

MBA PHARMA

Curriculum MAP PHARMA HR 2023 - 24					Goal 1: To develop an understanding of dynamics shaping global business			Goal 2: To develop Critical thinking skills			Goal 3 -An integrative approach to decision making and problem solving			Goal 4: To develop technological orientation and digital fluency				Goal 5: Effective communication Skills			Goal 6: To sharpen leadership & Interpersonal Skills			Goal 7: An understanding of ESG challenges impacting business			
					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	
Sr. No	Trimester	Course Name	Credit	Area	PLO 1a	PLO 1b	PLO 1c	PLO 2a	PLO 2b	PLO 2c	PLO 3a	PLO 3b	PLO 3c	PLO 4a	PLO 4b	PLO 4c	PLO 4d	PLO 5a	PLO 5b	PLO 5c	PLO 6a	PLO 6b	PLO 6c	PLO 7a	PLO 7b	PLO 7c	
1	TRIM I	Business Environment	3	BES		CLO 3			CLO 2																		
2	TRIM I	Principles of Management	1.5	BES				CLO 1	CLO 2					CLO 3		CLO 4											
3	TRIM I	Managerial Communication I	1.5	COMM														CLO 2	CLO 1 CLO 4	CLO 3							
4	TRIM I	Microeconomics	3	ECO				CLO 1	CLO 2	CLO 3																	
5	TRIM I	Financial Accounting and Analysis	3	FIN							CLO 2 CLO 3									CLO 1							
6	TRIM I	Organizational Behaviour I	3	HRBS	CLO 1			CLO 2																	CLO 3		
7	TRIM I	Marketing Management I	3	MKT				CLO 1	CLO 2		CLO 3																
8	TRIM I	Listening to Customers- I	3	MKT				CLO 1		CLO 2										CLO 3							
9	TRIM II	Indian Healthcare System and Regulation	1.5	BES	CLO 3	CLO 1				CLO 2															CLO 4		
10	TRIM II	Business Laws	1.5	BES				CLO 1						CLO 2													
11	TRIM II	Managerial Communication II	1.5	COMM														CLO 1	CLO 2	CLO 3							
12	TRIM II	Macroeconomics	3	ECO	CLO 1	CLO 2																					
13	TRIM II	Cost and Management Accounting	1.5	FIN					CLO 1				CLO 2	CLO 3													
14	TRIM II	Organizational Behavior II	1.5	HRBS		CLO 3	CLO 4	CLO 1	CLO 2																		
15	TRIM II	Listening to Customers- II	3	MKT				CLO 1		CLO 2										CLO 3					CLO 4		
16	TRIM II	Managing Sales in Pharma	1.5	MKT				CLO 1			CLO 4	CLO 2										CLO 3					
17	TRIM II	Research Methodology and Marketing Research	3	MKT					CLO 1 CLO 2	CLO 3							CLO 2			CLO 3							
18	TRIM II	Statistics and Optimization Techniques	3	ODS								CLO 1 CLO 4															
19	TRIM III	Strategic Management	3	BES					CLO 1	CLO 2 CLO 3			CLO 4														
20	TRIM III	Entrepreneurship in Healthcare	1.5	BES	CLO 1			CLO 3									CLO 2										
21	TRIM III	Financial Management	3	FIN					CLO 1 CLO 2			CLO 3															
22	TRIM III	Human Resource Management	3	HRBS		CLO 1			CLO 2			CLO 3															
23	TRIM III	Managing Sales Performance	1.5	MKT				CLO 1	CLO 2		CLO 3																
24	TRIM III	Digital Marketing and Digital Technology and Tools in	3	MKT				CLO 1			CLO 2				CLO 4		CLO 3										
25	TRIM III	Technology Applications in Pharma	3	ODS				CLO 1																			
26	TRIM III	Operations Management	1.5	ODS				CLO 3			CLO 1	CLO 2					CLO 2										
27	TRIM IV	Management Consulting	3	BES		CLO 3			CLO 2		CLO 1 CLO 2					CLO 1											
28	TRIM IV	Strategy Implementation and Control	1.5	BES					CLO 4	CLO 1 CLO 2			CLO 3														
29	TRIM IV	Negotiation Skills and Process	1.5	COMM																					CLO 1 CLO 2 CLO 3		
30	TRIM IV	Emotional Intelligence & Wellbeing		HRBS				CLO 2												CLO 1	CLO 3						
31	TRIM IV	Product Management	1.5	MKT					CLO 2	CLO 4	CLO 3	CLO 1															
32	TRIM IV	New Product Launch	1.5	MKT		CLO 1		CLO 4		CLO 2		CLO 3															
33	TRIM IV	Brand Management	3	MKT					CLO 1	CLO 2		CLO 2	CLO 4														
34	TRIM IV	Sales Forecasting and Analytics	1.5	ODS					CLO 2						CLO 1												
35	TRIM V	Corporate Social Responsibility	1.5	BES	CLO 1																			CLO 2	CLO 3	CLO 4	
36	TRIM V	Ethics & Compliance	1.5	BES		CLO 1		CLO 2																			
37	TRIM V	Business Valuation and Mergers & Acquisition	3	FIN		CLO 1						CLO 3						CLO 4								CLO 2	
38	TRIM V	Health Economics	3	ECO	CLO 1				CLO 2		CLO 3																
39	TRIM V	Pricing Strategy in Pharma	1.5	MKT					CLO 1 CLO 3		CLO 2 CLO 3									CLO 4							
40	TRIM V	Brand Marketing Plan	3	MKT					CLO 3		CLO 2																
41	TRIM V	Supply Chain Management	1.5	ODS	CLO 1	CLO 4			CLO 2		CLO 3																
42	TRIM V	Project Management	1.5	ODS	CLO 1				CLO 2	CLO 3																	
43	TRIM VI	Corporate Governance	1.5	BES		CLO 1																CLO 4			CLO 3	CLO 2	
44	TRIM VI	Business Development	1.5	BES				CLO 1			CLO 2																
45	TRIM VI	Managing IPR in Pharma	1.5	BES				CLO 1			CLO 2																
46	TRIM VI	International Marketing	3	MKT		CLO 1	CLO 2			CLO 3		CLO 4															
47	TRIM VI	Good manufacturing Practices & Regulatory approvals	1.5	ODS	CLO 1				CLO 2																		
48	TRIM VI	Managing Innovation in Pharma & R&D	1.5	ODS	CLO 1				CLO 2																		
TOTAL					10	12	2	23	23	14	15	14	5	1	2	1	4	2	4	7	2	2	5	2	3	3	

