

**DELHI PHARMACEUTICAL SCIENCES &
RESEARCH UNIVERSITY**
(The First Pharmacy University in India)
Pushp Vihar Sector-III, M.B. Road, New Delhi-110017



MBA- Pharma Economics & Trade

Program Overview

This program aims to develop professional managers with requisite skills in planning, implementation, operational management, problem solving, trading and entrepreneurship. Through this rigorous program, graduates are able to manage various operations of pharmaceutical industry nationally as well as globally thus meeting the demand for pharmaceutical trade.

Program Outcomes

After completion of the program, graduates should be able to:

PO1. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions and would enhance their administrative competence and decision making, when facing the challenges in the Pharmaceutical and healthcare industry.

PO2. Effective Communication: Speak, read, write and listen in person and through electronic media to promote knowledge through applied and conceptual research relevant to pharmaceutical management and to disseminate this knowledge through publications for furtherance of pharmaceutical industry development.

PO3. Social Interaction: Elicit views of others and mediate disagreements while applying skills in planning and managing pharmaceutical and healthcare organizations to help reach conclusions in group settings.

PO4. Effective Citizenship: Demonstrate empathetic social concern towards national development, and the ability to act with an informed awareness of pharmaceutical industry issues and policies.

PO5. Ethics: Recognize ethical issues, ethical and social responsibility towards prescribers, patients and society, to justify the moral judgement concerning pharmaceutical profession and inspire social values.

PO6. Environment and Sustainability: Get Responsible towards the wellbeing of environment, the patients, healthcare professionals and the community by reducing toxicity of pharmaceutical industrial waste, minimizing the use of hazardous chemicals, recycling and realising the importance of sustainable designs and building techniques to create true healing environment.

PO7. Self-directed and Life-long Learning: Engage in independent and life-long personal and professional learning and developing skills to cope with and socio-technological changes

Program specific Outcomes (PSO's):

After completion of the Program, students should be able to:

PSO1 Understand the latest concepts and techniques of management and their applications in making the administrative roles of the graduates effective and efficient.

PSO2 Have the skills to analyse and solve operational problems in the delivery of managerial tasks in pharmaceutical industry.

PSO3 Use appropriate strategies for effective planning, implementation and evaluation of various functions in pharmaceutical organizations.

PSO4 Apply the qualitative and quantitative analytical tools as applicable to different management related problems.

PSO5 Develop skills with the focus on strategic responsibility for training and development of human resource for pharmaceutical industry.

PSO6 Explain the national and international legal and regulatory environment in healthcare with special reference to drugs and medical devices and implications for managers within the field.

PSO7 Promote the efficient and equitable allocation of resources and development of strategies to promote trading of cost-effective pharma products and services at global level.

PSO8 Use oral and written communication skills and integrate appropriate technology and software skills to develop informative, explanatory, and persuasive presentations.

Semester I

Semester	Paper Code	Subject	Periods			Credit Units	Evaluation scheme		
			L	T	P		Internal	External	Total
I	MB PET 101	Principles of Management	3	1	-	4	20	80	100
	MB PET 102	Managerial Accounting	3	1	-	4	20	80	100
	MB PET 103	Managerial Economics	3	1	-	4	20	80	100
	MB PET 104	Human Resource Management	3	1	-	4	20	80	100
	MB PET 105	Principles of Market Research	3	1		4	20	80	100
	MB PET 106	Marketing Management	3	1	-	4	20	80	100
	MB PET 107	Business Communication*	2	-	-	2	50	-	50*
	MB PET 108	Computer Applications in Foreign Trade*	2	-	-	2	50	-	50*
		Total		22	6		28	220	480

*Assessment will be done by internal faculty.

SEMESTER-I

Principles of Management

MB PET-101

Contacts: 3L + 1T

Credits: 4

Course Overview:

The course defines management principles and discusses major functions of managers working in pharmaceutical industry. Knowledge is imparted about the roles and responsibilities in order to accomplish stated objectives with efficiency.

Course Objectives: The objectives of this course are to:

- Provide knowledge and ability to apply managerial principles to corporate environment with special reference to pharmaceutical industry.
- Discuss organizational behaviour as well as the roles and responsibilities of management and leadership within healthcare organizations through the macro (organization-wide) and micro (individual and team performance) perspectives.
- Inculcate the practice of managing individuals and groups through motivation, communication, teamwork, leadership, organizational change, coalition building, negotiation, and conflict management and resolution.

Course Outcomes: After Completion of this course, students would be able to:

CO1 Describe key concepts, theories and techniques for analyzing different organizational situations.

CO2 Identify and demonstrate the dynamic nature of the environment in which planning, organizing, controlling, staffing, decisions making skills are demonstrated and help the organization in implementation of its vision and mission.

CO3 Apply the introduced conceptual frameworks, theory and techniques to lead the organization in achieving its goals.

Course Content:

Unit 1: Introduction to Management

Management- definition, scope, function and significance; approaches to management: system and contingency; Levels of management-concepts of PODSCORB, managerial grid; Evolution of management thoughts-contribution of F.W. Taylor, Henri Fayol and contingency approach, functions of managers.

Unit 2: Planning and Decision making

Planning- definition, characteristics, objectives, nature, importance, steps, planning process, advantages and disadvantages; Forecasting: definition, techniques, advantages and disadvantages; Objectives and MBO-meaning of objective, MBO, process of MBO, benefits of MBO; strategies, policies and planning premises- nature & purpose, the strategic planning process, TOWS matrix, Portfolio matrix, porter's competitive strategies, implementation. Decision making- meaning, characteristics, process, and systems approach

Unit 3: Organizing

Organizing- concepts, structure (formal & informal, line & staff and matrix), meaning, advantages and limitations; Departmentation - formal and informal organization, Organizational division-the department, the structure and process of organizing, the span of management; departmentation by time, enterprise function, geography, product, customer, matrix organization; Strategic Business Units, line and staff concepts, Delegation- authority & responsibility relationship. Staffing- overview of the staffing function, situational factors affecting staffing

Unit 4: Directing and Leading

Directing- Meaning and Process; Motivation- Theories, Systems and Contingency Approach to Motivation. Leadership- Defining Leadership, Ingredients of Leadership, Styles and Functions of Leadership, Trait Approach to Leadership, Situational or Contingency Approaches to Leadership, Communication.

Unit 5: Coordination and controlling

Co-Ordination- Feature, Types, Problems, Steps, Co-Ordination and Co-Operation; Controlling- The Basic Control Process, Initial Control Points and Standards, Control as A Feedback System, Requirement for Effective Control; Control Techniques - The Budget, Traditional Non-Budgetary Control Devices

Text & References:

1. Essentials of Management. Author Harold Koontz, McGraw-Hill series in management
2. Management. Stephen P. Robbins, Mary Coulter. — 11th ed
3. Tripathy PC and Reddy PN, "Principles of Management", Tata McGraw-Hill, 1999.
4. Decenzo David, Robbin Stephen A, "Personnel and Human Reasons Management", Prentice Hall of India, 1996

Managerial Accounting

MB PET-102

Contacts: 3L+ 1T

Credits: 4

Course Overview:

The course defines to understand and apply accounting concepts, principles and conventions for the professionals in their routine monetary transactions, recognize the circumstances providing for increased exposure to fraud and define preventive internal control measures. Knowledge is imparted to create and prepare financial statements in accordance with Generally Accepted Accounting Principles. Analyze, interpret and communicate the information contained in basic financial statements and explain the limitations of such statements.

Course Objectives: The objectives of this course are to:

- Introduce the basic theory, concepts and practice of financial accounting.
- Enable students to understand information contained in the published financial statements of companies and other organizations.
- Preparation of accounting statements, with an emphasis on proper understanding of their uses and limitations.
- Understand the basic concepts and importance of working capital management.

Course Outcomes: After Completion of this course, students would be able to:

CO1. Understand and apply accounting concepts, principles and conventions for their routine monetary transaction.

CO2. Recognize circumstances providing for increased exposure to fraud and define preventative internal control measures.

CO3. Create and Prepare financial statements in accordance with Generally Accepted Accounting Principles.

CO4. Utilize the technology (such as computers, information databases) in facilitating and enhancing accounting and financial reporting processes.

CO5. Analyze, interpret and communicate the information contained in basic financial statements and explain the limitations of such statements.

CO6 Understand the basic concepts and importance of working capital management

Course Overview:

The course defines to understand and apply accounting concepts, principles and conventions for the professionals in their routine monetary transactions, recognize the circumstances providing for increased exposure to fraud and define preventive internal control measures. Knowledge is imparted to create and prepare financial statements in accordance with Generally Accepted

Accounting Principles. Analyze, interpret and communicate the information contained in basic financial statements and explain the limitations of such statements.

Course Content:

UNIT 1 :

Basics of Accounting : Introduction to Accounting, Nature of Accounting, Branches of Accounting, Types of ownership , GAAPs, Concepts and Conventions, Accounting Cycle, Basic accounting terminologies, Users of accounting. , System of accounting.

Accounting Standards and International Financial Reporting Standards (IFRS): International Accounting Standards; Indian Accounting Standards, Matching Indian Accounting Standards (Ind-AS) with International Accounting Standards, Human Resource Accounting.

UNIT 2:

Mechanics of Accounting: Accounting Equations, Rules of Debit & Credit, Recording of transactions: Journalizing, Ledger posting, Preparation of Trial Balance. Preparation of final accounts, Profit & Loss Account & Balance Sheet (Preparation of Companies Financial Statements: as per Revised Schedule III Income Statement, Statement of changes in equity) , Accounting for Depreciation, Case Studies & Workshops.

UNIT 3 :

Analysis of financial statements : Ratio Analysis : Concept, Types- solvency ratios, Profitability ratios, activity ratios, liquidity ratios, Market capitalization ratios, Implications ; Common Size Statement; Comparative Balance Sheet, Trend Analysis , Case Study and Workshops in analyzing Balance sheet.

UNIT 4 :

Working Capital: Concepts of Working Capital and its types, Determinants of Working Capital, methods of calculating Working Capital, Working Capital Financing.

Cash and Fund Flow Statement: Various cash and non-cash transactions, flow of cash, difference between cash flow and fund flow, preparation of Cash and Fund Flow Statement and its analysis.

UNIT 5 :

Cost & Management Accounting : Meaning, Cost Classification, Marginal Costing and Cost Volume Profit Analysis, Basics of Inventory valuation, Variance Analysis – Material and Labour, Break even analysis, Standard costing & Activity-based costing.

Text & References:

- 1) Narayanswami - Financial Accounting: A Managerial Perspective (PHI,5th Ed)
- 2) Dhanesh k Khatri- Financial Accounting (TMH,2015)
- 3) Ambrish Gupta - Financial Accounting: A Managerial Perspective (Prentice Hall, 4th Edition)
- 4) Ramchandran& Kakani - Financial Accounting for Management (TMH, 2nd Edition).
- 5) Mukherjee - Financial Accounting for Management (TMH, 2nd Edition).
- 6) Maheshwari S.N & Maheshwari S K – A text book of Accounting for Management (Vikas, 10th Edition)
- 7) Essentials of Financial Accounting (based on IFRS), Bhattacharya (PHI, 3rd Ed)
- 8) Khan and Jain - Financial Management (Tata McGraw Hill, 7th Ed.)
- 9) PC Tulsian- Financial Accounting (Pearson, 2016)
- 10) Dhamija - Financial Accounting for managers: (Prentice Hall, 2nd Edition).
- 11) Khan and Jain- Management Accounting (Tata McGraw Hill, 7th Ed.)

Managerial Economics

Paper Code- MB PET 103

Contacts: 3L + 1T

Credits: 4

Course Overview:

The course enables the future managers to remember the concepts of micro economics, principles in order to make effective economic decisions under conditions of risk and uncertainty. Able to analyze macroeconomic concepts and their relation to micro economic concept and how they affect the business & economy. Enable to understand and evaluate the different market structure and their different equilibriums for industry as well as for consumers by the application of various pricing strategies.

Course Objective: The objectives of this course are to:

- Understand the relative importance of Managerial Economics
- Know how the application of the principles of managerial economics can aid in achievement of business objectives
- Understand the modern managerial decision rules and optimization techniques.
- Be equipped with the tools necessary in analysis of consumer behavior as well as in forecasting product demand
- Understand and be able to apply latest pricing strategies
- Understand and analyze the macro environment affecting the business decision making.

