



SGT UNIVERSITY
SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY
(UGC Approved University) GURGAON, Delhi-NCR

**SHREE GURU GOBIND SINGH
TRICENTENARY UNIVERSITY,
BUDHERA, GURGAON**



**SYLLABI & SCHEME OF EXAMINATION OF
MASTER OF BUSINESS ADMINISTRATION**

Pharmaceutical Management

FOR 1st to 4th Semester

(2023-2025)



Program Name: MBA Pharmaceutical Management			Semester: 1st		
Course: Accounting for Managers			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session / Lectures	Practical/ Group work / Workshop	Tutorials/ Assignment	Credit	Continuous Evaluation	Term End Examination (TEE)
			4	40	60
Course Rationale: <p>The types of decisions made by managers rely substantially on accounting information. The information provided by Financial Accounting does not contain enough detail for internal users. Management Accounting is primarily used for planning and controlling purposes, and help managers in internal decision making. Managers are often confronted with decisions like pricing of products, dropping a product or product line, buying new equipment to replace old equipment, Break-even analysis, budgets and making or buying a part or product. This course will help the students to know various techniques of managerial decision making.</p>					
Course Objectives: <p>The Course aims to:</p> <ol style="list-style-type: none"> 1. The objective of this course is to acquaint the students regarding various accounting concepts, financial accounts of companies. 2. To provide conceptual understanding of Management Accounting principles and practices relevant for business analysis and decision making. 3. To acquaint the students with the managerial tools and techniques and their implementation. 4. To develop the ability to understand, analyze and implement budgets. 					
Learning Outcomes: <ol style="list-style-type: none"> 1. Apply Cost-Volume-Profit Analysis in business decision making. 2. Analyze Price and Cost Variances and use budgetary control techniques to perform managerial functions. 3. Students will be able to apply standard costing and variance analysis. 					
Prerequisite(s): <p>Basic knowledge of financial accounting and Cost accounting.</p>					
Pedagogy: <p>The pedagogy will be a mix of Lectures, presentations, Class Room Discussion and Projects/Assignments.</p>					
Syllabus: Unit-I <p>Accounting: - concept, Importance and Scope, Accounting Principles, Types of Accounting, Financial accounting: journal, ledger, trial balance.</p>					



Unit II

Management Accounting –evolution, meaning, objectives, nature, scope, functions, techniques and limitations. Financial Accounting vs. Cost Accounting vs. Management Accounting. Budgets and budgetary control - meaning, objectives, classification of budgets and preparation of cash budget, importance of budgets.

Unit III

Cost Volume Profit Analysis –meaning, objectives, advantages, methods of cost volume profit analysis and its computation. Ratio Analysis – meaning, objectives, significance, limitations, classification and computation of ratios: Liquidity Ratio, Activity ratio, Profitability ratio and Capital structure ratios.

Unit IV

Funds Flow Statement: meaning, objectives, limitations, preparation of funds flow statement. Cash Flow Statement: meaning, objectives, limitations, difference between cash flow statement and fund flow statement.

Unit V

Standard costing: meaning, concept, objectives, advantages and limitations. Variance analysis: concept, types of variances: material and labour variances and their accounting treatment.

Textbook:

1. Pandey, I.M., Management Accounting, Vikas Publishing House, New Delhi
2. Khan, M.Y. and Jain, P.K., Management Accounting, TMH, New Delhi.
3. Kishore M. Ravi, Cost and Management Accounting, Taxman Publication.

Reference Books:

1. Horngren, Sundem and Stratton, Introduction to Management Accounting, Pearson Education, New Delhi.
2. Kaplan, S. Robert, Anthony A. Atkinson, Management Accounting, Pearson Education
3. Mittal, S.N., Management Accounting and Financial Management, Shree Mahavir Book Depot, New Delhi.
4. Jain, S.P and Narang, K.L., Advanced Cost Accounting, Kalyani Publishers, Ludhiana.
4. Brigham, Ehrhardt, Financial Management, Cengage Learning.
5. S.K Gupta, R.K Sharma, Financial Management Theory and Practice, Kalyani Publishers.

Journals:

- Management Accountant
- International Journal of Managerial and Financial Accounting

Links to websites:

- -NA-

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks



• Assignment	05marks
• Team Project Presentation	10marks
• Term-End Exam	60marks
Total	100marks

