

SVKM's NMIMS
School of Business Management
MASTER OF BUSINESS ADMINISTRATION – PHARMACEUTICALS MANAGEMENT (FULL TIME)
Course Structure (2013-14)

FIRST YEAR (2013-14)
TRIMESTER – I

AREA	SUBJECT	Credit
FINANCE	Financial Accounting and Analysis of Pharma companies	3
MARKETING	Marketing Management in Pharma	3
	Marketing Research(LTS)-1 (Weekly Fieldwork, Preparation of Questionnaire, Research design, Review of Field work)	1.5
	Principles of Marketing Research	1.5
	Consumer Behaviour in Pharma	3
ECONOMICS	Microeconomics	3
BUSINESS ENVIRONMENT & STRATEGY	Legal Framework in Pharma	1.5
	Pharma Business Environment	1.5
	Principles and Practices of Management in Pharma Industry	3
	Research Methodology	1.5
COMMUNICATION	Written Communication	1.5
	Spanish	Non Credit
	Mandarin	Non Credit

TRIMESTER – II

AREA	SUBJECT	Credit
FINANCE	Cost and Management Accounting-I	1.5
MARKETING	Principles and Practices of Sales Management	3
	Pharma Brand Promotion	1.5
	Marketing Research(LTS)-2 (Weekly Fieldwork, Preparation of Questionnaire, Research design, Review of Field work)	1.5
ECONOMICS	Macroeconomics	3
COMMUNICATION	Oral Communication	1.5
	Written Communication	1.5
	Spanish	Non Credit
	Mandarin	Non Credit
GENERAL MANAGEMENT	Cases in Turnaround Management in Pharma	3
HUMAN RESOURCES & BEHAVIOURAL SCIENCES	Understanding Self (Workshop)	Non-Credit

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TRIMESTER – III

AREA	SUBJECT	Credit
FINANCE	Corporate Finance	3
MARKETING	Marketing Research(LTS)-3 (Weekly Fieldwork , Preparation of Questionnaire, Research design, Review of Field work)	1.5
	Marketing of Medical Devices	1.5
BUSINESS ENVIRONMENT & STRATEGY	Legal Aspects of Pharma	1.5
COMMUNICATION	Oral Communication	1.5
	Written Communication	1.5
	Spanish	Non Credit
	Mandarin	Non Credit
INFORMATION SYSTEM	MIS & Managerial Decision Making	3

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SECOND YEAR (2013-14)

TRIMESTER – IV

AREA	SUBJECT	Credit
MARKETING	Marketing of API	1.5
	Pharma Brand Promotion II	1.5
	Emotional Branding	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 Practices in International Markets in Pharma	1.5
	Managing Distribution Channels in Pharma	1.5
	Brand Management in Pharma	1.5
	BUSINESS ENVIRONMENT & STRATEGY	Managing IPR in Pharma
Strategic Brand Management in Pharma		1.5
OPERATIONS & DECISION SCIENCE	Managing Quality in Pharma	3
HUMAN RESOURCES & BEHAVIOURAL SCIENCES	People Management	1.5
	Managing Innovation in Pharma	3
WORKSHOP	Written Analysis of Cases (WAC)	Non - Credit
	OTC Advertising & Strategy (Going OTC)	Non Credit

TRIMESTER – V

AREA	SUBJECT	Credit
MARKETING	Managing Multinational companies	1.5
	International Marketing	3
	Pricing Strategy in Pharma Industry	1.5
	Good Marketing Practices	1.5
	Launching a New Division	1.5
	Marketing Strategy & Implementation	1.5
	Dissertation & Fieldwork (commence)	3
OPERATIONS & DECISION SCIENCE	Strategic Procurement	1.5
	Good Manufacturing Practices	1.5
GENERAL MANAGEMENT	Strategic Management(including Organisation Structure)	1.5

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TRIMESTER – VI

AREA	SUBJECT	Credit
MARKETING	Business Leadership in Pharma	1.5
	CRM Practices in Pharma	1.5
	Data Analysis for Strategy	1.5
	Dissertation	6
	Marketing in BRIC Countries: Clusters	3
BUSINESS ENVIRONMENT & STRATEGY	CSR in Pharma	1.5
OPERATIONS & DECISION SCIENCE	Supply Chain Management	1.5