

SVKM's NMIMS, School of Business Management
Master of Business Administration (Pharmaceutical Management) : First Year (2019-2020)

	Trimester I	Trimester II	Trimester III
Business Environment and Strategy	<ul style="list-style-type: none"> Pharma Business Environment (1.5) Principles and Practices of Management in Pharma Industry(3) 	<ul style="list-style-type: none"> Research Methodology (1.5) Ethical Issues in Management(1.5) 	<ul style="list-style-type: none"> Legal Environment of Organizations (1.5) Strategic Management (1.5) Corporate Social Responsibility(1.5)
Communication	<ul style="list-style-type: none"> Written Communication(1.5) 	<ul style="list-style-type: none"> Oral Communication (1.5) Spanish /Mandarin (1.5) 	<ul style="list-style-type: none"> Spanish / Mandarin(1.5)
Economics	<ul style="list-style-type: none"> Microeconomics(3) 	<ul style="list-style-type: none"> Macroeconomics(3) 	
Finance Area	<ul style="list-style-type: none"> Financial Accounting and Analysis(1.5) 	<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"> Individual Dynamics & Leadership(1.5) 	<ul style="list-style-type: none"> Group and Organizational Dynamics(1.5) 	<ul style="list-style-type: none"> Human Resource Management(1.5)
Information System			<ul style="list-style-type: none"> Information System for Management(1.5)
Marketing Area	<ul style="list-style-type: none"> Marketing Management (1.5) Listening to Customers – I (3) Marketing of Medical Devices(1.5) 	<ul style="list-style-type: none"> Principles and Practices of Sales Management (3) Listening to Customers – II (3) Consumer Behavior in Pharma (1.5) Brand Management in Pharma(1.5) 	<ul style="list-style-type: none"> Listening to Customers- III (3) Business Development in Pharma (1.5) Pharma Brand Promotion- I (1.5) Marketing Research(1.5)
Operations and Decision Sciences	<ul style="list-style-type: none"> Statistical Analysis(1.5) 	<ul style="list-style-type: none"> Operations Management(1.5) 	

2019-20 **Total No. of Credits: 19.5** **Total No. of Credits: 22.5** **Total No. of Credits: 19.5**

Total No. of Credits: 61.5

Total Courses: 33

Value added workshops (non-credit): 1. Taking a Brand OTC 2. Career Planning 3. Corporate Compliance

Programme Chairperson A.R. (Academic Admin.) Dy. Registrar (Management Education) Associate Dean Provost & Dean-SBM 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><u>Option 1 (Any one) (1.5)</u></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><u>Option 2 (Any one) (1.5)</u></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)

2019-20 Total No. of Credits: 19.5 Total No. of Credits: 19.5 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).

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