Program Name :MBA PHARMACEUTICAL MANAGEMENT			Semester: I		
Course: Marketing Management			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale: From a customer value creation and delivery perspective the Marketing Management course is a foundation since understanding the market and identifying and creating what is of value for the identified market is the logical starting point of business. This course focuses on formulating marketing Plans and policies based on deep insights about market; both customers and competition					
Course Objectives:					
<ol style="list-style-type: none"> To provide a systematic framework for understanding customer, company, competition, collaborators and context for marketing management. To develop an understanding on Market Segmentation, Targeting and Positioning. 					
Learning Outcomes:					
After completion of the course, students would be able to:					
<ol style="list-style-type: none"> Appreciate the differences between consumer and business marketing Apply concepts and tools relevant to Segmentation, Targeting and Positioning Design the marketing plan for new products and services. 					
Prerequisite(s): The students should be equipped with the basic terms used in Marketing Management					
Pedagogy: SIS, SS, Case study, Video, Assignments, Quiz					
Syllabus:					
UNIT-I					
Introduction to Marketing Management: Customer need focus, Profitability Focus, Assessing Market Opportunities and Customer Value: Scanning Market Environment, Creating Customer Value and Customer Relationship. Introduction to International Marketing.					
UNIT –II					
Analyzing Consumer Behaviour: Factors influencing consumer behavior, Cultural and Social factors influencing consumer decisions. Psychological factors, Influencing consumer decisions,					



Understanding Competition In Market, Strategies of Leader, Challenger and Followers in Market Place, Balancing Customer and Competition Orientation. Marketing Research: Elements of the Marketing Information Systems, Marketing Research Methods

UNIT III

Market Segmentation: Bases for Segmenting Consumer Markets, Bases for Segmenting Business Markets, Target Market Selection: Differentiated Positioning, Marketing Mix, Product Decisions: Classification of Products, Product mix and product line decisions, Packaging, Product Decisions: New product Development, Product Life Cycle management, New product options Challenges in New Product Development, Organizational arrangement for new products, Diffusion of innovation

UNIT IV

Designing and Managing Services: Nature of services, Categories of the services, Distinctive Characteristics of Services, Service Blueprint Pricing Decisions , Consumer psychology and pricing: Reference Pricing Selecting the pricing objective Determining demand Selecting the pricing method, Adapting the price, Promotional Pricing, Differentiated pricing, Initiating price cuts, Initiating price increases

Unit V

Place Decisions: Distribution channels, Integrating Multi-Channel Marketing Systems, Value Networks, Channel Functions and Flows, Identifying Channel alternatives, Evaluating Channel Alternatives.

Textbook:

- *Marketing Management: A South Asian Perspective*, Philip Kotler, Kevin Lane Keller, Pearson Education
- *Marketing Management*, Ramaswamy, Mc Graw Hill India.

Reference Books:

- Marketing Management, Dawn Iacobucci, Cengage
- *Marketing Management*, Rajan Saxena, McGraw Hill
- *Principles of Marketing*, Philip Kotler and Gary M. Armstrong, Prentice Hall
- *Fundamentals of Marketing*, William J. Stanton, Charles M. Futrell, McGraw-Hill

Journals:

- Journal of Marketing
- Journal of Consumer Research
- Journal of Marketing Research

Links to websites:

- <http://www.mmaglobal.org/>

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks



• Term-End Exam	60marks
Total	100marks
Cases: The Faculty should discuss at least one case per unit.	

Program Name :MBA PHARMACEUTICAL MANAGEMENT			Semester: I		
Course: OrganisationalBehaviour			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale: <p>Organizations have to manage its tangible and intangible resources. Amongst all resources human resources offer organizations distinct advantage. This course exposes students towards the behavioural aspects of individuals working in an organization.</p>					
Learning Outcomes: <ol style="list-style-type: none"> 1. To apply organizational behavioural theories / frameworks /models to business context. 2. To analyze business situation and individual behaviour. 3) To understand Organizational change & Development interventions. 					
Prerequisite(s): <p>Understanding of principles of management and basics of human resources and human behavior at work.</p>					
Pedagogy: Case based analysis, group exercises, experiential learning activities, quizzes, role plays, videos, presentations and lecture method.					
Syllabus: Unit-I <p>Definition and Meaning of OB - Need and Importance of OB - Nature and Scope - OB Models - Historical Evolution of Organizational Behaviour.</p> Unit-II					



Individual Behaviour: Personality: Factors Influencing Personality - Theories of Personality - Perception: Factors Influencing Perception - Perception Process - Managing the Perception - Learning: Principles and Theories of Learning - Attitudes and Values.

Unit-III

Nature and Types of Group - Group Development - Determinants of Groups Behaviour - Group Dynamics - Group Norms - Group Cohesiveness - Group Decision Making Techniques - Conflict: Causes - Types - Conflict Management. Transactional analysis and Johari Window

Unit-IV

Motivation: Nature and Importance of Motivation - Theories of Motivation - Leadership: Importance - Leadership Styles and their Implications - Theories of Leadership.

Unit-V

Organizational Culture, Organization Change: Importance, Resistance to Change, Managing Change, Organization Development (OD), Pre-requisites for effective OD, Factors affecting OD, Effectiveness of OD Program.