Description	PLO	SUB PLO	COUNT OF CLO	% COUNT OF CLO's to sub PLO's	TOTAL	%
Goal 1: To develop an understanding of dynamics shaping globalbusiness	PLO1	PLO 1a	10	6.4%	24	15.4%
		PLO 1b	12	7.7%		
		PLO 1c	2	1.3%		
Goal 2: To develop Critical thinking skills	PLO2	P LO 2a	23	14.7%	60	38.5%
		P LO 2b	23	14.7%		
		P LO 2c	14	9.0%		
Goal 3 -An integrative approach to decision making and problem solving	PLO3	P LO 3a	15	9.6%	34	21.8%
		PLO 3b	14	9.0%		
		PLO 3c	5	3.2%		
Goal 4- To develop technological orientatation and digital fluency	PLO4	PLO 4a	1	0.6%	8	5.1%
		PLO 4b	2	1.3%		
		PLO 4c	1	0.6%		
		PLO 4d	4	2.6%		
Goal 5: Effective communication Skills	PLO5	PLO 5a	2	1.3%	13	8.3%
		PLO 5b	4	2.6%		
		PLO 5c	7	4.5%		
Goal 6: To sharpen leadership & Interpersonal Skills	PLO6	PLO 6a	2	1.3%	9	5.8%
		PLO 6b	2	1.3%		
		PLO 6c	5	3.2%		
Goal 7: An understanding of ESG challenges impacting business	PLO7	PLO 7a	2	1.3%	8	5.1%
		PLO 7b	3	1.9%		
		PLO 7c	3	1.9%		
TOTAL			156		100.0%	

Description	PLO	%
Goal 1: To develop an understanding of dynamics shaping globalbusiness	PLO1	15%
Goal 2: To develop Critical thinking skills	PLO2	38%
Goal 3 -An integrative approach to decision making and problem solving	PLO3	22%
Goal 4- To develop technological orientatation and digital fluency	PLO4	5%
Goal 5: Effective communication Skills	PLO5	8%
Goal 6: To sharpen leadership & Interpersonal Skills	PLO6	6%
Goal 7: An understanding of ESG challenges impacting business	PLO7	5%
TOTAL		100%

PLO	COUNT OF CLO	% COUNT OF CLO's to sub PLO's
PLO1	24	15.4%
PLO2	60	38.5%
PLO3	34	21.8%
PLO4	8	5.1%
PLO5	13	8.3%
PLO6	9	5.8%
PLO7	8	5.1%
TOTAL	156	100.0%

