



UIAMS

University Institute of Applied
Management Sciences



PANJAB UNIVERSITY
Established since 1882

No. 1 University in India
(World Rank: 226-250: World University Rankings)



MBA - PHARMACEUTICAL MANAGEMENT



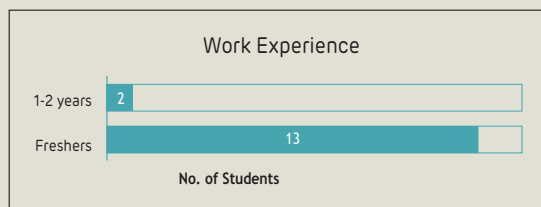
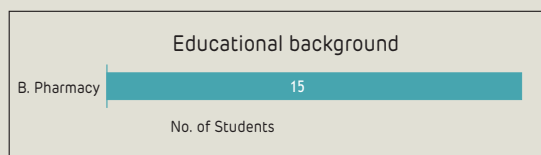
India's pharmaceutical industry has been growing at record levels in recent years but now has unprecedented opportunities to expand in a number of fields.

India currently represents U.S. \$6 billion of the \$550 billion global pharmaceutical industry but its share is increasing at 10 percent a year, compared to 7 percent annual growth for the world market overall. Also, the Indian sector represents 8 percent of the global industry total by volume, putting it in fourth place worldwide, it accounts for 13 percent by value, and its drug exports have been growing 30 percent annually. The "organized" sector of India's pharmaceutical industry consists of 250 to 300 companies, which account for 70 percent of products on the market, with the top 10 firms representing 30 percent. However, the total sector is estimated at nearly 20,000 businesses, some of which are extremely small. Approximately 75 percent of India's demand for medicines is met by local manufacturing.

MBA (Pharmaceutical Management) is an industry specific program that prepares students with knowledge and skill required to lead the industry in coming times. The course is so designed to understand the latest techniques in management, innovative market strategies and effective methods for corporate growth.

Owing to their strong technical pharmaceutical background along with the management skills they attain during the course the students are well equipped for the jobs in functional areas like clinical research, operations, regulatory affairs, market research, PMT, business development and international marketing. The course is supported by University Institute of Pharmaceutical Sciences, Panjab University, Chandigarh [UGC Centre for Advanced Studies].

While visualizing a great scope for the establishment of a top management school, University Institute of Applied Management Sciences strives to develop well-trained managers and administrators for the management of pharmaceutical companies.



Eligibility Criterion for admission

- Bachelor's or Master's degree in Pharmacy with minimum 50% marks in the aggregate.
- M.B.B.S.
- Bachelor's Degree in any Science Subject with 50% marks in the aggregate and Diploma in Pharmacy with minimum 50% marks.

COURSE STRUCTURE

SEMESTER I

- Principles and Practices of Management
- Managerial Economics
- Accounting for Management
- Business Statistics
- Organizational Behaviour
- Legal and Ethical Aspects of Business
- Workshop on Information Technology and Systems
- Workshop on Soft Skills

SEMESTER II

- Business Environment
- Financial Management
- Principles of Marketing
- Human Resource Management
- Workshop on Management Information Systems
- Seminar on Research Methodology
- Sectoral 1 - Industrial Pharmacy And Pharmaceutical Technology
- Sectoral 2 - Quality Assurance And Inventory Management
- Summer Training & Viva-Voce
- Comprehensive Viva-Voce

SEMESTER III

- Project Planning and Analysis
- Sectoral 3 - Medical Pharmacology
- Sectoral 4 - Pharmaceutical Marketing
- Sectoral 5 - Brand Management
- Specialization subject – I
- Specialization subject – II
- Specialization subject – III
- Specialization subject – IV

SEMESTER IV

- Strategic Management
- Seminar on Corporate Governance
- Workshop on Developing Entrepreneurial Skills
- Operations Research & Total Quality Management
- Research Project
- Comprehensive Viva-Voce
- Sectoral 6 - Contemporary Issues In Pharmaceutical Management
- Sectoral 7 - Advanced Supply Chain Management
- Sectoral 8 - Patents And DRA
- Specialization subject – I
- Specialization subject – II



FUNCTIONAL SPECIALIZATION GROUPS

MARKETING

SEMESTER III

1. Market Research & Consumer Behaviour For Pharmaceutical Industry
2. Advertising & Sales Management In Pharmaceutical Industry
3. International Marketing For Pharmaceutical Industry
4. Internet Marketing For Pharmaceutical Industry