Textbook:

Robbins, Stephen P., Judge, Timothy A., & Vohra, Neharika., *Organizational Behaviour*. (18th ed.). Pearson.

Reference Books:

1. Luthans, Fred., *Organizational Behaviour*, (18ed), McGraw-Hill International Edition.
2. Newstorm John. W. & Davis Keith., *Organizational Behaviour, Human Behaviour at Work*, (12 ed.). Tata McGraw-Hill Publishing Company Ltd., New Delhi.
3. Aswathappa K., *Organizational Behaviour Text, Cases and Games*. (8th ed). Himalaya Publishing House, New Delhi.
4. Griffin, Ricky W, *Organizational Behaviour*, Houghton Mifflin Co., Boston.
5. Hersey, Paul, Blanchard, Kenneth H. & Johnson, Dewey E. *Management of Organisational Behaviour*, Utilizing Human Resources, Prentice Hall, New Delhi.
- 6) Ivancevich, John. & Micheol T. Matheson, *Organisational Behaviour and Management*, Tata McGraw, New Delhi. Hill

Journals:

1. *Journal of Organizational Behaviour*



2. *Journal of Organizational Behaviour Management*

Case Study:

1. Apple goes global, Organizational Behaviour 16e, Robbins, Judge & Niharika Vohra, pp 64-65.
2. The treasure trove of the aging workforce, Organizational Behaviour 16e, Robbins, Judge & Niharika Vohra, pp 38.

Links to websites:

- <http://obweb.org/>
- <http://www.tandfonline.com/loi/worg20>
- www.12manage.com

Evaluation Scheme:

- | | |
|--------------------------------------|-----------------|
| ● Class participation and attendance | 05 marks |
| ● Mid Term Exam | 20 marks |
| ● Assignment | 05 marks |
| ● Presentation | 10 marks |
| ● Term-End Exam | 60 marks |
| Total | 100marks |

Cases: The Faculty should discuss at least one case per unit.



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Program Name: MBA (Pharmaceutical Management)			Semester: I		
Course: Introduction to Medical Pharmacology			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credi	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: The core aim of the course Introduction to Medical Pharmacology is to provides a fundamental understanding of how drugs interact with the human body, their mechanisms of action, and their therapeutic uses. It equips students with the knowledge essential for safe and effective drug administration and patient care in various medical settings.					
Course Objectives: <ol style="list-style-type: none">1. Understanding the basic knowledge of different drug classes, their mechanisms of action, and their therapeutic applications, enabling a comprehensive understanding of the pharmacological treatment options available.2. Analyze the principles of pharmacokinetics (drug absorption, distribution, metabolism, and excretion) and pharmacodynamics (drug-receptor interactions, dose-response relationships), providing insights into how drugs work within the body.3. Develop the ability to recognize common adverse effects of drugs and understand potential drug interactions to ensure safe medication administration and minimize risks to patients.4. Identify the rational use of drugs by considering factors such as efficacy, safety, cost-effectiveness, and evidence-based medicine principles, promoting optimal patient care.5. Apply pharmacological principles and concepts to clinical scenarios, developing critical thinking skills to make informed decisions regarding drug selection, dosage adjustment, and therapeutic interventions for patient care.					
Learning Outcomes:					



After completion of the course, students would be able to:

1. Ensuring successful learning of basic concepts of different drug classes, their mechanisms of action, and their therapeutic applications, enabling a comprehensive understanding of the pharmacological treatment options available.
2. Student will able to understand the principles of pharmacokinetics (drug absorption, distribution, metabolism, and excretion) and pharmacodynamics (drug-receptor interactions, dose-response relationships), providing insights into how drugs work within the body.
3. Understand the ability to recognize common adverse effects of drugs and understand potential drug interactions to ensure safe medication administration and minimize risks to patients.
4. This course enables students to learn about the rational use of drugs by considering factors such as efficacy, safety, cost-effectiveness, and evidence-based medicine principles, promoting optimal patient care.

Prerequisite(s):

1. Basic knowledge of drug, research, clinical trials and ethics.

Pedagogy:

Ensuring class room lectures, power point presentations, hospital visits, industry visits, practice of documentations along with case studies.

Syllabus:

Unit –I Introduction to Medical Pharmacology: General Pharmacology- Definition, Nature & sources of drugs, dosage forms, drug Nomenclature, Generic name, trade name. Fixed dose combinations, Posology.

Unit II: Pharmacokinetics and Pharmacodynamics- Routes of administration- Advantages & disadvantages of important routes used, Factors modifying dose of a drug, Pharmacodynamics- Principles of drug action, Mechanism of drug action, Dose-response relationship, Drug efficacy & potency, Therapeutic index, LD 50 & ED 50, Factors modifying drug action.

Unit III: Adverse drug reactions: Meaning, types Pharmacovigilance, Phases of drug development, Essential drugs, Evidence based Medicine, Toxicology.

