1.5
<b>OPERATIONS &amp; DECISION SCIENCE</b>	Managing Quality & Regulatory Practices in Pharma	1.5
	Managing Distribution Channels in Pharma	1.5
<b>HUMAN RESOURCES &amp; BEHAVIOURAL SCIENCES</b>	Managing Innovation in Pharma	3
	OB in Pharma	1.5
<b>WORKSHOP</b>	Marketing Analytics – I	NON-CREDIT

**Total credits=16.5****TRIMESTER – V (SEPTEMBER – DECEMBER) (2014-15)**

AREA	SUBJECT	Credit
<b>MARKETING</b>	Managing Multinational Companies	1.5
	Marketing of API	1.5
	International Marketing	3
	Pricing Strategy in Pharma Industry	1.5
	Good Marketing Practices	1.5
	Launching a New Division	1.5
	Marketing Strategy & Implementation	1.5
	Marketing Practices in International Markets in Pharma	1.5
	Emotional Branding	1.5
	Dissertation & Fieldwork (commence)	3
<b>OPERATIONS &amp; DECISION SCIENCE</b>	Strategic Procurement	1.5
	Good Manufacturing Practices	1.5
<b>GENERAL MANAGEMENT</b>	Strategic Management(including Organisation Structure)	1.5
<b>HUMAN RESOURCES &amp; BEHAVIOURAL SCIENCES</b>	People Management	1.5
<b>WORKSHOP</b>	OTC Advertising & Strategy(Going OTC)	Non-Credit
	Selling Medical Devices to Hospitals	Non-Credit

**Total credits =24****TRIMESTER – VI (JANUARY – MARCH) (2014-15)**

AREA	SUBJECT	Credit
<b>MARKETING</b>	International Marketing-II	1.5
	Business Leadership in Pharma	1.5
	CRM Practices in Pharma	1.5
	Data Analysis for Strategy	1.5
	Dissertation	6
	Country Analysis & Pharma Clusters	3
<b>BUSINESS ENVIRONMENT &amp; STRATEGY</b>	CSR in Pharma	1.5
<b>OPERATIONS &amp; DECISION SCIENCE</b>	Supply Chain Management in Pharma	1.5

**Total credits =18**

