



# PHARMACEUTICAL MANAGEMENT



**UIAMS**

University Institute of Applied  
Management Sciences





India accounts for 20 percent of global exports in generics and will be among the top three pharmaceutical hubs as exports are expected to cross the \$40 billion mark by 2020.

This will make our country the sixth largest pharmaceutical market globally by absolute size. Pharmaceutical industry is witnessing an unprecedented growth and will continue to expatiate at 15.9 percent compounded annual growth rate.

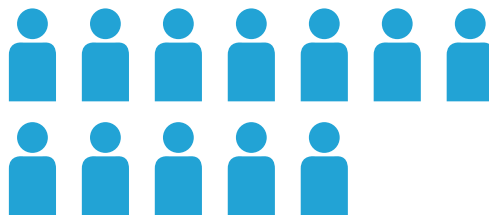
MBA Pharmaceutical Management Programme a two-year full time course at UIAMS, Panjab University is an industry specific programme that prepares the students with apt knowledge and skills required to lead the industry in coming times. The course is so designed as to broaden the horizons of the students in terms of latest techniques used in management, innovative marketing strategies and effective methods for corporate growth.

Students at UIAMS are well prepared to accomplish any task and establish themselves in every functional area owing to their dynamic combination of pharmaceutical background and a unique MBA programme. This programme is excellently designed and evolved yearly as to give the economy eminent managers in accordance with the industry needs and standards.

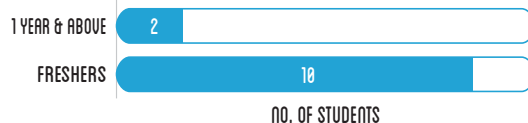
## MBA - PHARMACEUTICAL MANAGEMENT

### EDUCATIONAL BACKGROUND B.PHARMACY

NO. OF STUDENTS : 12



### WORK EXPERIENCE



#### 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 1

- 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 3

- 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 2

- 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 4

- 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

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#### SEMESTER 3

1. Market Research & Consumer Behavior for Pharmaceutical Industry
2. Advertising & Sales Management in Pharmaceutical Industry
3. International Marketing for Pharmaceutical Industry
4. Internet Marketing for Pharmaceutical Industry

#### SEMESTER 4

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

### FINANCE

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#### SEMESTER 3

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 4

1. International Financial Management
2. Management of Financial Services

### HUMAN RESOURCE

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#### SEMESTER 3

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 4

1. Industrial Relations & Labour Welfare in Pharmaceutical Industry
2. Training & Development with Special Reference to Pharmaceutical Industry

### OPERATIONS MANAGEMENT

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#### SEMESTER 3

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 4

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



## STUDENT PROFILE



**AKHIL GUPTA**  
BACHELOR OF PHARMACY

**SPECIALIZATION** - Operations Management

**SUMMER INTERNSHIP PROJECT** -  
To study the impact of HR practices on work  
motivation and employee retention

**COMPANY** - IND-SWIFT  
Laboratories Limited



**ASHIS BISOI**  
BACHELOR OF PHARMACY

**SPECIALIZATION**- Marketing

**SUMMER INTERNSHIP PROJECT**-  
Study of market and marketing  
strategy of dermatology (Mumbai)

**COMPANY**- Diamond Life Sciences



**BHAWNA MINHAS**  
BACHELOR OF PHARMACY

**SPECIALIZATION**- Operations Management

**SUMMER INTERNSHIP PROJECT**-  
To increase yield of tablet by analysing  
yield loss at various stages of manufacturing

**COMPANY**- Glenmark Pharmaceutical



**MAHESH VERMA**  
BACHELOR OF PHARMACY

**SPECIALIZATION**- Operations Management

**SUMMER INTERNSHIP PROJECT**-  
Project Management- An Overview

**COMPANY**- Sun Pharma



**MANPREET KAUR**  
BACHELOR OF PHARMACY

**SPECIALIZATION**- Marketing

**SUMMER INTERNSHIP PROJECT**-  
Preparation of brand campaign for  
durasurge - A Branded Generic

**COMPANY**- MERX Healthcare  
Communications Pvt. Ltd



**MOHIT**  
BACHELOR OF PHARMACY

**SPECIALIZATION**- Marketing

**SUMMER INTERNSHIP PROJECT**-  
Customer relationship  
Management towards buzz  
Planners at tricity region.

**COMPANY**- The Buzz Planners



## STUDENT PROFILE



**NIVEDITA SHARMA**  
BACHELOR OF PHARMACY

**SPECIALIZATION-** Marketing

**SUMMER INTERNSHIP PROJECT-**  
Overall equipment effectiveness Calculation of bottle packaging Machine in packaging department, production.

**COMPANY-** Sun Pharmaceutical Industrial Ltd, Mohali

**WORK EXP.-** USV Pvt. Ltd., Officer (17 Months)



**PANKHURI**  
BACHELOR OF PHARMACY

**SPECIALIZATION-** Marketing

**SUMMER INTERNSHIP PROJECT-**  
Brand Plan

**COMPANY-** Mankind Pharma



**RISHAV SHARMA**  
BACHELOR OF PHARMACY

**SPECIALIZATION-** Operations Management

**SUMMER INTERNSHIP PROJECT-**  
To study the effectiveness of new ARS based performance management system and its impact on work motivation.

**COMPANY-** IND-SWIFT Laboratories Limited



**SAAKSHI VERMA**  
BACHELOR OF PHARMACY

**SPECIALIZATION-** Marketing

**SUMMER INTERNSHIP PROJECT-**  
To study the time motion statistics and reducing the labour cost

**COMPANY-** GLENMARK Pharmaceutical



**VASU TREHAN**  
BACHELOR OF PHARMACY

**SPECIALIZATION-** Marketing

**SUMMER INTERNSHIP PROJECT-**  
Exploring Business Potential of Dermatological Production Tricity Region

**COMPANY-** MERX Healthcare Communication Pvt. Ltd.



**YOGINDER SINGH**  
BACHELOR OF PHARMACY

**SPECIALIZATION-** Marketing

**SUMMER INTERNSHIP PROJECT-**  
Develop Scope of API of Cefalosporin In Africa

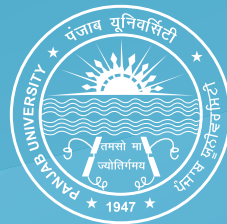
**COMPANY-** NECTAR Lifesciences

**WORK EXP.-** Grecian Hospital, Pharmacist (26 Months)





# PHARMACEUTICAL MANAGEMENT



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## UIAMS

University Institute of Applied  
Management Sciences