Unit IV: Experimental Pharmacology: Experimental methodologies involved in the discovery of drugs (in vivo, in vitro, ex vivo), Animal handling and animal care, Methods of anaesthetizing animals and methods of euthanasia.

Unit V: Drug Regulations: Drug and Cosmetics Act, Drug Price Control order, Application for Investigational New, Drug (IND), Application for New drug Discovery (NDD) according to Indian Control Authority & USFDA guidelines, Ethical considerations in utilizing human subjects for drug



discovery process, Helsinki's declaration, Methods involved in the development of new drugs. Preclinical toxicological studies.

Textbook:

1. The Pharmacological Basis of Therapeutics - Goodman & Gilman
2. Basic and Clinical Pharmacology - BG Katzung
3. Pharmacology - Rang, Ritter. Flower and Henderson
4. Essential of Medical Pharmacology - K.D.Tripathi
5. Principles of Pharmacology - KK Sharma & HL Sharma

Reference Books:

1. Applied Therapeutics - Kimble, Young, Corelli and Alldredge
2. Methods in Biostatistics - B K Mahajan
3. Clinical Pharmacology - Bennett and Brown
4. Fundamentals of Experimental Pharmacology - Ghosh M.N.
5. The Pathophysiologic basis of Drug Therapy - David E Golan, Armen, Ehrin
6. Screening Methods - Vogel and Vogel
7. Pharmacology - George M Brenner, Craig W Sterens
8. Pharmacology &Pharmacotherapeutics - RS Satoskar
9. Practical manual of Experimental and Clinical Pharmacology – Bikash Medhi and Ajay Prakash.

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks



Program Name : MBA (Pharmaceutical Management)			Semester: I		
Course: Pharmaceutical Business Environment			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credi	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale: The core aim of this subject is to on providing the overview of pharma sector from managerial perspective such as Evolution of pharma sector in India, legal boundaries within which pharma sector operates, Challenges faced by the sector.					
Course Objectives: <ol style="list-style-type: none">6. Understanding the basic concepts of business environment in pharmaceutical sector. including the history of evolution of Pharma Sector in India (from the days of Vedas preparing medicines at home to the current industrial production day).7. Analyze the Legal guidelines/regulations guiding Pharma sector in India, policy for R&D, Technology Transfer.8. Applying the critical elements of political environment constitution provisions affecting business in India; the economic roles of the government, growth, and control of corporate sector in India.9. Identify the impacts and opportunities from globalization in pharma sector.10. Understand the importance ethics, consumers right, consumerism in pharma sector.					
Learning Outcomes: After completion of the course, students would be able to:					



1. Ensuring successful learning of basic concepts of business environment in pharmaceutical sector.
2. Student will able to understand the legal and ethical principles applicable in pharmaceutical sector.
3. Understand the political and economic environment affects the pharmaceutical sector in India
4. Student will able to understand the importance ethics in Pharma industry.
5. This course enables students to learn about business policies, ethical codes, and different factors responsible for changing dimensions of corporate environment.

Prerequisite(s):

1. Basic knowledge of Pharmacology, general management, and ethics.

Pedagogy:

Ensuring class room lectures, power point presentations, hospital visits, practice of documentations along with case studies.

Syllabus:

Unit –I Introduction to Business Environment Meaning & Importance of Business Environment
Dimensions of Business Environment, Impact of Internal & External Environment of Business on
Pharmaceutical Industry.

Unit II: Environmental, Political, Social and Economical cultural environment of pharmaceutical business Various Processes for Environmental Analysis, SWOT Analysis, Changing Market Access Strategies in Pharmaceutical Industry, Political, legal and economic environment for pharmaceutical business.

Unit III: Evolution of Indian Pharmaceutical Industry Global Pharmaceutical Business Environment Different Evolution Phases of Indian Pharmaceutical Industry, Present status of Indian Pharma Industry (Present value, Key Players, Indian Bulk Drug Market).

Unit IV: International and technological environment: Global Pharma Developments, Multinational Corporation, Mergers & Acquisitions of pharmaceutical industry at global level & India level.

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

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.



Textbook:

- Davies, Juanita. Essentials of Medical Terminology. 3rd edition. New York. Delmar. 2008. E book
- Mogli. J.D. Medical Records: Organization & Management 2nd edition New Delhi: Jaypee Brothers.
- The body by Bilbirson Agreed for Occupance

Reference Books:

- Business Environment by F. Cherunilam, Himalaya Publishing House, Revised edition- 2019
2. Business Environment by Raj Aggarwal and Parag Diwan, 2002
 3. Government and Business by N K Sengupta, 1999
 4. Technology and Economic Development The Indian Case by Debashish Mallick, 2014
 5. Business Laws by N D Kapoor, 2019
 6. Business Policy and Strategic Management by W F Glueck and Jauch, 1988
 7. Pharmaceutical Industrial Management, Shah, 2010
 8. Pharmaceutical Marketing in India, Subba Rao, 2018

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks



Program Name: MBA (Pharmaceutical Management)			Semester: I		
Course: Pharmaceutical Product and Brand Management			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credi	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

The core aim of this subject is to develop an understanding of pharma product and brand management skills and techniques that are commonly applied in industry. The course has been designed to provide an effective training on concepts as well as practical knowledge related to pharma products and brands and to help learners nurture their idea by taking them through the entire product lifecycle.