SEMESTER IV

1. Industrial & Rural Marketing of Pharmaceutical Products
2. Integrated Marketing Communications of Pharmaceutical Products

FINANCE

SEMESTER III

1. Investment Analysis Of Pharmaceutical Industry
2. Strategic Cost Management Of Pharmaceutical Industry
3. Financial Engineering & Its Applications In Pharmaceutical Industry
4. Mergers, Acquisitions & Corporate Restructuring In Pharmaceutical Industry

SEMESTER IV

1. International Financial Management
2. Management of Financial Services

HUMAN RESOURCE MANAGEMENT

SEMESTER III

1. International Human Resource Management
2. Organizational Development With Special Reference To Pharmaceutical Industry
3. Labour Laws With Special Reference To Pharmaceutical Industry
4. Performance Management

SEMESTER IV

1. Industrial Relations & Labour Welfare In Pharmaceutical Industry
2. Training & Development With Special Reference To Pharmaceutical Industry

OPERATIONS MANAGEMENT

SEMESTER III

1. Supply Chain Management Pharmaceutical Industry
2. Business Process Re-engineering & Its Applications Pharmaceutical Industry
3. Advanced Production Management In Pharmaceutical Industry
4. Management Of Technology & Innovation In Pharmaceutical Industry

SEMESTER IV

1. Enterprise Resource Planning In Pharmaceutical Industry
2. Productivity Management In Pharmaceutical Industry

mba - pharmaceutical management



Agamjeet Singh

B. PHARMACY

Specialization: Finance

NATIONAL FERTILIZERS LIMITED
Financial Analysis of National Fertilizers Limited



Disha Bansal

B. PHARMACY

Specialization: Marketing

NECTAR LIFESCIENCES
Exploring Cephalosporin Export Opportunities in Russia, South Africa, Slovakia, Switzerland, & Singapore



Gourcky Bhutani

B. PHARMACY

Specialization: Marketing

MACLEODS PHARMACEUTICALS
Understanding the Need Gap and Suggesting a Strategy to Sell Composition Containing Trypsin Bromelain Rutoside and Papain



Jaideep Singh

B. PHARMACY

Specialization: Marketing

BASE PHARMACEUTICALS
To Study the Awareness of Antioxidants and suggesting a strategy to sell Antioxidants



Jaspreet Singh

B. PHARMACY

Specialization: Marketing

NOVATION LABS
To Study the Cardiovascular Drug Status in PHC and Associated Area



Manika Sharma

B. PHARMACY

Specialization: Marketing

MEDIVISUAL HEALTHWORLD
Brand Communication, Planning & Development for Pharmaceutical Brands
Work Exp. : 15 months - Clinical Business Associate



Mayur Sharma

B. PHARMACY

Specialization: Marketing

NECTAR LIFESCIENCES
Exploring business potential of Cephalosporin APIs & FDFs in European Markets



Navdeep Singh

B. PHARMACY

Specialization: Marketing

CELESTE (BRAND MANAGEMENT COMPANY)
Market Feasibility Analysis of the Website and Application BYTD (Book Your Test Drive)
Work Exp. : 2 yrs - Manager Projects



Preety Dadwal

B. PHARMACY
Specialization: Marketing

PHARMAPICK SOLUTIONS
Developing a Plan for Specialist
Therapy



Shubham Sharma

B. PHARMACY
Specialization: Finance

KOTAK MAHINDRA
LIFE INSURANCE
To Study Ratio Analysis
of Industry



Sourabh Bansal

B. PHARMACY
Specialization: Marketing

CIPLA
Market Trends of Pharma
Brands Vs Cipla Brands



Sujata Nasrani

B. PHARMACY
Specialization: Marketing

MEDIVISUAL HEALTHWORLD
Brand Communication for
Pharmaceutical Industry



Sumeet Gakhar

B. PHARMACY
Specialization: Marketing

NECTAR LIFESCIENCES
Exploring Business Potential of
Cephalosporin, FDF and API's
in Japan, Italy, Korea, Poland &
Portugal.



Sumit Singh

B. Pharmacy
Specialization : Marketing

Spirex Pharmaceuticals
Market Research for Newly
Launched Product and
Other Products.



Tanvi Dhawan

B PHARMACY
Specialization: Marketing

STEMADE BIOTECH
The Future of Regenerative
Medicine



Taranveer Kaur

B. PHARMACY
Specialization: Marketing

NECTAR LIFESCIENCES
Exploring Cephalosporin
Export Opportunities in
Uruguay, Venezuela &
Vietnam.

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