

SVKM's NMIMS, School of Business Management
Master of Business Administration (Pharmaceutical Management): First Year (A.Y. 2023-24)
(Batch 2023-25)

	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) • Entrepreneurship in Healthcare (1.5)
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) • Listening to Customers-I (3) 	<ul style="list-style-type: none"> • Listening to Customers-II (3) • Managing Sales in Pharma (1.5) • Research Methodology and Marketing Research (3) 	<ul style="list-style-type: none"> • Managing Sales Performance (1.5) • Digital Marketing and Digital Technology and Tools in Healthcare (3)
Operations and Data Sciences		<ul style="list-style-type: none"> • Statistics and Optimization techniques (3) 	<ul style="list-style-type: none"> • Technology Applications in Pharma (1.5) • Operations Management (1.5)
Compulsory workshops (06 hours each)	<ul style="list-style-type: none"> • Basics of Anatomy, Physiology and Pathology • Basics of Pharmacology** 	<ul style="list-style-type: none"> • Pharma Sales Communication (Situational Role Plays) 	<ul style="list-style-type: none"> • New Division Planning • Workshop on R

2023-24

Total no. of credits: 21

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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: 60

Total courses: 26 + 01