Course Objectives:

11. Understanding the basic concepts of business environment in pharmaceutical sector. including the history of evolution of Pharma Sector in India (from the days of Vedas preparing medicines at home to the current industrial production day).
12. Analyze the Legal guidelines/regulations guiding Pharma sector in India, policy for R&D, Technology Transfer.
13. Applying the critical elements of political environment constitution provisions affecting business in India; the economic roles of the government, growth, and control of corporate sector in India.
14. Identify the impacts and opportunities from globalization in pharma sector.
15. Understand the importance ethics, consumers right, consumerism in pharma sector.



Learning Outcomes:

After completion of the course, students would be able to:

1. Ensuring successful learning of basic concepts of product management.
2. Student will able to understand the new Product Development, Product Mix and Product life-cycle.
3. Understand the objectives, importance, and components of product planning in the pharmaceutical sector in India
4. Student will able to understand the concept of branding, brand identity, Brand Image, Brand Value.

Prerequisite(s):

1. Basic knowledge of Pharmacology, product, and branding.

Pedagogy:

Ensuring class room lectures, power point presentations, hospital visits, practice of documentations along with case studies.

Unit I: Introduction to Product Management Definition, role of product management and scope of product management, product levels, classification of pharma products.

Unit II: New Product Development, Product Mix and Product life- cycle Definition of new product, type of new products, product mix and product line strategies, product life cycle concept and its linkage with the pharmaceutical industry.

Unit III: Product Planning and Pricing Strategies- Meaning, objectives of product planning, components of product planning, pricing, importance and objective of pricing, factors influencing the price determination, pricing policies, pricing methods or determination or the price of pharma product.

Unit IV: Branding of the Pharma Products- Meaning and history of branding, branding elements- brand identity, brand personality, Brand Name, Brand Image, Brand Value and Brand Awareness, Concept of Brand Equity, Promotional-mix, Benefits of building Brand Equity, brand positioning and difference with consumer brands, Branding process, pharma branding process and strategies, reinforcing and revitalizing pharmaceutical brands.

Unit V: Pharma Product Promotion Defining promotion, promotional strategies, issues in pharma product promotion, approaches for pharma product promotion Product-mix Optimization &



Promotional-mix Optimization: Portfolio Analysis by factoring key determinants, BCG Matrix, brand building decisions; leveraging the Promotional-mix for Brand Building.

Textbook:

1. Product Management in India by Majumdar, R.2007
2. Marketing Management: Planning by Ramaswamy, V.S. and Namakumari, S. Marketing by Zikmund, A. July 2018.
3. Innovating Organization, edited by Pettigrew & Fenton, 2000.
4. Marketing Research - Measurement and Method by Tull and Hawkins, 1993.
5. Strategic Brand Management by Kevin Keller, Pearson 2013.
6. Brand Positioning by Sen Gupta, 2nd Edition 2005.
7. Managing Indian Brands by Ramesh Kumar, 2003

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks



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Program Name :MBA PHARMACEUTICAL MANAGEMENT			Semester: 1st		
Course: Principles of Management			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale: <ul style="list-style-type: none">• This course is based on Management Concepts, its evolution and detailed functions of management. The Management course rationale is to acquaint the students with managerial skills and to make them understand the management jargon.					
Course Objectives: <ol style="list-style-type: none">1. To help the students gain understanding of the functions and responsibilities of managers.2. To help the students to develop cognizance of the importance of management principles.3. To provide them tools and techniques to be used in the performance of the managerial job.4. To enable them to analyze and understand the environment of the organization.					
Learning Outcomes: <p>After completion of the course students would be able to:</p> Understand the functions and responsibilities of managers, develop cognizance of the importance of management principles					
Prerequisite(s): <ol style="list-style-type: none">1. Good Communication skills					



2. Basic knowledge of marketing and financial management.

Pedagogy: Lectures, Case Studies, Discussion, Presentations, Management games

llabus:

Unit I

Management Concept, Evolution of Management Thought, Different Levels of Management, , Roles and Functions of Managers

Unit II

Planning-Objective of Planning, Planning Process, Types of Planning, Types of Plans, Corporate Planning, Strategic planning, Management by Objective, Decision-making meaning and process

