

SVKM's NMIMS, School of Business Management
Master of Business Administration (Pharmaceutical Management): Second Year (A.Y. 2023-24)
(Batch 2022-24)

	Trimester IV	Trimester V	Trimester VI
Business Environment and Strategy	<ul style="list-style-type: none"> • Management Consulting (3) • Strategy Implementation & Control (1.5) 	<ul style="list-style-type: none"> • Corporate Social Responsibility (1.5) • Ethics and Compliance (1.5) 	<ul style="list-style-type: none"> • Corporate Governance (1.5) • Business Development (1.5) • Managing IPR in Pharma (1.5)
Communication	<ul style="list-style-type: none"> • Negotiation Skills and Process (1.5) 		
Economics		<ul style="list-style-type: none"> • Healthcare Economics (3) 	
Finance		<ul style="list-style-type: none"> • Business Valuation and Mergers & Acquisition (3) 	
Human Resource and Behavioral Sciences	<ul style="list-style-type: none"> • Emotional Intelligence & Wellbeing (1.5) 		
Marketing	<ul style="list-style-type: none"> • Product Management (1.5) • New Product Launch (1.5) • Brand Management (3) 	<ul style="list-style-type: none"> • Pricing Strategy in Pharma (1.5) • Brand Marketing Plan (3) 	<ul style="list-style-type: none"> • International Marketing (3) • Managing Sales Performance (1.5)
Operations and Data Sciences	<ul style="list-style-type: none"> • Prescription Market Analytics (1.5) • Sales Forecasting and Analytics (1.5) 	<ul style="list-style-type: none"> • Supply Chain Management (1.5) • Project Management (1.5) 	<ul style="list-style-type: none"> • Good Manufacturing Practices and Regulatory Approvals (1.5) • Managing Innovation and R&D (1.5)
Compulsory workshops	<ul style="list-style-type: none"> • Brand Promotion Story and Support Development (Compulsory 06 hours Workshop) 	<ul style="list-style-type: none"> • Marketing Strategy Simulation (Compulsory 12 hours Workshop) 	

2023-24

Total No. of Credits: 16.5

Total No. of Credits: 16.5

Total No. of Credits: 12

Total No. of Credits: 45

Total Courses: 24