Course Outcomes: After completing the course, students would be able to:

CO1 Remember the concepts of micro economics and also able to understand the various micro economic principles to make effective economic decisions under conditions of risk and uncertainty

CO2 Understand the law of demand & supply & their elasticity, evaluate & analyze these concepts and apply them in various changing situations in industry

CO3 Apply various techniques to forecast demand for better utilization of resources.

CO4 Understand & evaluate the different market structure and their different equilibriums for industry as well as for consumers for the survival in the industry by the application of various pricing strategies

CO5 Analyze the macroeconomic concepts & their relation to micro economic concept & how they affect the business & economy.

Course Content:

UNIT 1:

Basic Concepts and principles:

Definition, Nature and Scope of Economics-Micro Economics and Macro Economics, Managerial Economics and its relevance in business decisions. Fundamental Principles of Managerial Economics - Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of Time Perspective, Equi -Marginal Principle, Utility Analysis, Cardinal Utility and Ordinal Utility.

UNIT 2:

Demand and Supply Analysis:

Theory of Demand, Types of Demand. Determinants of demand, Demand Function, Demand Schedule, Demand curve, Law of Demand, Exceptions to the law of Demand, Shifts in demand curve. Elasticity of Demand and its measurement. Price Elasticity, Income Elasticity, Arc Elasticity. Cross Elasticity and Advertising Elasticity. Uses of Elasticity of Demand for managerial decision making, Demand forecasting: Meaning, significance and methods.

Supply Analysis; Law of Supply, Supply Elasticity; Analysis and its uses for managerial decision making. Price of a Product under demand and supply forces

UNIT 3:

Production and cost Analysis:

Production concepts & analysis; Production function, Types of production function, Laws of production: Law of diminishing returns, Law of returns to scale.

Cost concept and analysis: Cost, Types of costs, and Cost output relationship in the short-run. Cost output relationship in the Long-run, Revenue analysis: Estimation of Revenue. Average Revenue, Marginal Revenue.

UNIT 4:

Market structures:

Perfect and Imperfect Market Structures, Perfect Competition, features, determination of price under perfect competition. Monopoly: Feature, pricing under monopoly, Price Discrimination.

Monopolistic: Features, pricing under monopolistic competition, product differentiation. Oligopoly: Features, kinked demand curve, cartels, price leadership.

UNIT 5:

Macro Economics:

National Income; Concepts and various methods of its measurement, Circular flows in 2 sector, 3 sector, 4 sector economies, Inflation, types and causes, BusinessCycle & its phases.

Text & References:

1. Managerial Economics, Geetika, McGraw-Hill Education 2nd Ed.
2. Managerial Economics: Concepts and Applications (SIE), Thomas&Maurice, McGraw-Hill Education, 9th Ed
3. Managerial Economics, Analysis of Managerial decision Making. H.L Abuja, S. Chand, 8th Ed
4. Managerial Economics, D.N. Dwivedi, Vikas Publication, 7th Ed
5. Managerial Economics – Theory and Applications, Dr.D.M.Mithani, Himalaya Publications, 7th Ed.
6. Sociology & Economics for Engineers, Dr.Premvir Kapoor, Khanna Publishing House
7. Managerial Economics by Duncan, W.R. and Crook, J.N.
8. Advanced Economics Theory by Ahuja, H.L
9. Managerial Economics by Varshney, R.L. and Maheshwari, K.L.

Human Resource Management

MB PET-104

Contacts: 3L + 1T

Credits: 4

Course Overview:

The course aims at developing the skills of managing people in the pharmaceutical industry. It introduces concepts of human resource management in the context of organization, organizational characteristics, learning organization, human resource planning, recruitment and selection, job analysis and evaluation, performance appraisal, career planning, motivation, leadership, team work, and managing employees relations.

Course Objectives: The objectives of this course are to:

- Provide an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices in India.
- Explain the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.

Course Outcomes: After completing the course, students would be able to:

CO1 To describe the organizational context in which human resource management activities take place

CO2 Describe human resource planning as a systematic approach to the acquisition, use and deployment of people in the organization

CO3 Conduct job analysis and job responsibilities; outline the nature of the contract between the employer and an employee

CO4 Identify key issues in performance appraisal, training and development of the employees

CO5 Describe the main features of the collective relationships between employers and employees and describe organizational characteristics and learning organization

Course Content

Unit 1: Overview of HRM

Introduction of HRM, Overview of HRM, Scope of HR, Nature of HR, Need for HR Planning, Organization culture- Induction and Socialization, Roles and Responsibilities of HR Manager, Challenges Issues in HRM, HR Information Systems- EHRM, International trends in HR Management

Unit 2: Human Resource Planning, Training and Development

Recruitment and Selection, placement and planning staffing. Job Analysis & Design-job description-job specification- job enlargement- job enrichment

Appraising & Managing Performance-different methods- Traditional and modern- and other methods-potential appraisal -succession planning, Promotion procedure and policies, Employee Training & Development, Career Planning & Development.

Unit 3: Wages and Compensation and Employee Grievances

Wages and compensation -Employee Remuneration, Administrative job evaluation, Designing and administering the wage and salary structure- Non financial rewards, Employee grievance Handling- Counseling and mentoring, Downsizing separation processes, Turnover retirement, Layoff discharge, VRS, Evaluation of HR effectiveness-HR audit

Unit 4: Industrial Relations

History- purpose-scope-objectives, Relationship of Industrial Relations with Employee Relations, Theories of Industrial Relations, Industrial Relations in Globalised Economy, The role of government in Industrial Relations, National Commission on Industrial Relations Recommendations, HRM & IR

Unit 5: Trade Unions

History of Trade Unions -Structure-Organizations –Problems, Trade Unions -Theories, functions, methods. Trade Unions ACT 1926, Management of Trade Unions in India, Trade Unions in a liberalized era, Collective bargaining, workers' participation movement, managing employee Safety and Health, ILO and India.

Text & References:

1. Human Resource Management, Ashwatthapa. 8th edition.
2. Human Resource Management – Gary Dessler
3. Fundamentals of Human Resource Management, 9th Edition
4. David A. DeCenzo (Coastal Carolina University), Stephen P. Robbins
5. Human Resource Management Text and Cases (Paper Codeback)- VSP RAO
6. Hospital Administration and Human Resource Management R.C. Goyal
7. Designing and Managing Human Resource Systems- Udai Pareek & T. V. Rao (Oxford& IBH Pub. Co. Ltd., New Delhi)

Principles of Market Research

MB PET 105

Contacts: 3L + 1T

Credits: 4

Course Overview:

The module will address the use of marketing research as an aid to making market decisions; specifically, how the information used to make marketing decisions is gathered and analyzed. After the completion of module students will be able to design and execute a market research projects according to the specific requirement of organizations. Students will also be aware of biases and limitations of market data and basic data analysis techniques. The subject will also make them aware of the many sources of marketing information and the various means for gathering such information and how to use this information.

Course Objectives: The objectives of this course are to:

- Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.
- Impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the organizational problems.
- Describe the participants in conducting market research work and formulating research synopsis and report.

Course Outcomes: After completing this course, students would be able to:

CO1 Critically understand the steps involved in Research Process, formulation of research problems, writing research questions and development of conceptual framework

CO2 Develop a comprehensive evaluation plan for a market research project.

CO3 Conceptualize a research problem or an evaluation issue and design and carry out a study to address that problem/issue using appropriate research and analytic methods.

CO4 Gain a better understanding of data analysis and statistical issues in design of research, as well as the techniques and terminology commonly used to elicit and communicate evidence concerning scientific hypotheses.

CO5 Learn to properly interpret the strength of statistical arguments made by researchers, and how to weigh statistical and clinical evidence in assessing a scientific research problem.

Course Content:

Unit 1: Basics of Pharmaceutical Research

Definitions, uses of research in healthcare, Steps Involved in Research Process, Variables in research, Formulation of research problems, writing research questions, Development of conceptual framework, Sampling, Sampling Procedure, types of Sampling Techniques, reliability & validity in research, Research Designs- Non-experimental & experimental research designs.

Unit 2: Data Collection

Different methods of data collection- Observation method, interview method, Questionnaire and schedule, Data Management: editing, entry and preparing data sets for analysis; Design and development of questionnaire.

Unit 3: Introduction to Pharmaceutical Marketing Research

Definition and Role of marketing research in pharmaceutical marketing, Difference between Marketing Research and Market Research, Pharmaceutical market research subjects and Marketing information systems: Prescriber, Patient, Pharmacy wholesaler, Retail pharmacy, Hospital pharmacy, Competitor, Industry/Market and Public, Internal and external Marketing environment analysis

Unit 4: Pharmaceutical Research Process and Methodology

Primary and Secondary data sources especially in context to international pharmaceutical market, Qualitative and Quantitative methods of research, Collecting the data, analysing the data collected, creating a situational model based on the data, evaluating the model and deciding on the optimal marketing strategy.

Unit 5: Market Research Report

Structure and components of research report, Types of reports, Layout of research report, Method of writing a research report.

Unit 6: Research Ethics & Reference Writing

Ethics in market research, confidentiality and privacy, informed consent, vulnerable subjects and special treatments; Vancouver style of reference writing

Text & References:

1. Market research-G.C.Beri
2. Marketing Research-Rajendra Nargundkar(Tata Mc)
3. Research for Marketing Decisions by Paul Green, Donald Tull
4. Business Research Methods-Donald R.Cooper.
5. Marketing Research, Concept & Cases – Cooper Schindler.
6. Research for Marketing Decisions, Paul Green, Donald Tull, Gerald Albaum
7. Marketing Research –Aakar, Kumar, Day
8. Marketing Research by Ramanuj Majumdar
9. Marketing Research by Mishra
10. Marketing Research by M.V.Kulkarni
11. Marketing Research by D.M. Sarawte.
12. Marketing Research – Thomas C. Kinnear

Marketing Management

MB PET-106

Contacts: 3L + 1T

Credits: 4

Course Overview:

This subject will provide an exposure to the conceptual framework of marketing in general and specific to pharmaceutical industry. This learning will enable the students to understand the need, relevance and necessity of marketing in today's competitive market environment, facilitates them operationalizing and implementing marketing as an integral functions in a Healthcare scenario.

Course Objectives: The objectives of this course are:

- To provide the students exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions in industry.
- To give the insight into the application of marketing principles in various situations in pharmaceutical management.

Course Outcomes: After completing this course, students should be able to:

CO1 State the role and functions of marketing in Pharmaceutical industry.

CO2 Describe key marketing concepts, theories and techniques for analyzing a variety of marketing situations.

CO3 Identify and demonstrate the dynamic nature of the environment in which marketing Decisions are taken and appreciate the implications for marketing strategy determination and implementation.

CO4 Apply the introduced conceptual frameworks, theory and techniques to various marketing contexts in reverence to Pharmaceutical industry.

Course content

Unit 1: Introduction to Marketing

Definition of marketing, process of marketing, needs, core concepts of marketing- demands, want, Maslow hierarchy of need theory, identifying customer needs and desires (concept of market research and marketing research), marketing mix, marketing plan, Marketing Strategy, Fundamentals of Pharmaceutical Marketing: the 4 'Ps' in a regulated Pharma market, the Strategic Triangle company, orientation towards marketplace

Unit 2: Developing Marketing Strategies and Plans

Marketing and customer value, delivering Value, corporate and divisional strategic planning, building customer value, loyalty, Market segmentation in the pharmaceutical context, conceptual difference with consumer products market segmentation, targeting, differentiating and positioning. Product, Levels of product, product lines, product mix, brand and packing, collecting information and

forecasting demand, conducting marketing research, consumer behaviour, building strong brands, competition, and Marketing Strategies.

Unit 3: Pricing strategies and Promotions

Understanding Pricing, Pricing decisions, methods of pricing of pharmaceutical products, selecting the final price, price discounts. Designing and managing integrated marketing communications, advertising and sales promotions, public relations, managing the sales force

Unit 4: Planning Marketing Programs

Designing and Managing services, new product development, designing and managing integrated marketing channels, managing direct and online marketing, managing retailing wholesaling and logistics.