Unit III

Organizing and Staffing- Meaning of organization, Types of organization, Organization structure, Span of Management, Line and Staff Relationship, Departmentation, Delegation-Centralization and Decentralization of Authority, Meaning of Staffing, Recruitment, Selection and Placement, Training and Development

nit IV

Unit IV

Directing and Controlling- Principle of Directing, Essence of Coordination, Basic Control Process, Different Control Techniques, Management by Exception (MBE)

Unit V

International Perspective-Contemporary Issues and International Perspective of Management, Benchmarking, Total Quality Management(TQM)

Textbook:

1. Koontz, H, &Wehrich, H (2016). Essentials of Management: An International Perspective (8th ed.), Tata McGraw Hills, New Delhi.
2. Ghuman, K &Aswathapa, K, (2017). Management concepts and cases (10th ed.), Tata McGraw Hills, New Delhi.
3. Telsan, M.T. (2016). Industrial and Business Management, (4th ed.), S. Chand, New Delhi.
- 4.



Reference Books:

1. Robbins, S. (2017). Management, (13th ed.), Pearson Education, New Delhi.
2. Ramaswamy, I. (2011). Principles of Business Management, (8th ed.), Himalaya Publishing House, New Delhi

Journals:

1. Academy of Management Journal
2. Strategic management
3. Journal of international management
4. Indian Journal of Training and development

Case Study:

As per syllabus topics

Links to websites:

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Professional Activities 10marks
- Term-End Exam 60marks

Total 100marks



Program Name :MBA Pharmaceutical Management			Semester: 1		
Course: Business Statistics			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale: The objective of this course is not only to make the students to get a basic understanding of statistical techniques, but also to develop the skill to apply the techniques in practical cases which can be used in their projects and also when the students enter the industry after finishing their courses. .					
Course Objectives: <ol style="list-style-type: none">1. To provide students with the understanding of role of statistical techniques in business research analysis.2. To familiarize the students with various statistical and analytical tools so that they can benefit from use of appropriate statistical techniques to Decision-Making situations.					
Learning Outcomes:					



After completion of the course students would be able to :

1. Develop different types of index numbers for comparison of data of different time periods
2. Use Z and t test method for large and small samples for testing hypothesis.
3. Use ANOVA method to test hypothesis for means for two or more groups.
4. Use Non-parametric methods of testing of hypothesis for means and association

Prerequisite(s):

Basic Knowledge of Algebra and Probability.

Pedagogy: Lectures, presentations and problem solving.

Syllabus:

Unit I

Introduction of statistics, types of statistical methods, importance ,scope and limitations ,Data classification, tabulation and representation. Measures of central Tendencies, Measures of Dispersion.

Unit II

Introduction, Correlation Analysis – Coefficient of Correlation, Regression, Estimation using regression lines,

Unit III

Meaning, Uses, Problems in construction of Index Numbers, Methods of Construction of Index Numbers, Quantity and Value Index, Tests of adequacy, Chain Base Index Numbers , consumer price index

Unit IV

Meaning of hypothesis, test statistics and their types, Significance Level, Hypothesis Testing of Proportions and Means and Differences between Means and Proportions (Large and Small Samples), Test based on Z- test, t – test and F –test.

Introduction, advantages and limitations of non-parametric tests, chi-square test, Run test for randomness, Mann-Whitney U test, Wilcoxon test and Kruskal –Wallis test.

Unit V

Introduction, ANOVA approach , applications , one way classification and two way classification for testing equality of treatment means.



Textbook:

3. Sharma, J. K.” Business Statistics”. New Delhi: Pearson Education (P) Ltd
4. Gupta, S. C., & Kapoor, V. K. (2020). Fundamentals of mathematical statistics. Sultan Chand & Sons.

Reference Books:

5. Bali, N. P., Gupta, P. N., & Gandhi, C. P.”Text Book of Quantitative Techniques.” New Delhi: Laxmi Publications (P) Ltd.
6. Bajpai, N. “Business Statistics”. New Delhi: Pearson Education (P) Ltd
7. Levin, R. I. “Statistics for Management” New Delhi:Pearson Education (P) Ltd.

Journals: 1. Communications in Statistics

2. Journal of Statistical Computation and Simulation

3. Annals of Probability

4. Journal of Business & Economic Statistics

Case Study:

Links to websites:

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Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam20marks
- Assignment05marks
- Professional Activities 10marks
- Term-End Exam60marks

Total 100marks



Program Name :MBA PHARMACEUTICAL MANAGEMENT			Semester: II		
Course: Financial Management			Code:		
Teaching Scheme			Evaluation Scheme		
ClassroomSession/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60

Course Rationale:

The objective of a business enterprise is to generate profits and remain viable and sustainable. Sustainability necessitates value creation by organizations not for just their stakeholders but also for society at large.

