

SVKM's NMIMS
School of Business Management
MASTER OF BUSINESS ADMINISTRATION – PHARMACEUTICALS MANAGEMENT (FULL TIME)
Course Structure (2012-13-14)

FIRST YEAR (2012-13)
TRIMESTER – I (JUNE – SEPTEMBER)

AREA	SUBJECT	Credit 2012-13
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 (SEPTEMBER - DECEMBER)

AREA	SUBJECT	Credit 2012-13
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 (JANUARY – MARCH)(2012-13)

AREA	SUBJECT	Credit 2012-13
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

Prepared by

Ms. Cheryl Monteiro Dr. Tarun Gupta Ms. Varuna Saksena Dr. Debashis Sanyal
Course Coordinator Programme Chairman DR. Academic Admin. Dean – SBM

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SECOND YEAR (2013-14) (TENTATIVE PLANNING)

TRIMESTER – IV (JUNE – SEPTEMBER)

AREA	SUBJECT	Credit 2012-13
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

The course ‘MIS & Managerial Decision Making’ to be shifted from Trimester IV to Trimester III & to be increased from half credit to full credit for the academic year 2013-14.

TRIMESTER – V (SEPTEMBER – DECEMBER)

AREA	SUBJECT	Credit 2013-14
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 (JANUARY – MARCH)

AREA	SUBJECT	Credit 2013-14
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

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SECOND YEAR (2012-13)

TRIMESTER – IV (JUNE – SEPTEMBER)

AREA	SUBJECT	Credit 2012-13
MARKETING	Marketing of API	0.5
	Pharma Brand Promotion II	0.5
	Emotional Branding	0.5
	Marketing Research(LTS)-4 (Weekly Fieldwork , Preparation of Questionnaire, Research design, Review of Field work)	0.5
	Launching a New Product	0.5
	Marketing Practices in International Markets in Pharma	0.5
	Managing Distribution Channels in Pharma	0.5
	Brand Management in Pharma	0.5
	BUSINESS ENVIRONMENT & STRATEGY	Managing IPR in Pharma
Strategic Brand Management in Pharma		0.5
OPERATIONS & DECISION SCIENCE	Managing Quality in Pharma	1
HUMAN RESOURCES & BEHAVIOURAL SCIENCES	People Management	0.5
	Managing Innovation in Pharma	1
INFORMATION SYSTEMS	MIS & Managerial Decision Making	0.5
WORKSHOP	Written Analysis of Cases(WAC)	Non- Credit
	OTC Advertising & Strategy(Going OTC)	Non- Credit

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This course has been offered in Trimester IV for the 2nd year student of the academic year 2012-13 as half credit course.

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TRIMESTER – V (SEPTEMBER - DECEMBER)

AREA	SUBJECT	Credit 2012-13
MARKETING	Managing Multinational companies	0.5
	International Marketing	1
	Pricing Strategy in Pharma Industry	0.5
	Good Marketing Practices	0.5
	Launching a New Division	0.5
	Marketing Strategy & Implementation	0.5
	Dissertation & Fieldwork (commence)	1
OPERATIONS & DECISION SCIENCE	Strategic Procurement	0.5
	Good Manufacturing Practices	0.5
GENERAL MANAGEMENT	Strategic Management(including Organisation Structure)*	0.5

*** IOM prepared for approval from Academic Council for this course to be added in trimester V**

TRIMESTER – VI (DECEMBER – MARCH)

AREA	SUBJECT	Credit 2012-13
MARKETING	Business Leadership in Pharma	0.5
	CRM Practices in Pharma	0.5
	Data Analysis for Strategy	0.5
	Dissertation	2
	Marketing in BRIC Countries: Clusters	1
BUSINESS ENVIRONMENT & STRATEGY	CSR in Pharma	0.5
OPERATIONS & DECISION SCIENCE	Supply Chain Management	0.5

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