



Ganpat University

Centre for Management Studies (GNU-CMS)

Syllabus for MBA Pharmaceuticals (Semester wise)

Semester I	Semester II
Principles of Management	Business Environment
Quantitative Techniques in Management	Cost and Management Accounting
Managerial Economics	Marketing Management
Managerial Accounting	Financial Management
Organizational Behaviour	Production and Operations Management.
Managerial Communication	Human Resource Management
Computer Application in Management	Business Research Methodology
Communicative English Laboratory-I	Communicative English Laboratory-II
Semester III	Semester IV
Strategic Management	Entrepreneurship and Management of Innovations
Pharmaceutical Management Information System	Management Control System
Anatomy, Physiology and Pharmacology	Corporate Governance and Business Ethics
Legal Aspects of Pharmaceutical Business	Pharmaceutical Advance Human Resource Management
Pharmaceutical Multinational Management	Pharmaceutical Management Research Project
Personality Growth Lab-I	Personality Growth Lab-II
OPERATIONS ELECTIVE	
Manufacturing Planning and Control **	Service Operation Management **
Supply Chain Management	Project Planning and Control
Quality Management	Management of Physical Assets
MARKETING ELECTIVE	
Sales and Distribution Management **	Strategic Marketing and Brand Management **
Industrial Marketing	Service Marketing
Consumer Behaviour	Integrated Marketing Communication

* The courses are subject to change as per requirement.

** The subjects to be undertaken as compulsory subjects in Semester-III and Semester-IV for the purpose of Dual Specialization.