In the process of value creation, financial managers are increasingly supplementing the traditional metrics of performance with new methods that encourage a greater role for risk assessment and critical analysis of alternatives. The purpose of this course is to enable students to understand the financial decision-making process and to interpret the impact that financial decisions will have on value creation. Thus there are four major decision-making areas in financial management: the financing, investment, liquidity, valuation and asset management decisions.

Financial assets are changing their characteristic performance in rapidly changing financial markets which is posing a challenge to financial analysts. These challenges are further magnified by wide fluctuations and volatility in exchange rates, interest rates, tax laws, technology changes which are making decision making an even more challenging task. Today's financial manager must have the flexibility to adapt to the changing external environment if his or her firm is to survive.

This course will enable students to develop skills to assess the sources of finance and analyze investment decisions in terms of the different types of cash flows. Students will also be able to analyze the liquidity of the firm and learn to manage cash, receivables and inventory to maintain



optimum liquidity in the firm. Students will also understand the significance of value creation by the firm and analyze the corporate governance of the firm.

Learning Outcomes:

After completion of the course, students would be able to:

1. Identify the best source of financing suitable to a business
2. Review investment decisions on the basis of the associated risk and return based on the concept of Time Value of Money
3. Calculate the cash flows from complex investment decisions
4. Calculate the cost of capital under different capital structures and assess the optimal capital structure and value for the firms
5. Evaluate the critical factors influencing liquidity of the firm through cash, inventory, and receivables of the firm

Prerequisite(s):

Basic knowledge of Accounts & Finance.

Pedagogy:

Exercises in the text book and Cases would be used for extensive practice both in the class and for self-study.

Syllabus:

Unit 1: Introduction

Concept, Nature, Scope, Function and Objectives of Financial Management. Long term and short term sources of finance.

Concept of Time Value of Money, present value, future value, and annuity; Risk & Return: Historical returns, expected return; Risk - Systematic & unsystematic risk – their sources and measures.

Ratio Analysis: Liquidity, Profitability, Leverage and Activity Ratios & Funds Flow Statement.

Unit 2: Investment

Estimation of relevant cash flows and terminal value; Evaluation techniques - Accounting Rate of Return, Net Present Value, Internal Rate of Return & MIRR, Net Terminal Value, Profitability Index Method, RADR (Risk Adjusted Discount Rate), Certainty Equivalent method, Simulation method, Sensitivity Analysis using practical questions.

Unit 3: Financing Decision

Cost of Capital and Financing Decision: Sources of long-term financing, Estimation of components of cost of capital. Methods for Calculating cost of equity capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average cost of capital (WACC) and Marginal cost of capital.

Capital structure –Theories of Capital Structure: Net Income, Net Operating Income, MM Hypothesis, Traditional Approach

Unit 4: Leverage Analysis & Dividend Decisions



Leverage Analysis: Operating and Financial Leverage; EBIT -EPS analysis; Combined leverage

Dividend Policy Decision - Dividend and Capital; The irrelevance of dividends: General, MM hypothesis; Relevance of dividends: Walter's model, Gordon's model, Alternate forms of Dividends

Unit 5: Working Capital Decisions

Working Capital: Meaning, Objectives. Factors affecting Working Capital Decision. Working Capital Management: Cash Management, Receivables management, Inventory Management.

Filling of CMA form for Working Capital.

Textbook:

- Financial Management by IM Pandey, Vikas Publishing (11th Edition)
- Khan and Jain. Financial Management, Text, problems & Cases (Eight Edition) McGraw Hill Education

Reference Books:

- R.P. Rustagi, Financial Management (14th edition), Taxmann Publications
- Chandra, P. Financial Management: theory & Practice. (10th edition) McGraw Hill Education
- James C. Van Horne and Sanjay Dhamija, Financial Management and Policy, Pearson Education
- Levy H. and M. Sarnat. Principles of Financial Management. Pearson Education
- Joy, O.M. Introduction to Financial Management. Mc Graw Hill Education.
- Brigham and Houston, Fundamentals of Financial Management, Cengage Learning

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Team Project Presentation 10 marks
- Term-End Exam 60 marks

Total 100marks



Program Name :MBA PHARMACEUTICAL MANAGEMENT			Semester: II		
Course: Human Resource Management			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credi	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: This course is an introduction to Human Resource Management. HRM involves all management decisions and actions that affect the nature of the relationship between the organization and its employees. Effective Human Resource Management creates a win-win relationship with employees by seeking the best fit between organizational and individual goals. The focus of the course is on the various human resource policies as recruitment, selection, performance management, rewards, staffing and development. Students will get insight into the basic challenges, approaches and tools within these fields.					
Course Objectives: 1. To understand challenges of human resource management in today's competitive environment.					



