

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

2024-25

**Total no. of credits: 16.5**

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**Total no. of credits: 12**

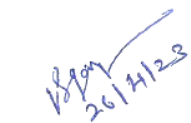
**\*Summer Internship\***

**Total No. of credits: 45**

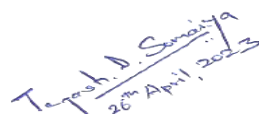
**Total Courses: 24**



Programme Chairperson



A.R. (Academic Admin.)



Dy. Registrar (SBM)



Associate Dean



Dean-SBM