Managing the marketing activities- Organizing, implementing, evaluating and controlling marketing activities, social responsible marketing, retailing, trends in retailing, rural marketing in context of pharmaceutical product

Unit 5: Introduction to Sales Management

Fundamentals of Sales Management: personal selling, sales process, communication skills. Sales Force Decisions: Job analysis and design, Recruitment and selection, Training the sales force, compensation and motivation of sales force, monitoring and performance evaluation

Unit 6: Territory Management

Design and sales planning, sales forecast and sales quotas, sales budgeting and control. Sales presentation, negotiation process, Retail communication. Relationship marketing, challenges faced by sales managers, role of e-commerce in selling

Text & References:

1. Marketing Myopia by Theodore Levitt, HBR September-October 1975
2. Phillip Kotler, Kevin Lane Keller Marketing management, 15th edition. Pearson Education India.
3. Marketing management by Kotler, Keller, Koshy & Jha, 14th edition
4. Marketing Management by Rajan Saxena; 5th edition Publisher: Tata McGraw-Hill Marketing
5. Management by Ramaswamy V S and Namakumari; 5th edition Publisher: S Macmillan India Ltd.

Business Communication **Paper Code- MB PET 107**

Contacts: 2L

Credits: 2

Course Overview:

This course is designed to facilitate the students to communicate effectively by emphasizing on practical communication through refurbishing their existing language skills and also to bring one and all to a common take-of level

Course Objective: The objective of this course is:

- To enable students to be an integral part of corporate communication network

Course Outcomes: On completion of this course, the students will be able to:

CO1: Understand the role of communication in personal and professional success..

CO2: Develop awareness of appropriate communication strategies.

CO3: Prepare and present messages with a specific intent

CO4: Ethically use, document and integrate sources.

Course Content:

Unit 1:

Communication Skills-Meaning and Introduction- Process of Communication-Types of Communication-Verbal- Non-verbal -Advantages ,Disadvantages Body Language-Channels of Communication- Formal and Informal -Directions of Communication within organisation –Barriers to communication-Listening Skills.

Unit 2:

Presentation Skills and confidence building, Aids to Correct business Writing, Email writing, Resume writing, Telephone etiquettes, Group Discussion,, Mind mapping, Networking skills, Soft skills, Facing Interviews-Mock interviews-FAQ, Stress management

Text & References:

1. Sharan J.Gerson and Steven M.Gerson – “Technical Writing – Process and Product” – Pearson Education – 2000.
2. Raymond V.Lesikar, John D. Pettit and Mary E.Flatley – Lesikass Basic Communication Tata McGraw Will 8th Edition – 1999.
3. Stevel. E. Pauley, Daniel G.Riordan – Technical Report Writing Today – AITBS Publishing & Distributors, India 5th edition – 2000.

4. Robert L. Shurter, Effective letters in business Third Ed. 1983.
5. Communication Skills by Vasantha Patri
6. McGraith – Basic Managerial Skills for all Prentice Hall of India – 6th Edition 2002.
Halliday, M.A. K R .Hasan, Cohesion in English, Longman,

Computer Applications in Foreign Trade

Paper Code- MB PET 108

Contacts: 4

Credits: 2

Course overview: The course will expose the students to the developments in computer technology and will help the students understand the application of information technology in the healthcare system.

Course objectives: The objectives of this course are to:

- To develop the end-user IT skills
- Learn various computer applications, databases and statistical tools applicable in international marketing and trade.

Course Outcomes: On completion of this course, the students will be able to:

CO1: Understand the concept of Computer's Input/output devices, the concept of databases, data types, MS Word, MS Excel, MS Power Point, array, pointers, string, structures and files.

CO2: Design program logic on real-world global industry related problems.

CO3: Apply programming concepts to compile programs to find solutions in foreign trade.

CO4: Apply of IT tools in various functions of global pharmaceutical organizations.

Course Content:

Unit 1:

Introduction to Windows: Application in Windows – word processing (MS Word) – Spreadsheet (MS Excel) – Presentation (MS Power Point) – Relational databases (MS Access).

Unit 2:

Introduction to Databases: Application of Databases – Parts of Databases – Types of Databases – Role of Social Media in today's' scenarios-presenting of data-Social Media and Data-Big Data Introduction, Application of statistical tools through SPSS.

Unit 3:

E-commerce in foreign trade: Meaning, Types of E-Commerce, Functions of E-Commerce, Technologies for E-Commerce. Concepts of E-Payments: Understanding E-Payments, Establishing E-Payment system, Credit card transaction, E-Services: In Banking, In Retailing, Supply Chain Management (SCM) and E-Commerce.

Unit 4:

Web Terminology: Domain name & its registration, HTML web designing. Internet Internals: IP Addressing, Internet Connectivity options. M-Commerce: Introduction, M-Commerce application, M-payments. SET standards. Office Automation equipments: Fax, E-mail, Video Conferencing, and Voice Mail.

Text & References:

1. Computers Today: S.K. Basandra , Galgotia Publication.
2. Computers Fundamentals: P.K. Sinha, BPB Publications.
3. Understanding Electronics Commerce- Microsoft.

SEMESTER-II

Semester –II

Semester	Paper Code	Subject	Periods			Credit Units	Evaluation scheme			
			L	T	P		Internal	External	Total	
II	MB PET 201	Quantitative Techniques for Market Research in Foreign Trade	3	1	-	4	20	80	100	
	MB PET 202	International Business Laws	3	1	-	4	20	80	100	
	MB PET 203	Organizational Behaviour	3	1	-	4	20	80	100	
	MB PET 204	Pharmacoeconomics	3	1	-	4	20	80	100	
	MB PET 205	National and International Pharmaceutical Business Environment	3	1	-	4	20	80	100	
	MB PET 206	Insurance and Risk Management in Foreign Trade	3	1		4	20	80	100	
	MB PET 207	International Marketing Management	3	1		4	20	80	100	
	MB PET 208	Global Business Communication and Public Relations	2		-	2	50*		50*	
		Yogic Science Theory	Non credit compulsory course**							
		Yogic Science Practical								
		Total	23	7	-	30	190	560	750	

***Evaluation will be done by faculty**

**** No Evaluation**

Quantitative Techniques for Market Research in Foreign Trade

Paper Code- MB PET 201

Contacts: 3L + 1T

Credits: 4

Course Overview:

This course intends to teach bio-statistical methods and concepts used in the health sciences, emphasizing interpretation and concepts. It also develops the ability to read the scientific literature to critically evaluate study designs and methods of data analysis. The course also introduces basic concepts of statistical inference, including hypothesis testing, p-values, and confidence intervals.

Course Objectives: The objectives of this course are to:

- Develop the understanding of various statistical tools used for decisions making and explain how each tool can be used in the healthcare environment.
- Explain the students different types of data arising in health research; interpret differences in data distributions via visual displays; calculate standard normal scores and resulting probabilities.
- Describe the use of statistical software package SPSS for different hypothesis testing procedures covered in the course.

Course Outcomes: After completing the course, the students would be able to:

CO1 Learn different statistical techniques used in pharmaceutical industry.

CO2 Learn to make practical use of statistical computer packages.

CO3 Develop a comprehensive evaluation plan for projects with the help of statistical tools & techniques.

CO4 Gain knowledge of basic statistical tools with emphasis on their application in industry environment.

CO5 Learn to write research proposals/reports/projects.

CO6 Understand the concepts of statistical inference

Course Objective: The objective of this course is to give training to the students in using quantitative and statistical methods in analyzing data, inferring and decision making in foreign trade.

Course Contents

Unit 1: Introduction, Measures of central tendency & dispersion

- Classification of data, Source of data, Variables, Scales of measurement- nominal, ordinal, ratio and interval scale, building composite scales, measuring reliability and validity of Scales.
- Measures of central tendency- Mean, Median, Mode
- Measures of dispersion – Range, Mean deviation, Standard deviation.

Unit 2: Sampling and Probability distributions, Correlation and regression analysis:

- Population, Sample, Sampling frame, Sampling process, Types of sampling, sample size Calculation.
- Concepts of Probability distributions– Binomial, Poisson; Normal Probability Distribution.
- Definition and types of correlation, degrees of correlation, Karl Pearson's coefficient of correlation, Spearman Rank correlation
- Regression Analysis: Linear regression, multiple regressions

Unit 3: Hypothesis testing

- Hypothesis- Meaning and types of hypothesis, Null hypothesis, alternative hypothesis, level of significance, how to choose the statistical test
- Non parametric tests: Chi square test, Mann-Whitney U test
- Parametric tests: Student's T-test (One sample t test, Independent sample t test, Paired t-test, ANOVA

Unit 4: Statistical methods and application:

SPSS processing, Statistical procedures-descriptive, univariate, bivariate and multivariate statistics; parametric and non-parametric tests; correlation and regression.

Unit 5: Linear Programming & Game Theory

Linear Programming: Formulation of Linear Programming Problems. Solution by Graphic Method and by Using Simplex Method Algorithm Including Big-M Method. Business Applications of LP. Degeneracy. Duality. Post-optimality analysis.

Game Theory: Two-Person Zero-Sum Games. Games of Pure Strategies and Games of Mixed Strategies. Rule of Dominance. Graphic Solution to Games. Business Applications.

Unit 6: Transportation & Assignment Problem & Project Scheduling

Transportation: Transportation Problem: Initial Feasible Solution Using North-West Corner Rule; Least Cost Method; and Vogel's Approximation Method. Testing Optimality Using MODI Method.

Assignment Problems: Assignment Problem: Solution using Hungarian Assignment Method.

Project Scheduling: PERT/CPM: Project Networks. Scheduling of Projects with Known Activity Times – Critical Path and Scheduling of Activities.

Text & References:

1. B.K. Mahajan. Methods in Biostatistics, Jaypee Brothers
2. N. D. Vohra. "Quantitative Techniques", New Delhi: Tata McGraw Hill Publications, 15th Ed.
3. P.K. Gupta and D. S. Hira, "Operations Research", New Delhi: Sultan Chand Publications, 2000
4. P.S.S. Sundar Rao. An Introduction to Biostatistics: A manual for students in Health Sciences, J.Richard Prentice Hall, 1996.
5. Daniel, Wayne.W. Bio-Statistics: A foundation for Analysis in the Health Sciences, JohnWiley and Sons Pub, 1991.
6. K. Vishwas Rao. Bio-Statistics: A Manual of statistical methods for use in the Health,Nutrition and Anthropology, Jaypee Brothers Medical Pub, 1996.
7. Verma B.L., Shukla G.D. Bio-Statistics perspective in Health care research and practice,C.B.S. Pub, 1993.
8. Krishnaiah, P.K. Rao, C.R. (ed), Handbook of Statistics, Elsevier Science Pub, 1988.
9. Beri - Business Statistics (Tata Mc Graw Hill 2nd Edition).
10. Chandan J S - Statistics for Business and Economics (Vikas 1998.Ist Edition).
11. Render and Stair Jr - Quantitative Analysis for Management (Prentice-Hall, 7th edition)
12. Sharma J K - Business Statistics (Pearson Education 2nd Edition).
13. Gupta C B, Gupta V - An Introduction to Statistical Methods (Vikas1995, 23rd Edition).
14. Levin Rubin - Statistics for Management (Pearson 2000, New Delhi, 7th Edition)

International Business Laws

Paper Code- MB PET 202

Contacts: 3L + 1T

Credits: 4

Course Overview:

The course has been designed to understand the legal and regulatory requirements to operate in multiple countries with diverse economic environments. It may help to develop an understanding for Indian Laws and regulations governing international transactions.

Course Objective: The objectives of this course are:

- To develop a core understanding of how the international conventions and legal principles regulating international trade
- To enable students to understand the strategies compatible with laws and treaties governing international business operations.

Course Outcomes: After completing the course, the students would be able to:

CO1 Know different modes of entry into international market and how to set up entities in that market

CO2 Gain knowledge about legislations governing foreign investment, taxation, labour and intellectual property in that market

CO3 Understand cross border business transactions and contracts pan out

CO4 clearly understand the working of international business transactions and factors significantly impacting such transactions

Course Contents:

Unit-1: Basics and Legal Framework of International Sale Contract:

Meaning and nature of International Contract of Sale of Goods and basic difficulties in performance of contract and remedies in case of breach. Fundamentals of the Indian Contract Act, 1872 and the Sale of Goods Act, 1930. The United Nations Convention on Contracts for the International Sale of Goods, 1980. Principles of international commercial contracts (UNIDROIT, 1994).

