

SVKM's NMIMS, School of Business Management
Master of Business Administration (Pharmaceutical Management) : First Year (2022-23)

	Trimester I	Trimester II	Trimester III
Business Environment and Strategy	<ul style="list-style-type: none"> Business Environment (3) Principles of Management (1.5) 	<ul style="list-style-type: none"> Indian Healthcare Systems and Regulation (1.5) Business Laws (1.5) 	<ul style="list-style-type: none"> Strategic Management (3)
Communication	<ul style="list-style-type: none"> Managerial Communication-I (1.5) 	<ul style="list-style-type: none"> Managerial Communication-II (1.5) 	<ul style="list-style-type: none"> Spanish* (Non-credit)
Economics	<ul style="list-style-type: none"> Microeconomics (3) 	<ul style="list-style-type: none"> Macroeconomics (3) 	
Finance	<ul style="list-style-type: none"> Financial Accounting and Analysis (3) 	<ul style="list-style-type: none"> Cost and Management Accounting (1.5) 	<ul style="list-style-type: none"> Financial Management (3)
Human Resource and Behavioral Sciences	<ul style="list-style-type: none"> Organizational Behaviour-I (3) 	<ul style="list-style-type: none"> Organizational Behaviour-II (1.5) 	<ul style="list-style-type: none"> Human Resource Management (3)
Marketing	<ul style="list-style-type: none"> Marketing Management (3) 	<ul style="list-style-type: none"> Listening to Customers-I (3) Managing Sales in Pharma (1.5) Research Methodology and Marketing Research (3) 	<ul style="list-style-type: none"> Listening to Customers-II (3) B2B Marketing (1.5) Digital Marketing and Digital Technology and Tools in Healthcare (3)
Operations and Data Sciences	<ul style="list-style-type: none"> Statistics for Business Decisions (1.5) 	<ul style="list-style-type: none"> Operations Management (1.5) 	<ul style="list-style-type: none"> Management Information System (1.5)
Compulsory workshops (06 hours each)	<ul style="list-style-type: none"> Basics of Anatomy, Physiology and Pathology R Analytics 	<ul style="list-style-type: none"> Basics of Pharmacology** Pharma Sales Communication (Situational Role Plays) 	<ul style="list-style-type: none"> New Division Planning

2022-23

Total No. of Credits: 19.5

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Total No. of Credits: 18

**Compulsory Non-Credit course -20 Sessions*

*** (Compulsory for non B. Pharm students. Interested B. Pharm students can also enroll)*

Total No. of Credits: 57

Total Courses: 25+1

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	Trimester IV	Trimester V	Trimester VI
Business Environment and Strategy	<ul style="list-style-type: none"> • < Managing IPR in Pharma (1.5) • < Strategic Brand Management in Pharma (1.5) • < Managing the Frontline Manager(3) 		
Communication			
Economics			
Finance Area		<ul style="list-style-type: none"> • < Strategic Financial Management(3) 	
Human Resource and Behavioral Sciences	<ul style="list-style-type: none"> • < Managing Innovation in Pharma (3) • < OB in Pharma(1.5) 	<ul style="list-style-type: none"> • < People Management(1.5) 	<ul style="list-style-type: none"> • < Managing the Self in Organizational Context(1.5)
Information System			
Marketing Area	<ul style="list-style-type: none"> • < 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) • < Marketing Analytics I(1.5) 	<ul style="list-style-type: none"> • < Marketing of API (1.5) • < Pricing Strategy in Pharma Industry (1.5) • < Good Marketing Practices (1.5) • < Marketing Strategy & Implementation (1.5) • < Strategic Brand Marketing Plan (3) * <p>Option 1 (Any one) (1.5)</p> <ul style="list-style-type: none"> • < Marketing Practices in International Markets in Pharma • < Launching a New Division 	<ul style="list-style-type: none"> • < Business Leadership in Pharma (3) • < Marketing Analytics II (1.5) • < Strategic Brand Marketing Plan (3) • < Country Analysis & Pharma Clusters(3)

		<ul style="list-style-type: none"> Emotional Branding <p>Option 2 (Any one) (1.5)</p> <ul style="list-style-type: none"> Managing Multinational Companies Promotion of Medical Devices to Hospitals CRM Practices in Pharma 	
Operations and Decision Sciences	<ul style="list-style-type: none"> Managing Quality & Regulatory Practices in Pharma (1.5) Managing Distribution Channels in Pharma(1.5) 	<ul style="list-style-type: none"> Strategic Procurement (1.5) Good Manufacturing Practices(1.5) 	<ul style="list-style-type: none"> Supply Chain Management in Pharma(1.5)

2022-23

Total No. of Credits: 19.5

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Total No. of Credits: 13.5

Total No. of Credits: 52.5

Total Courses: 28

* The course 'Strategic Brand Marketing Plan' which is a 6 credit course, commences from Trimester V (3 credit) to be continued and evaluated in Trimester VI (6 credit).