Unit-2: International Business and Trade Terms:

Role of ICC in development of INCOTERMS, meaning, nature, objectives and legal characteristics of INCOTERMS, INCOTERMS Rules 2010. Obligations of parties under FOB contract; obligations of parties under CIF contract; Differences between FOB and CIF contract.

Unit-3: International Carriage of Goods:

Contract of Carriage of goods. Major modes of international carriage of goods by: Sea, Air, Rail, Road and Multimodal Transport. International Conventions for the Carriage of Goods by Sea Brussels Convention 1924 (Hague Rules), Brussels Rules (Visby Rules), UN Convention 1978 (Hamburg Rules). Legal nature of 'Bill of Lading'. United Nations Convention on International Multimodal Transport of Goods, 1980 and the Multimodal Transportation of Goods Act 1993.

Unit-4: Indian Laws and Regulations Governing International Transactions:

The objectives of the legislations dealing with export-import and authorities their under, their powers and functions under- The Foreign Trade (Development and Regulation) Act, 1992; The Customs Act, 1962 and the FEMA, 1999. Industrial Development and regulation Act 1952

Text & References:

1. Schmitt off C.M., Essays on international Trade Law
2. Comments on International Trade Law by Professor Rafiqul Islam
3. International Trade Law by Lord Templeman
4. Law of International Trade by Pamela Sell man
5. International Trade Law by Janette Charley 6. International Trade Law by S. C. Chhua
7. Law of Carriage by Avtar Singh
8. Mercantile Law by M.C. Kuchhal
9. Carriage by Sea by Carver
10. Carriage of Goods by Sea by Payne & Ivamy
11. Charter parties and Bills of Lading by Thomas Edward Scrutton
12. The WTO After Seattle by Jeffrey J. Schott (Editor)
13. An Introduction to the WTO Agreements by Bhagirat Lal Das
14. International Trade Law by Indira Carr,
15. Shipping Law By S Baughen
16. Understanding International Trade Law by Simone Schnitzer,
17. Cases and Materials on International Trade Law by Paul Todd,

Official Websites of the national and international institutions can also be referred for updated legal awareness such as-

www.wto.org→

www.iccwbo.org→

<http://commerce.nic.in>→

<http://dgft.gov.in>

www.cbec.gov.in

www.uncitral.org

<https://www.un.org/ola/>

Organizational Behaviour

Paper Code- MB PET 203

Contacts: 3L + 1T

Credits: 4

Course Overview:

Students study the behaviour of individuals and groups as part of the social and technical system in the pharmaceutical ecosystem. They examine individual and group behaviour, communication, conflict and various management styles, motivational techniques and coordination in the work environment and apply these concepts to the development of an organization's human resources.

Course Objectives: The objectives of this course are to:

- Discuss organizational behaviour as well as the roles and responsibilities of management within healthcare organizations through the macro (organization-wide) and micro (individual and team performance) perspectives.
- Analyze and compare different models used to explain individual behaviour related to motivation and rewards, conflict and stress management.
- Understand the concepts like group dynamics, team building, negotiation, leadership styles and the role of leaders in a decision making process.
- Understand organizational strategy and culture, its dimensions, various organizational designs and concept of organizational change.

Course Outcomes: After completing the course, students should be able to:

CO1 Identify the impact of individual behaviour on groups and on the organization as whole

CO2 Analyze and compare various theories of personality and learning theories

CO3 Identify the role and importance of communication and resolving conflicts

CO4 Explain group dynamics and demonstrate skills required for working in groups (team building)

CO5 Identify the various leadership styles and the role of leaders in a decision making process.

CO6 Analyze and compare different models used to explain individual behaviour related to motivation and rewards

Course Content:

Unit 1: Introduction to Organization Behaviour

Nature Scope and Purpose – Definition of Organization Behavior, Need, Importance and Emergence of Organizational Behavior — Frame Work – Organizational Behavior Models

The Individual - Foundations of Behaviour, Ability, Personality, Learning. Group and Interpersonal Behaviour, Decision Making, Values, Attitudes, Perception, Applications of Attributes. Individual Values and Ethics-Self-Concept, Self-Esteem and Self-Efficacy-Locus of Control-Abilities and Performance

The Group – Foundations of Group Behaviour, Defining and Classification of Groups, Group Decision Making, Understanding Teams – Types of Teams, Teams and Groups Concepts, Group Dynamics, Emergence of Informal Leaders and Working Norms –Interpersonal Relations – Communication – Control, Team Building

Unit 2: Leadership and Motivation

Meaning – importance – leadership approaches – theories – trait theories, Behavior theories, leaders Vs managers, contemporary issues in leadership.,Power and politics - power centers –Organizational politics-tactics. Motivation – concepts, significance, theories: natural, incentive, behaviourist, socio cultural theory, content and cognitive (process) theories., thematic apperception test, attribution theory, approach avoidance, employee motivation- job characteristics model

Unit 3: Organization Dynamics: Culture and Design

Definition of Organisational Culture, Characteristics of Culture, Strong and Weak types of Culture, Changing Organisational Culture, Differences in Culture and Climate, Assessing Organizational Citizenship Behaviour. Organisational Design - Definition of Organisation, Importance of Organising Process, Organisation Design Process, and Internal Contingency Factors: Technology, External Contingency Factor: Environment and Information processing.

Unit 4: Organizational Strategy and Technology

Introduction, Definition of Strategy, Components of Organisational Strategy, Vision and Mission, Strategy Management Process, Organisational Strategy Implementation, Organisational Issues, Innovation Process, Project Groups, Technology Opportunity, Technological Concepts, Introduction of New Technologies in Organisations.

Unit 5: Conflicts, Negotiations & Stress Management

Definition, Transitions in conflict thought, functional Vs dysfunctional conflict, the conflict process. Consequence of Conflict-Stress, Emergence of Stress, Causes-Copying mechanisms, psychosomatic disorders, consequences, managing stress. Negotiating and Resolution- Conflict Management, managing interpersonal and Inter-group conflict-negotiation tactics, change.

Text & References:

1. Organizational Behaviour Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, 16th edition
2. Organizational Behaviour by Stephen P. Robbins
3. Organizational Behaviour by Fred Luthans
4. Hersey, P and Blanchard, K: Management of Organizational Behaviour
5. Behavioural Processes in Organization by D. M. Pesonjee, T. V. Rao and Udai Pareek

Pharmacoeconomics

Paper Code- MB PET 204

Contacts: 3L + 1T

Credits: 4

Course Overview:

The purpose of this course is to introduce students to the fundamental methods of pharmacoeconomic analysis. Topics include the terminology used in Pharmacoeconomics, research methods frequently used in Pharmacoeconomics, and the role of Pharmacoeconomics in the drug development process and health care decision making relevant to the practice of pharmacy. These principles will prepare the student for future coursework where the student will develop and implement individualized treatment plans, taking into consideration pharmacoeconomic factors.

Course Objectives: The objectives of this course are to:

- Describe fundamental concepts behind rationing and economic evaluation of health care.
- Explain the role of Pharmacoeconomics in the drug development process and health care decision making.
- Identify the role of perspective in the selection of study parameters and their impact on study design, costs, and the interpretation of results.
- Summarize applications of economic, clinical, and humanistic outcomes to improve allocation of limited health care resources and interpret pharmacoeconomic studies.

Course Outcomes: After completing the course, students should be able to:

CO1 Define and describe cost-minimization analysis, cost-effectiveness analysis, cost-utility analysis, and cost-benefit analysis.

CO2 Outline strengths and weaknesses of standard pharmacoeconomic approaches to assess the economic impact of pharmaceutical interventions, including cost-minimization analysis, cost-effectiveness analysis, cost-utility analysis, and cost-benefit analysis.

CO3 Explain decision making tools such as cost-effectiveness and cost-benefit analysis and discuss their application to resource allocation, how these tools are used in practice, and what factors limit their use or interpretation.

CO4 Apply knowledge of pharmacoeconomic approaches for performing a decision analysis

CO5 Describe the importance of measuring health-related quality of life

Course Content:

Unit 1: Introduction to Pharmacoeconomics

Definition, history of Pharmacoeconomics, Need of Pharmacoeconomic studies in Indian healthcare system.

Unit 2: National Medicine Policy and Rational use of Medicines

National Medicine policy, Problem of irrational use of medicines, evidence-based medicine, Pharmacotherapy, Selection of essential medicines, standard treatment guidelines (STG)

Unit 3: Determination of Cost and Outcomes

Cost categorization and resources for cost estimation: Direct costs. Indirect costs. Intangible costs. Outcomes and Measurements of Pharmacoeconomics: Types of outcomes: Clinical outcome, Economic outcomes, Humanistic outcomes; Quality Adjusted Life Years, Disability Adjusted Life Years Incremental Cost-Effective Ratio, Average Cost-Effective Ratio. Person Time, Willingness to Pay, Time Trade Off and Discounting.

Unit 4: Pharmacoeconomics evaluation

Definition, Steps involved, Applications, Advantages and disadvantages of the following Pharmacoeconomic models: Cost Minimization Analysis (CMA), Cost Benefit Analysis (CBA), Cost Effective Analysis (CEA), Cost Utility Analysis (CUA), Cost of Illness (COI), Cost Consequences Analysis (COA).

Text and references

1. Rascati Karen L. Essentials of Pharmacoeconomics, Second Edition, Lippincott Williams & Wilkins, 2013; ISBN -10 number: 1451175930
2. Thomas E Getzen. Health economics. Fundamentals and Flow of Funds. John Wiley & Sons, USA.
3. Andrew Briggs, Karl Claxton, Mark Sculpher. Decision Modelling for Health Economic Evaluation, Oxford University Press, London.
4. K G Revikumar, Pharmacoeconomics and Pharmacoeconomics Concepts and Practices.

National and International Pharmaceutical Business Environment

Paper Code- MB PET 205

Contacts: 3L + 1T

Credits: 4

Course Overview:

The course aims at understanding of several factors affecting the business and business operations. This course enables students to learn about business policies, ethical codes and different factors responsible for changing dimensions of corporate environment.

Course Objectives: The objectives of this course are to:

- To understand the complex dynamic environment in which organizations operate and compete with each other.
- To analyse the impact of various political, economical, legal and technical factors on pharmaceutical industry.
- To understand how a pharmaceutical organizations' efforts are aimed at using business Opportunities and averting (or neutralizing) dangers.
- To comprehend the role of various factors from environment in industry's growth and development.

Course Outcomes: After completing this course, students should be able to:

CO1 Understand the scope and importance of pharmaceutical environment to prepare different business strategies.

CO2 Learn to analyze the impact of macro and micro environmental factors on Pharmaceutical Business.

CO3 Identify and demonstrate the business strategies according to opportunities and threats persist through external environment.

CO4 Learn to prepare competitive strategies for the growth and development of pharmaceutical business.

Course Content:

Unit 1: Introduction to Business Environment

Meaning & Importance of Business Environment, Dimensions of Business Environment, Impact of Internal & External Environment of Business on Pharmaceutical Industry

Unit 2: Environmental Scanning or Analysis

Various Processes for Environmental Analysis, PEST Model, Structural Industry Analysis (Porter's Five Forces), SWOT Analysis, Changing Market Access Strategies in Pharmaceutical Industry

Unit 3: Political, Social and Economical cultural environment of business

Concept of Economic Environment of Business, Component (fiscal and monetary policy) and development (pre-globalisation), Political legal environment for pharmaceutical business.

Unit 4: Evolution of Indian Pharmaceutical Industry

Different Evolution Phases of Indian Pharmaceutical Industry, Present status of Indian Pharma Industry (Present value, Key Players, Indian Bulk Drug Market)

Unit 5: Global Pharmaceutical Business Environment

International and technological environment: Global Pharma Developments, Multinational Corporation, Mergers & Acquisitions of pharmaceutical industry at global level & India level, International Financial Environment (FDI, FDI in Drugs & Pharmaceuticals)

Unit 6: Strategies & Trends – Research & Development in Pharmaceutical Industries

Various types of Research, R& D Funds, Pharmaceutical research and development support fund (PRDSF), R & D Opportunities, and Contract research Opportunities, Research in generics, Changing the conventional façade of drug discovery research, Six Sigma and its approach to drug discovery.

Text & References:

1. Business and Government by Francis Cherunilam
2. Business Environment by F. Cherunilam
3. Business Environment by Raj Aggarwal and Parag Diwan
4. International Business Environment and Management by V K Bhall and S Shiva Ramu
5. Government and Business by N K Sengupta
6. World Trade Organization by Anne Krueger
7. Indian Constitution by D DBasu
8. Constitution of India by P M Bakshi
9. Technology Acquisition and Application: Interpretation of the Indian Experience by A V Desai
10. Technology and Economic Development The Indian Case by Debashish Mallick
11. Multinational Corporations in India by Shiva Ramu
12. Business Laws by N D Kapoor
13. Business Policy and Strategic Management by W F Glueck and Jauch

Insurance and Risk Management in Foreign Trade

Paper Code- MB PET 206

Contacts: 3L + 1T

Credits: 4

Course Overview:

The course provides students with important skills and techniques to identify, quantify and manage the ever-evolving risks faced by individuals and businesses in an interconnected world.

Course Objective: The objectives of this course are

- To make students aware of the contracts and regulations of Insurance, various types of risks, legal risks, Cargo risk, Credit risk and Exchange fluctuation risk
- To develop the ability to learn and understand the basics of risk, risk management, insurance, reinsurance and Risk Management in Foreign trade
- To acquire advanced knowledge through higher studies in the fields mentioned above

Course Outcomes: After completing this course, students should be able to:

CO1 Understand the legal and regulatory environment that governs risk transfer in India and in the world;

CO2 Develop the technical capacity, objective reasoning and contextual overview for roles within the growth areas of risk management and insurance.

CO3 Comprehend the prominent risk exposure models used and their regulatory context

Course Contents

Unit 1: Theory of Insurance

Elements & Principles, Costs and Benefits of Insurance, Nature, purpose, functions , classification and scope of Insurance,, limitations, and production process. Rating of Insurance Products, IRDA – a Insurance Regulator.

Unit 2: Insurance Contracts & Regulations

History & Reasons for Insurance Regulations. Nature- subject-matter of contract of insurance, Features-as per Contract Act, Analysis of Insurance Contracts, Legal and Economic Environment of Insurance Business, Underwriting Process and Methods, Reinsurance Contract

Unit 3: Introduction to Risk Management

Concepts & functions, Process & Methods of Risk Management in insurance sector

Unit 4: Types of Risks

Commercial risks, Political risks, Legal risks, Cargo risks, Credit risks, Exchange fluctuation risk.

Unit 5: Management of Risks

Marine insurance policy, Role of Export, Credit and guarantee Corporation in covering various schemes. Financial Guarantees, Overseas Investment Insurance. Role of risk management in economic growth

Unit 6: Risk Management in Foreign Trade

Foreign Exchange rate determination. Risks in foreign trade: Country risk, Exchange risk, Geopolitical risk, Pandemic risk, Default risk, Risk of Economic Sanctions.: Rewards versus Risk of foreign trade. Risk management through insurance. Non insurable risks.

Text & References:

1. Introduction to Risk Management & Insurance – Mark S. Dorfman and David A. Cather, 10th Edition, Pearson
2. Principles of Risk Management & Insurance – George E.Rejda , Tenth Ed. (2011), Pearson Education.
3. Risk Management & Insurance – Scott Harrington and Gregory Niehaus
4. Fundamentals of Insurance – P.K.Gupta
5. Principles and Practice of Insurance – Dr.P.Periasamy

International Marketing Management

Paper Code- MB PET 207

Contacts: 3L + 1T

Credits: 4

Course Overview:

With successful completion of this course students will learn: To develop an understanding of major issues related to international marketing and also enabled to develop skills in researching and analyzing trends in global markets and in modern marketing practice. They will be able to assess an organization's ability to enter and compete in international markets.

Course Objectives: The objectives of this course are to:

- Gain knowledge and make understanding of key issues associated with international marketing and to
- Develop skills in researching and analyzing international marketing opportunities.
- Understand the motives to internationalization
- Understand the influence of macro-environment on market selection and on market entry modes
- Attain knowledge of financial, ethical, and organizational issues involved in international marketing.

Course Outcomes: After completing this course, students should be able to:

CO1 Understand and learn the importance of global and international marketing in pharmaceutical sector

CO2 Discuss and identify the different macro environment factor influence in international market selection.

CO3 Learn the major issues affecting the marketing mix in pharmaceutical industry

CO4 Demonstrate and learn the Financial, ethical, and organizational issues involved in international marketing

CO5 Learn the multicultural aspects applied in international organization for international business.

Course Contents:

Unit 1: Basics of International Pharmaceutical Marketing

Introduction to Pharmaceutical Marketing , Scope of International Pharmaceutical Marketing, International Marketing vs. Domestic Marketing, Principles of International Marketing, Customer value and the value equation, Competitive or differential advantage, Management Orientations, MNCs and TNCs, Benefits of international marketing.

Unit 2: International Marketing Environment

Introduction, Political Environment, Political systems, legal and Regulatory Environment, Socio-cultural Environment, Economic Environment, Technological Environment, Challenges in Global Marketing.

Unit 3: International Trade Organization (GATT, WTO)

Introduction, classical trade theories, modern trade theories, trade barriers, quotas, Implications of Tariffs, Types of Agreements, General Agreement on Tariffs and Trade (GATT), Functions and Objectives of WTO, Implication of WTO on International Marketing, India's Role in International Trade Theories.

Unit 4: International Marketing Research

Introduction, Concept of Marketing Research, Need for Marketing Research, Approach to Marketing Research, Scope of International Marketing Research, International Marketing Research Process, market surveys, marketing information system

Unit 5: Negotiation and Decision Making

Negotiating with Intentional Customers, Partners, and Regulators, Global E-marketing

Unit 6: Product Policy and Planning for International Markets

Introduction, Products: National and International, the new Product Development, International Product Planning, Product Adoption and Standardization, International Market Segmentation, Influences on Marketing Plan and Budget, International Product Marketing, Marketing of Services

Unit 7: International Pricing Policy

Introduction, Price and Non-Price Factors, Methods of Pricing, International Pricing Strategies, Dumping and Price Distortion, Counter Trade

Unit 8: Terms of Payment and Delivery

Advance of payment, Open Account System, Consignment Sale, Documentary Collection, types of payment, types of dumping, counter trade, transfer pricing, Grey marketing

Unit 9: International Logistics and Distribution Planning

Introduction, International Distribution, Direct and Indirect Channels, Factors involved in Distribution Systems, Value Chain Concept, Modes of Transportation

Unit 10: Communication Decision for International Markets

Introduction to Communication in Marketing, Global Communication Strategy, Factors influencing Communication Decisions

Unit 11: Export Procedures and Policies

Procedure of Export, Example of Export Procedure, Enquiry, Quotation, Order Receipt and Acceptance, Finance, Production and Packing, Excise Clearance, Export Documents, Cargo Insurance and Shipping Space Reservation, Customs Clearance, Receipt of Shipment Documents from C&F Agent, Shipment Advice to Buyer, Presentation of Shipment Documents to the Negotiating Bank, Presentation of Documents for Payment to Foreign Bank by the Negotiating Bank, Export Incentives, Functions

Unit 12: Export Documentation

Significance of Export Documentation, Declaration Forms, Major Documents, Export Documentation Requirements in India

Unit 13: International Financial Institutions

Introduction, IMF, World Bank – IBRD, International Finance Corporation, Organisation for Economic Cooperation and Development (OECD)

Text & References:

1. International Marketing, 6th edition, ISBN 981-240-244-6, by Subhash C. Jain.
2. Masaaki Kotabe, Kristian Helsen “Global Marketing Management”
3. Joshi, Rakesh Mohan – International Marketing
4. Simon Majaro- International Marketing
5. Export Marketing by B.S. Rathore
6. Export Procedures and Documents by S.C. Jain
7. Global Marketing by Keegan

Global Business Communication & Public Relation

Paper Code- MB PET 208

Contacts: 2L

Credits: 2

Course Overview:

The purpose of this course this course is to familiarize the students with the special terminology used in export import business and equip them with the expertise in writing global business letters concerning all aspects of foreign trade with the objective of developing exports and import business.

Course Objective: The objective of this course is to:

- To enable students to be an integral part of corporate communication network.
- To understand the concept and importance of public relations for a business organization

Course Outcomes: On completion of this course, the students will be able to:

CO1: Understand the different types of personalities.

CO2: Learn time management and diversity management in healthcare settings.

CO3: Understand human behaviour and communication, its role in public health problems and solutions.

CO4: Learn to understand and write market reports as well as Import Export business correspondence

Course contents:

Unit 1

Types of personalities- The Assertive personality-Personality Tests; Goal setting and achievement EQ and IQ; Aptitude tests; Creative problem solving/Innovative thinking; Transactional analysis

Unit 2

Time management; Managing change; Conflict management; managing meetings; Attitude Diversity management; Leadership and team building; Personal impact; Corporate etiquettes

Unit 3

Public Relations Concept, PR, Press. Gentry, Publicity, Propaganda, Tools, Press Release, Laws, Ethics in PR. Digital PR, PR in age of New Media: Challenges, Opportunities, Crisis Communication with recent eg. Building online corporate community

Unit 4

Market Reports, export correspondence, Reading, Comprehending and writing of market reports relating to export; import of different goods. - Essentials of successful letters, advantage of export correspondence Meaning of special terms used in export import business; Inco terms and terms of payment; Import of visible and no visible items; Filing and Indexing

Text & References:

1. Sharan J.Gerson and Steven M.Gerson – “Technical Writing – Process and Product” – Pearson Education – 2000.
2. Raymond V.Lesikar, John D. Pettit and Mary E.Flatley – Lesikass Basic Communication Tata McGraw Will 8th Edition – 1999.
3. Stevel. E. Pauley, Daniel G.Riordan – Technical Report Writing Today – AITBS Publishing & Distributors, India 5th edition – 2000.
4. Robert L.Shurter, Effective letters in business Third Ed. 1983.
5. Communication Skills by Vasantha Patri
6. McGraith – Basic Managerial Skills for all Prentice Hall of India – 6th Edition 2002.
7. Halliday, M.A. K R Hasan, Cohesion in English, Longman, London 1976.

Yogic Science

Paper Code - YGS 104

Contacts: 2L

Course Overview:

The course imparts overview of history, tradition and branches of Yoga. Students are also oriented about different types of Yoga Asanas, their importance, methods, rules, regulations and limitations.

Course Objectives: The objectives of this course are:

To understand the basic concepts and types of Yoga

To apply the principles of Yoga to live healthy and active lifestyle

Promote the awareness of health through yoga

Explain Health plans and recipes in different lifestyle diseases

Course Outcomes: On completion of this course, the students will be able to:

CO1: Explain the various definitions of Yoga, history of Yoga and branches of Yoga.

CO2: Describe kinds of Yogasanas, its importance, methods, rules, regulations and limitations.

CO3: Demonstrate knowledge of pranayamas, prana and lifestyle, breathing and lifespan.

Course Content:

Unit 1: Introduction to yoga

Yoga – an exact science and practical system of self -culture

History & Tradition of Yoga – Yoga sutra of Pantanjali, Yoga as explained in Bhagvad Gita, Yoga in daily life, Yoga – one of the Six Darshans (Philosophy), UN resolution and International Yoga Day

Introduction of Hatha Yoga, Raja Yoga & Kundalini Yoga

Eight limbs of Yoga as per Yogasutra of Patanjali – Discipline/self restraint (Yama), Observance (Niyama), Posture (Asana), Restraint of breath/exercises of life force (Pranayama), Abstraction of senses/Introversion-of attention (Pratyahara), Concentration (Dharna), Meditation (Dhyana) and Super conscious state/illumination (Samadhi)

Aphorism from Yoga Sutra: II.29, II.30, III.32, II.46, II.49, II.54, III.1, III.2, III.3 & III.4 defining above terms

Introduction of Mudras, Bandhas and Shat karmas

Unit 2: Kundalini Yoga

Seven Chakras – Muladhara (at the anus), Svadhisthana, (at the root of organ of generation), Manipura (at the navel), Anahata (in the heart), Visuddha (at the neck), Ajna (in the space between two eyebrows) & Sahasrara (at the crown of head)

Nadis – Ida, Pingala, Shushumna

Awakening of Kundalini by Pranayama, Asanas & Mudras by Hathayogis and through Concentration by Rajayogins

Unit 3: Raja Yoga

Purification and Control of mind

Concentration : Power of concentration, Aids to Concentration, Objects for Concentration, Benefits of Concentration

Meditation : Concrete and Abstract, Types of Meditation viz Gross (Sthoola), Subtle (Sookshma), More Subtle (Sookshanmatrara) and Most subtle (Sookshamatama), Objects of meditation, Obstacles in meditation

Unit 4: Anatomy & Physiology Of Yoga

Effect of Yoga on skeleton & Muscular system

Effect of yoga on physiology

Unit 5: Nutrition In Yoga

Diet according to season (Ritucharya)

Health plans and recipes in some lifestyle diseases

Text and References:

1. Asana Pranayama Mudra Bandha by Swami Satyananda Saraswati. Publisher: Yoga Publication Trust, Munger, Bihar, India
2. Yoga on Hypertension by Swami Shankardevanand, Publisher: Yoga Publication Trust, Munger, Bihar, India.
3. Essence of Yoga by Swami SivanandaSaraswati, Publisher: The Divine Life Society, Uttarakhand, India
4. Yoga Sutras of Patanjali by Swami Venkateshananda, Publisher: Motilal Banarsidass Publishers Private Limited, New Delhi, India
5. Hatha Yoga by Swami Sivananda, Publisher: The Divine Life Society, Uttarakhand, India
6. Gheranda Samhita by Swami Niranjanananda Saraswati, Publisher: Yoga Publication Trust, Munger, Bihar, India

ger, Bihar, India

7. Essence of Pranayama by Dr Shrikrishna, Publisher: Kaivalyadhama, Pune, India.
8. Dhyana Yoga by Swami SivanandaSaraswati Publisher: The Divine Life Society, Uttarakhand,India

Yogic Science Practical Paper Code- YGS 104P

Contacts: 4P

Course Overview:

The course imparts overview of history, tradition and branches of Yoga. Students are also oriented about different types of Yoga Asanas, their importance, methods, rules, regulations and limitations.

Course Objectives: The objectives of this course are:

- To understand the basic concepts and types of Yoga
- To apply the principles of Yoga to live healthy and active lifestyle
- Promote the awareness of health through yoga
- Explain Health plans and recipes in different lifestyle diseases

Course Outcomes: On completion of this course, the students will be able to:

CO1: Learn the procedures of Pranayama and be able to execute these.

CO2: Introduce a regular and rigorous practice of yoga for lifestyle management.

CO3: Learn the procedures of different Yogasanas, Shatkarmas and be able to execute these and guide others in practice.

Course Content:

Unit 1: Asana

HATH YOGA

Unit 1: Asana

- SukshmaVyayam (Joints Movement)

Backward Bending Asanas

- Sarpasana (snake pose)
- Bhujangasana (cobra pose)
- ArdhaShalabhasana (half locust pose)
- Shalabhasana (locust pose)
- Dhanurasana (bow pose)
- Kandharasana (shoulder pose)

Forward Bending Asanas

- Paschimottanasana (back stretching pose)
- JanuSirshasana (head to knee pose)
- PadaHastasana (forward bending pose)

Meditation Asanas

- Sukhasana (easy pose)
- Padmasana (lotus pose)

Vajrasana Group of Asanas

- Vajrasana (thunderbolt pose)
- Padadhirasana (breath balancing pose)
- ShashankBhujangasana (striking cobra pose)
- Ustrasana (camel pose)

Digestive/Abdominal Asanas

- Pawanmuktasana
- Uttanpadasana (raised legs pose)
- Nukasana (boat pose)

Standing Asanas

- AkarnaDhanurasana (bow and arrow pose)
- Tadasana (palm tree pose)
- TiryakaTadasana (swaying palm tree pose)
- Kati Chakrasana (waist rotating pose)
- Dwikonasana (double angle pose)
- Trikonasana (triangle pose)

Spinal Twisting Asanas

- BhuNamanasana (spinal twist prostration pose)
- ShavaUdarakarshanasana (universal spinal twist)
- ArdhaMatsyendrasana (half spinal twist)

Balancing Asanas

- EkPadaPranamasana (one-legged prayer pose)

- Natarajasana (Lord Shiva's pose)
- Relaxation Asanas
- Shavasana (corpse pose)

Advanced Asanas

- Chakrasana (wheel pose)
- Brahmacharyasana (celibate's pose)

Unit 2: Pranayama

- Narishodhan(psychic network purification)
- Ujjayi (psychic breath)
- Kapalbhatai (frontal brain cleansing breath)
- Bhastrika(bellows breath)
- Bharamri(humming bee breath)
- Surya Bhedi(vitality stimulating breath)
- Chandra Bhedi
- Sheetalai (cooling breath)

Unit 3: Bandh

- JalandharaBandh(throat lock)
- UddiyanBandh (abdominal contraction)
- Moola Bandh (perineum contraction)
- MahaBandh (great lock)

Unit 4: Mudra

- Giyan Mudra (chin mudra)
- Hridaya Mudra (heart gesture)
- Bhoochri Mudra (gazing into nothing)
- Yoga Mudra (Attitude of psychic union)
- Shambhavi Mudra (eyebrow centre gazing)

Unit 5: Shat-karma

- Kapalbhatai
- Neti, Jala (nasal cleaning with water)
- Agnisara (activating the digestive fire)

Summer Project Report On Corporate Practices (Including Internship)

Credits: 4

Summer Training Objective:

To provide on the job experience, as an understudy in a hospital, to help the student understand systems and procedures and learn to make decisions considering the Hospital as an integral unit.

Duration: 3-4 months

Format for Report Writing

1. Abstract
2. Introduction
3. Aims & Objectives
4. Operational definitions
5. Significance of Study
6. Review of literature
7. Research methodology
8. Data Analysis
9. Results
10. Discussion
11. Conclusion
12. Recommendations
13. Limitations of study
14. Future prospects of study
15. References

SEMESTER –III

Semester –III

Seme ster	Paper Code	Subject	Periods			Cred it Units	Evaluation scheme		
			L	T	P		Intern al	Extern al	Total
III	MB PET 301	International Logistics and Supply Chain Management	3	1	-	4	20	80	100
	MB PET 302	Strategic Planning and Project Management	3	1	-	4	20	80	100
	MB PET 303	International Pharmaceutical Regulatory System & IPR	3	1	-	4	20	80	100
	MB PET 304	Financial Management & Budgeting	3	1	-	4	20	80	100
	MB PET 305	Consumer Behaviour & Advertising in Pharma Trade	3	1	-	4	20	80	100
	MB PET 306	International Economics & Trade Theories	3	1	-	4	20	80	100
	MB PET 307	Summer Internship Report Evaluation	3	1	-	4	20	80	100
	MB PET 308	Foreign language (French/Spanish)	3	1	-	4	20	80	100
		Total	24	8	-	32	160	640	800

International Logistics and Supply Chain Management

MB PET 301

Contacts: 3L + 1T

Credits: 4

Course Overview:

The objective of this course is to help the students understand the design pharmaceutical supply chain management with major stakeholders. The skill and coordination required of scientific, technical, and business experts in bringing new medicines to market is immense. There is, however, the potential to make those efforts significantly more productive by thinking in Supply Chain Management (SCM) terms from the earliest stage of drug development to large-scale phase III and postmarket (phase IV) trials and commercial sale in global territories. The world is now changing its attitude to prescription medicines, with issues of cost, integrity (adulteration and counterfeiting), quality, efficacy, and safety all moving the supply chain center stage.

Some of the areas of responsibility involved in Pharmaceuticals SCM include purchasing, procurement, Supply management, Operations, Production management, Inventory management and control, Production and material planning, Demand planning, Transportation and Warehouse management.

Course Objectives: The objectives of this course are to understand:

- Developing an understanding of the key concepts applied in Global Logistics and Supply Chain Management
- Importance and objective of Supply Chain Management, Drivers of Supply Chain Performance – Facilities, Inventory, Transportation, Information, Sourcing and Pricing.
- Models for facility location and capacity allocation, Drug Procurement Process and Quantifying Drug Requirements.
- Demand Forecasting in Supply Chain, Aggregate Planning in Supply Chain
- International aspects of logistics and transportation, Warehouse Management and Medical Stores Management
- Computerized Medical Logistics System-TNMSC Model and HR Issues in Warehousing

Course Outcomes: After completing this course, students should be able to:

CO1 Describe the basic concept and objective of supply chain management in pharmaceutical industry

CO2 Understand the strategy of organization of international supply chains

CO3 Learn the procurement and quantification method in pharmaceutical supply chain management.

CO4 Understand the different forecasting method and inventory methods for better planning of supply chain management.

CO5 Plan and implement the better transportation system and warehouse system for healthcare commodities at global level.

CO6 Discuss and understand the different computerized medical logistic systems run by different state government in India.

Course Contents:

Unit 1: Introduction to Pharma Supply Chain Management

What is Supply Chain?, The Objective of a Supply Chain, The Importance of Supply Chain Decisions, Drivers of Supply Chain Performance – Facilities, Inventory, Transportation, Information, Sourcing and Pricing, Strategy of organization of international supply chains

Unit 2: Procurement and Distribution

Procurement policy in the pharmacy, Efficient transparent management, Selection of Pharmaceuticals, Supplier selection and Quality Assurance, Supply of Medicine, financing and competition. Distribution of pharmaceuticals to wards and health facilities, Transporting drugs safely.

Unit 3: Quantifying Drug Requirements

Why quantify?, District Action Planning, Quantification Process, Quantification methods, Details of Consumption Method, Quantification of drugs calculation sheet, VEN and ABC analysis.

Unit 4: Drug Stores Management; Planning and managing inventories in Supply Chain

Procurement information, Stock Records, Flow of Stock and Paper Code work, Inspection for Drug receipts, Discrepancy report, Stock control using FIFO basis, Inventory Tracking, Housekeeping, Disposal of Expired or Damaged Stock, The Role of Inventory in a Supply Chain, Material Management, Inventory and EOQ Model Economies of Scale to Exploit Quantity Discounts, ABC and VEN analysis.

Unit 5: Demand Forecasting in Supply Chain

The Role of Forecasting in a Supply Chain, Characteristics of Forecasts, Components of a Forecast and Forecasting Methods, Time-Series Forecasting Methods, Measures of Forecast

Error.

Unit 6: Warehouse Management

Considerations while constructing a medical store, designing a medical store, Materials Handling equipment, Store layout planning, Cold Chain Management.

Unit 7: Government Medical Logistics System

Organogram chart, Activities, services of RMSC, TNMSC model, Quality assurance, challenges, sustainability and lesson learnt from the above Model.

International aspects of transportation. International logistics and transport. Seven golden rules of logistics, Participants of international logistic operations, International container shipping. International railway and road transportation

Text & References:

1. Ree Hedley, "Supply Chain Management - Delivering Patient Value for Pharmaceuticals and Biologics, (2012), John Wiley & Sons, Inc., USA.
2. Simchi-Levy, D., Kaminsky, P. & Simchi-Levy, E., Managing the Supply Chain: The Definitive Guide for the Business Professional, (2012), Tata McGraw-Hill, New Delhi.
3. Cohen, S. & Roussel, J., Strategic Supply Chain Management, McGraw-Hill, (2012), USA.
4. Chopra Sunil, Mendle Peter, "Supply Chain Management - Strategy, Planning, and Operation", Pearson Education, Inc., USA.

Strategic Planning and Project Management

MB PET 302

Contacts: 3L + 1T

Credits: 4

Course Overview:

This course is designed to enable participating students to gain knowledge and understanding in theory and practice of building competitive advantage, managing the boundaries and expanding the scope of organisations, Engage with some of the ideas and perspectives about research paradigms in relevant contemporary management literature and relate those to understand and evaluate strategic management theory and practice.

Course Objectives: The objectives of this course are to:

- Articulate the importance of multiple research paradigms in understanding Strategic Management issues
- Apply multiple research paradigms in gaining a deeper understanding of Strategic Management practices
- Understand project features and various stages of a project.
- Attain the conceptual clarity about project organization and viability analyses like – Market, Technical, Financial and Economic.
- Analyze the learning and understand techniques for Project planning, scheduling, Execution and Control.

Course Outcomes: After completing the course, students should be able to

CO1 Gain insight into fundamentals of strategy including its scope, intent, types and importance role of strategists

CO2 Understand the concepts of strategy formulation and implementation, strategy failure and strategy leadership with reference to pharmaceutical industry

CO3 Understand the stepwise process of strategic planning of projects

CO4 Understand and analyze various risks involved with projects and their management

CO5 Know about monitoring and control of projects.

Course Contents:

Unit 1: Introduction to Strategies, strategic planning

Introduction, Fundamentals of Strategy, Conceptual Evolution of Strategy, Scope and Importance of Strategies, Purpose of Business, Difference between Goals and Objectives of Business, Strategic Intent through Vision and Mission Statements, Core Competencies of Business, Role of Strategists in Decision Making, strategists at various management levels, Types of Strategies

Unit 2: Strategy Planning Process

Strategic Analysis: Introduction, Strategy Analysis and its Importance, Environmental Appraisal and Scanning Techniques, **Strategy Formulation and Implementation** Strategy Formulation, Process in Strategy Formulation, Strategy Implementation and its Stages, Strategic implications of five competitive forces, Formulating Functional level Strategies , Reasons for Strategy Failure and Methods to Overcome, Strategic Business Units (SBUs), **Strategic Control and Evaluation:** Introduction, Strategy Evaluation, Strategic Control, Difference Between Strategic Control and Operational Control, Concept of Synergy and its Meaning, Key Stakeholder's Expectations

Unit 2: Understanding Project Management

What is project management, The project management life cycle, What is project, features, terminology and definition, Attributes of a successful project, challenges, responsibility and types, project success criteria, quality of a successful project manager, Why do project go wrong? Need of Project management and challenges in pharma industry

Unit 3: Strategies for project Planning

Project screening and Selection Techniques:

Sources of idea generation, Idea generation techniques and technique of idea evaluation, project portfolio

Project Planning, Scheduling and Resource Allocation

Structuring concepts and Tools (WBS), Project Planning Tools (Bar charts, CPM, and PERT), Project Scheduling with Resource Constraints, Feasibility studies, Project Crashing

Project Budgeting

Cost of project, Types of finance and Unities of project financing

Unit 4: Risk Analysis and Management

Stakeholder analysis, Contingency plans for risk associated with the projects

Unit 5: Project Monitoring and Control

Text & References:

1. Strategic Management and Business Policy by Thomas L. Wheeleen and J. David Hunger, Eight Edition, Prentice Hall
2. Strategic Management, Concepts and cases, 15thdition by Arthur A. Thompson,Jr. And A. J. Strickland III
3. Exploring Corporate Strategy by G. Johnson & K. Scholes: Prentice Hall
4. Projects: Preparation Appraisal and Implementation by Prasanna Chandra
5. Project Management: Strategic Financial Planning, Evaluation and Control by Bhaunesh M Patel
6. Total Project Management The Indian Context by P K Joy
7. United Nations: Industrial Development Organization's guide to Practical Project Appraisal Social Benefit Cost Analysis in Development Countries
8. Practical Project Management by R G Ghattas
9. Project Management by Harvey Maylor

International Pharmaceutical Regulatory Systems & IPR

MB PET 303

Contacts: 3L + 1T

Credits: 4

Course Overview:

After the completion of course students are able to perform the patent search and having knowledge about patent drafting, the student also learn about managing the documents related to CTD, DMF and dossier as per the regulatory guidelines. The student also gain knowledge about the national and international guidelines pertaining to pharmaceutical regulatory framework. They can perform various assignment related to pharmaceutical regulatory scientist in industry.

Course Objectives: The objectives of the course are to:

- Managing and implementing the knowledge about the Intellectual property rights, Patent law and drug regulatory affairs pertaining to pharmaceutical industry
- Drafting of claims pertaining to patent innovation
- Understand the regulatory frame work in developed and under developing countries for drugs and formulary.

Course Outcomes: After completing this course, students should be able to:

CO1 Learn and understand the planning and managing IPR and Drug Regulatory affairs in Pharmaceutical industry

CO2 Describe the basic concepts and regulatory framework pertaining to pharmaceutical business

CO3 Discuss and understand the patent filling procedure in national and international countries

CO4 Demonstrate and plan better compliances of regulatory guidelines in pharmaceutical industry

Course Contents:

Unit 1: Drug regulation

History of drug regulation in India, Indian drug regulatory system, The Drug and Cosmetics act, Global environment regulation, Regional collaboration for drug regulation.

Unit 2: Drug approval process

WHO pre qualification programme, Filing of INDA, NDA & ANDA in USFDA, International licensing in EU countries and Latin America, International licensing in African and Asian countries

Unit 3: Active Pharmaceutical Ingredient (API) regulatory process

API regulatory process in pharmaceutical industry

Unit 4: Industrial Documentation

Clinical data systems, Electronic submission, File Formats for electronic documents, Procedure for sending electronic submission for archive, ICH M2-eCTD/International Standardization efforts

Unit 5: Pre TRIPS & WTO

Indian Patent law in Pre TRIPS, World Trade Organization (WTO)

Unit 6: Intellectual Property Right (IPR)

Introduction to various IPR, Development of IP law in India, Introduction of IP law in India, World Intellectual Property Organization (WIPO), Patent Filing in India, Patent law & Indian pharmaceutical industries, Drug patent challenges in US, Regional collaboration for drug regulation, Patent Infringement.

Text & References:

1. Generic Drug Product Development, Solid Oral Dosage forms, Leon Shargel and IsaderKaufer, Marcel Dekker series, Vol.143, Pharmaceutical Regulatory Process, Edited by IraR. Berry Marcel Dekker Series, Vol.144
2. New Drug Approval Process: Accelerating Global Registrations By Richard A Guarino, MD, 5th edition, Drugs and the Pharmaceutical Sciences, Vol.190.
3. Guidebook for drug regulatory submissions / Sandy Weinberg. By John Wiley & Sons. Inc.
4. Good Laboratory Practice Regulations, 2nd Edition, Sandy Weinberg Vol. 69, Marcel Dekker Series, 1995.
5. Quality Assurance of Pharmaceuticals- A compedium of guide lines and related materials

Vol I & II, 2nd edition, WHO Publications, 1999.

6. What everyone should know about patents by N.R. Subbaram

7. TRIPS and pharmaceutical industry by Manish shiya

8. New patent regime by Shibashish Chakraborty

Financial Management & Budgeting

MB PET 304

Contacts: 3L + 1T

Credits: 4

Course Overview:

Enable the students to understand the basic concept of Corporate Finance, practical applications of time value of money and evaluating long term investment decisions. Develop analytical skills to select the best source of capital, its structure on the basis of cost of capital. Helps the future managers in understanding the recent trends of primary and secondary market and develop skills for application of various financial services.

Course Objective: The objectives of this course are:

- To provide the concepts and foundations of managing finance in business enterprises.
- To provide the concepts and foundations of managing finance in business enterprises.
- To orient the students regarding financial management practices in Indian companies and Global enterprises

Course Outcomes: After completion of course students will be able to:

CO 1 Understand the meaning of Business finance, the aims of finance function, organization structure of finance, various financial decisions, financial planning and the different steps in financial planning, financial goals of the firm and agency problems

CO2 Explain the importance of Time value of Money and different technique to compute the time value of money, calculate the future value and present value

CO3 Describe various types of financial decisions, sources of fund: long term and short term, capital structure, types of leverages

CO4 Understand the cost of capital, methods of computing cost of capital: like cost of equity, cost of debt

and weighted average cost of capital

CO5 Enumerate the types capital budgeting techniques: payback period, ARR, IRR, MIRR, NPV, Profitability Index and capital rationing and select the proposal based on this

CO6 Understand the importance of working capital, maintaining adequate working capital

Course Contents:

Unit 1: Introduction to Finance & Corporate Finance

Finance & its scope, Financial Decisions, Sources of Finance, Time Value of Money ,Profit maximization vs. Wealth maximization, Functions of Finance Manager in Modern Age, Corporate Finance Introduction:– Nature and Scope . Concept of Risk and Return.

Unit 2: Time value of Money

Compounding, Continuous Compounding, Effective Rate of Interest, Discounting – Single Cash Flows & Series of Cash Flows, Annuity – Future Value and Present Value, Present Value of Growing Annuity, Perpetuity – Present Value, Growing Perpetuity – Present value, Equated Annual Installments, Valuation of bonds and shares.

Unit 3: Investment Decision:

Capital Budgeting Decisions: Discounting and Non discounting techniques, Calculation of Net present value (NPV) and IRR, Excel Application in Analyzing Projects.

Cost of Capital: Concept of Opportunity Cost, Cost of Debenture, Preference and Equity capital, Composite Cost of Capital, Cash Flows as Profit and components of Cash Flows, Capital asset pricing model (CAPM).

Financing Decision: Capital Structure: Relevance and Irrelevancy theory, Leverage analysis – Types and Measurement along with its implications, EBIT EPS Analysis, Point of Indifference.

Unit 4: Working Capital Management:

Concept of working capital, factors determining working capital, Sources of working capital, estimating working capital needs, Managing cash, marketable securities, debtors and inventory.

Dividend Decision: Factors affecting Dividend Policy, Forms of Dividends, Types of Dividend Policies; Dividend Models: Walter and Gordon Model, Miller- Modigliani (MM) Hypothesis.

Unit 5: Indian Financial System

Role of Financial Institution, Primary and Secondary Market, Lease Financing, Venture Capital, Mutual Funds. Introduction to derivatives.

Text & References:

1. Khan and Jain - Financial Management (Tata McGraw Hill, 7th Ed.)
2. Pandey I M - Financial Management (Vikas, 11th Ed.)
3. William Hakka Bettner Carcello- Financial and Management Accounting (TMH-16th Ed.)
4. Sheebakapil-Fundamental of financial management (Wiley, 2015)
5. Prasanna Chandra - Fundamentals of Financial Management (TMH, 9th Ed.)
6. V. Rajesh Kumar, "Financial Management", Mc Graw Hill Education.
7. Singh and Srivastava- Business Finance (Prayag pustak bhavan 3rd Ed.)

Consumer Behaviour & Advertising in Pharma Trade

MB PET 305

Contacts: 3L + 1T

Credits: 4

Course Overview:

The need for marketers to understand why consumers act as they do in the marketplace is the crux of this subject. Students are equipped with theoretical and conceptual knowledge of consumer behaviour, drawing heavily on both psychological and sociological viewpoints. This includes the psychology of individual decision-making and choice, patterns of behaviour exhibited by aggregate groups of consumers, and also the sociological and cultural influences on consumer attitudes and behaviour. This prepares students for making informed decisions about how to manage and respond to the needs and wants of consumers.

Course Objective: The objectives of this course are to:

- Gain knowledge of consumer behaviour concepts to develop better marketing programs and strategies to influence those behaviours.
- Critically evaluate the effectiveness of various advertisement and promotions and their attempts to influence the behaviours of individuals.
- Analyze the trends in consumer behaviour, and apply them to the marketing of an actual product or service.

Course Outcomes: After completing the course, students should be able to

CO1 Understand the concepts of Consumer Behaviour, Consumer Research, Consumer Behaviour and Marketing Strategy in pharma industry

CO2 Know about internal factors like Personality, Self-Image, and Lifestyle, Consumer Perception, Consumer Learning, Consumer Attitude in relation to pharmaceutical products

CO3 Understand role of external factors affecting consumer behaviour and decision making

including culture and subculture, social class, reference groups and family

CO4 Understand the concept and role of pharmaceutical advertising, OTC advertising and pharmaceutical branding

Course Contents:

Unit 1: Introduction to Consumer Behaviour and Consumer Research

Introduction to Consumer Behaviour, Consumer Research, Consumer Behaviour and Marketing Strategy

Unit 2: Internal Influences on Consumer Behaviour

Motivation and Involvement, Personality, Self-Image, and Lifestyle, Consumer Perception, Consumer Learning, Consumer Attitude Formation and Change, Communication and Consumer Behaviour

Unit 3: External Influences on Consumer Behaviour

The Influences of Culture on Consumer Behaviour, Subcultures and Consumer Behaviour, Social Class and Consumer Behaviour, Reference Groups and Family, Consumer Influence and the Diffusion of Innovations

Unit 4: Consumer Decision Making

Consumer Decision Making-Process, Consumer Decision Making-Outcomes

Unit 5: Consumer Behaviour and Society

Consumer rights, Deceptive advertising and Consumer education and consumerism.

Unit 6: Nature and Scope of Advertising

Concept of Pharmaceutical advertising, changing concepts of advertising, functions and types of advertising, economics and social effects of advertising.

Unit 7: Role of Advertisement in OTC

The Rx to OTC switches strategies, OTC branding, marketing mix in OTC advertisement, and

the role of advertising in pharmaceutical branding

Text & References:

1. Leon Schiffman, Leslie Kanuk, and Mallika Das. Consumer Behaviour. Canadian (1st) edition. Pearson Education, 2006. Type: Textbook. ISBN: 0131463047
2. Consumer Behaviour by Engell and Blackwell
3. Consumer Behaviour by Walters
4. Consumer Behaviour by Holleway, Mattelshaedit and Venkatesan
5. Brand Medicine, The Role of Branding in Pharmaceutical industry by Tom Blackett & Rebecca Robins

International Economics & Trade Theories

MB PET 306

Contacts: 3L + 1T

Credits: 4

Course Overview:

The students will be equipped with a thorough grounding in the theory of international trade as well as international trade policy and to understand the relevance of the theory in the analysis of existing patterns of international trade and finance and what determines them. They will be able to understand the conduct of trade policy and the economic implications of international trade and trade policy both for individual economies and the wider international community.

Course Objective: The objectives of this course are to:

- Explain the fundamental theories and concepts of international trade and finance and apply for the management decisions.
- Explain the existing patterns of trade, mode of capital movement and foreign exchange concepts.
- Describe and interpret how institutions and policy affect international trade.
- Use the standard models of international trade to interpret and analyse real problems and issues faced by developing economics.

Course Outcomes: After completing the course, students should be able to

CO1 Understand the major models of international trade and be able to distinguish between them in terms of their assumptions and economic implications

CO2 Gain insights related to theory and practice of international trade and finance and of trade-related policies

CO3 Know about the components of the world economy and their role

CO4 Analyze the foreign trade and development in the least developed and the developing countries

CO5 Understand the concepts of globalization of financial markets, investment and liquidity

Course Contents:

Unit 1: Theories of International Trade

The Nature of International Trade, Concept and Importance of International Economics, Scope of International Economics, Characteristic Features of International Trade, The Classical Theory of International Trade, Haberlers Opportunity Cost Theory of, International Trade, Heckscher - Ohlins Theory of International Trade, Recent Development in Theories of International Trade: An Overview

Unit 2: International Finance

International Capital Movements, Balance of Trade and Balance of Payments, Measures to Correct Balance of Payments Disequilibrium, Gold Standard, Purchasing Power Parity Theory, Foreign Exchange Rates Policy, Policy of Exchange Control.

Unit 3: Trade and Development

Commercial Policy and Economic Development of Less Developed Countries, Foreign Capital and Developing Countries, International Trade and Economic Development, Euro-Dollar Market, Regional Economic Integration Among Developing Countries,

Unit 4: The World Economy

International Cooperation, International Bank for Reconstruction and Development, International Monetary Fund (IMF), International Development Association (IDA), International Finance Corporation (IFC) and The Asian Development Bank (ADB), Regional Economic Cooperation, The United Nations Conference on Trade and Development (UNCTAD), The European Economic Community

Unit 5: International Investment and International Liquidity

Globalization of Financial Markets: International Finance Hub, International Investment; Foreign Direct Investment (FDI), International Liquidity.

Text & References:

International Economics by Dr. Nirmala Bhalerao and S.S.M. Desai

The Essence of International Economics by Dr. D.M. Mithani

Introduction to International Economics by Dr. D.M. Mithani

Foreign language (French/Spanish)

MB PET 308

Contacts: 3L + 1T

Credits: 4

SEMESTER-IV

Semester-IV

Semester	Paper Code:	Subject	Periods			Credit Units	Evaluation scheme			
			L	T	P/S		Internal [#]	External	Total	
4	*Open Elective Subjects									
	MB PET 401	KPO Management	2			2	50	-	50	
	MB PET 402	National & International Product Strategy & Branding	2			2	50	-	50	
	MB PET 403	Entrepreneurship Management	2			2	50	-	50	
	(A)	Total				4			100*	
	Project Work Evaluation									
	MB PET 404	Dissertation Report Evaluation (External)				-	6		150	150
		*Internal Assessment					6	150		150
		Viva-Voce					4		100	100
	(B)	Total					16			400
	(A+B)	Overall Total					20			500

*Students can choose 2 elective subjects out of the given 3 subjects. Evaluation is done for 50 marks for each elective. Evaluation Scheme for Internal Assessment is tabulated below

***Internal Assessment**

Semester	Details	Credits	Total Marks
4	Journal Club Presentation	1	25
	Synopsis Presentation	1	25
	Conference/Seminars Attended	1	25
	Publications: <ul style="list-style-type: none">• Submitted: 15/25• Accepted:20/25• Published: 25/25	1	25
	Report Evaluation (Supervisor)	2	50
	Total	6	150

KPO Management
Paper Code- MB PET 401

Contacts: 2L

Credits: 2

Course Overview:

To acquaint the students with the outsourcing, knowledge process outsourcing, various aspects of outsourcing etc.

Course Objectives: The objectives of this course are:

- To understand the concepts and scope of KPO management.
- To learn about reasoning and aptitude based cases.
- To understand the scope of KPO in Pharmaceutical Management
- To understand the business analytics and competitive intelligence

Course Outcomes: On completion of this course, the students will be able to

CO1 Understand the concept of high added value process chain in KPOs where the achievement of objective is highly dependent on skills and domain knowledge

CO2 Attain in depth knowledge on aspects related to KPO in pharmaceutical sector like analytical based services, IPR, regulatory services, data mining services

CO3 Understand role of various processes as market research and pharmaceutical R&D in KPO

CO4 Understand the concept of transfer of knowledge intensive business processes

Course Content:

Unit 1: Outsourcing

Introduction to outsourcing, types of outsourcing, Outsourcing Development phases, ICT Opportunities, IT and Outsourcing, Need and benefits of Outsourcing, outsourcing risks, Outsourcing success factors, Process of Outsourcing, Outsourcing Network, Outsourcing Drivers, Trends of Outsourcing, Pricing models in outsourcing, Strategic decision to outsource, Emerging Opportunities in outsourcing industry.

Unit 2: Knowledge Process Outsourcing

Introduction, Global Scenario, Knowledge Process Outsourcing in India, Key players in Indian outsourcing industry, Strategic Knowledge process outsourcing, KPO industry of India, Growth drivers of Indian KPOs.

Unit 3: Mental Aptitude and Reasoning

Aptitude Test, Logical Reasoning (Logical Puzzles, Missing letters puzzles, Chain rule, Odd man out series, Time and distance, statement assumption, Letters and symbol series), Case studies, Verbal Ability (spotting errors and ordering of words), Business analytics and forecasting and Competitive Intelligence.

Text & References:

1. Gopal R, Manjrekar Pradip – BPO/KPO Management: An Industry, by Excel Books
2. Amit Singh Sisodiya; Knowledge Process Outsourcing: Advantage India; ICFAI University Press.
3. Vivek Deolanker; Business Process Outsourcing and Knowledge Process Outsourcing;

National & International Product Strategy & Branding

Paper Code- MB PET 402

Contacts: 2L

Credits: 2

Course Overview:

On completion of this course, the students will be able to demonstrate strong conceptual knowledge in the functional areas of Pharmaceutical product planning and brand management, demonstrate effective understanding of brand planning and brand strategy in national and international pharmaceutical environment. They would attain knowledge of international product and service market and global market mix.

Course Objectives: The objectives of this course are:

- To understand the concepts of Pharmaceutical brand management in Indian as well as global market context.
- To learn about brand value proposition and positioning
- To understand the Pharmaceutical brand strategy
- To understand the communication and media strategy in domestic and global pharmaceutical brand

Course Outcomes: On completion of this course, the students will be able to:

CO1 Gain strong conceptual knowledge in the functional area of Pharmaceutical product planning and brand management

CO2 Demonstrate effective understanding of brand planning and brand strategy in Pharmaceutical industry

CO3 Understand the composition and development of International product and service market

CO4 Understand the challenges and opportunities of branding in today's global marketplace

CO5 Identify and create an effective brand positioning strategies

Course Content:

Unit 1. Product Planning and Management

Definition, role of product management and scope of product management, product levels, societal classification of the product by Kotler, classification of products, market research and its contribution in product development and management, Product planning, Product life cycle management, Product positioning

Unit 2. Brand Management

Brand, understanding branding process, Transforming from product to brand, Brand as an asset, Brand Elements, Brand positioning, Brand extension and revitalization.

Unit 3. International Product and Service Market:

Analyzing Company Resources and Level of Market Development (expand globally while adjusting local competencies), Analyzing Customers and Competitors (Segmentation, Targeting and Positioning)

Unit 4. Brand and Product Decisions in Global Marketing

Local Products and Brand, International Products and Brands, Global Products and Brands, Global brand development, new product in global marketing, Designing Product Attributes and Packaging. Global Marketing Mix

Entrepreneurship Management Paper Code- MB PET 403

Contacts: 2L

Credits: 2

Course Overview: This course enables students to understand the nature and scope of entrepreneurship, Innovation and its role in the current scenario.

Course Objectives: The objectives of this course are to:

- To impart basic managerial knowledge and understanding the business environment.
- To develop necessary knowledge and skills to be an entrepreneur.
- To develop, strengthen the entrepreneurial quality and motivation.
- To analyze the environmental issues related to the proposed project and deliver the best in the circumstances

Course Outcomes: On completion of this course, the students will be able to

CO1 Understand the concept, nature and scope of entrepreneurship

CO2 Understand the function of the entrepreneur in the successful, commercial application of innovations

CO3 Identify personal attributes that enable best use of entrepreneurial opportunities

CO4 Explore entrepreneurial leadership and management style

Course Content:

Unit 1: Entrepreneur and Entrepreneurship

Definition of Entrepreneur, Entrepreneurial motivation and barriers; Internal and external factors; Types of entrepreneurs; Theories of entrepreneurship; Classification of entrepreneurs. Characteristics of Entrepreneur.

Unit 2: Idea Generation and Project Formulation

Idea Generation, Screening and Project Identification, Feasibility Analysis; Project Planning, Evaluation, Monitoring and Control, Project Report Preparation, Launching and Organizing and organizing an Enterprise; Operation problems: Incubation and Take-off, Problems encountered, Structural, Financial and Managerial Problems, Types of Uncertainty.

Unit 3: Supportive Agencies for Entrepreneurship

Institutional support for new ventures; Supporting organizations; Incentives and facilities; Financial Institutions and Small scale Industries, Govt. Policies for SMEs. Role of SIDBI & NSIC

Text and References:

1. Couger C, Creativity and Innovation, IPP, 1999.
2. Jacob Nina, Creativity in Organisations, Wheeler, 1998.
3. Velasquez, Business Ethics- Concepts and Cases, Prentice-Hall, 5th edition, 2002.
4. Kittson Alan, Ethical Organisation, Palgrave, 2001.

Project Work & Dissertation Report

Paper Code-MB PET 404

Credits: 16

Internship Objective:

To impart the practical knowledge through research methods, help formulate a rigorous research problem related to hospital on the basis of their observation, help do an independent study, and encourage working in a team.

Pedagogy:

- Identifying several situations amenable to dissertation work, writing a proposal and making a presentation to the Departmental Research Committee.
- Reporting to the committee on the progress of research work periodically.
- Making use of a variety of research methods.
- Defending the inference before the Examining Committee.

Dissertation Report Contents:

Every student will do a detailed study on the topic selected for the dissertation, and is expected to prepare a two or three proposals which he intends to take up for the Dissertation. The Assigned guide will examine this and decide on the topic of dissertation. Report will comprise of following contents:

1. Abstract
2. Introduction
3. Aims & Objectives
4. Operational definitions
5. Significance of Study
6. Review of literature
7. Research methodology
8. Data Analysis
9. Results
10. Discussion
11. Conclusion
12. Recommendations
13. Limitations of study
14. Future prospects of study
15. References