2. To apply the knowledge of talent management, recruitment, selection, training & development in organization.
3. To evaluate performance & potential appraisal in developing compensation structure in organization.
4. To understand role of international human resource management and cultural diversity in global business environment.

Learning Outcomes:

After completion of the course, students would be able to:

1. Understand the nature, role and importance of the Human Resource in organization.
2. Analyze employee recruitment, selection, retention plans and their development processes.
3. Demonstrate the skills for solving HR issues and the formulation of appropriate HRM responses.
4. Explain the purpose, need and relevance of HRIS.

Prerequisite(s):

Knowledge of principles of management and basics of human resources.

Pedagogy: Case based analysis, group exercises, experiential learning activities, quizzes, role plays, videos, presentations and lecture method.

Syllabus:

Unit I: Introduction to HRM; Evolution of HRM; role, responsibilities and competencies of HR professionals; HR processes and functions; Changing environment at workplace, human resource planning - objectives and process.

Unit II : Job Analysis, Job descriptions and job specifications, recruitment and selection methods and strategies, orientation and induction, training and development process & methods, training need assessment, designing, administering and evaluation of training and development programme.

Unit III: Elements of performance management system, performance evaluation methods, Appraising performance: developing performance appraisal system, career & succession planning and management.

UNIT IV: Compensation management, job evaluation methods, classification of employee benefits, design and administration. HR in knowledge era: HR in mergers and acquisitions, outplacement, outsourcing HR functions, employee easing, HR audit.

Unit V: Human Resource Information Systems: Evolution, Objectives, Needs, Advantages & Disadvantages, System Design and Acquisition: Design of HRIS - Relevance of Decision Making



Concepts for Information System Design, Data Management for HRIS, The Future of Human Resource Information Systems: Emerging Trends in HRM and IT.

Textbook:

- Dessler Gary and Varkkey Biju (2015), Human Resource Management, Pearson Publication, 14th Edition
- Gupta, C.B. (2014). *Human Resource Management*. Delhi. Sultan Chand & Sons, 3rd Edition
- Decenzo, A. David & Robbins, Stephen (2011). *Fundamentals of Human Resource Management*. Wiley India 10th Edition

Reference Books:

1. Bohlander George W., Sherman Arthur W., Snell Scott A., *Managing Human Resources*, South Western College, 16th Edition
2. R. Luis, Mejia- Gomez, B. David, Balkin and L. Robert, Cardy (2016), *Managing Human Resources*, Pearson Higher Education, 8th Edition
3. Mathis Robert L. and Jackson John H., Valentine Sean R. (2013), *Human Resource Management*, Cengage Learning, 14th Edition
4. Mondy R.W. & Noe R.M., *Human Resource Management*, Pearson Education, 7th Edition,
5. Aswathappa K. *Human Resource Management*, McGraw Hill Education, 8th Edition

Journals:

1. *Journal of Human Resources*
2. *Academy of Management Review*
3. *Human Resource Development Review*
4. *Journal of Management Education*

Case Study

- 1 Carter Cleaning Company, Chapter 1, pg 23.
- 2 Translating strategy in to hrpolicies and practices case, Chapter 4, pg 108.
3. Boss, I think we have a problem, Chapter 17, pg 508

Links to websites:

- www.peoplesmatters.in
- www.hrvillage.com
- www.tvrls.com

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks



● Assignment	05 marks
● Presentation	10 marks
● Term-End Exam	60 marks
Total	100marks

Program Name :MBA PHARMACEUTICAL MANAGEMENT			Semester: II		
Course: Business Research Methods			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale: From a customer value creation and delivery perspective the Marketing Management course is a foundation since understanding the market and identifying and creating what is of value for the identified market is the logical starting point of business. This course focuses on formulating marketing Plans and policies based on deep insights about market; both customers and competition					
Course Objectives:					
<ol style="list-style-type: none"> 1. The objective of this paper is to impart knowledge about various stages of the research processes and their application in decision making. 2. The students will be able to plan, design and earn out business research using scientific methods and prepare research report(s). 					
Learning Outcomes:					
After completion of the course, students would be able to:					
<ol style="list-style-type: none"> 3. Appreciate the differences between methods of research and research designs 4. Apply various research methods and designs for different research designs 5. Design the research plan for topic of student's choice 					



Prerequisite(s): The students should be equipped with the basic terms used in statistics

Pedagogy: Case study, Video, Assignments, Quiz, formative assessment

Syllabus:

Unit I

Business Research: Meaning, Need, Types, Approaches, Research methods vs Research Methodology, Research Process, Role of research in important areas, Identification and Formulation of Research Problem, Variables and Variable type, Hypothesis, Types and Formulation of Hypothesis

Unit II

Research Design: Meaning, Need, and Different research design: Exploratory, Descriptive. Experimental and Diagnostic and Survey Research, Features of a good research design

Unit III

Sampling design: Meaning, Need, and Advantages of sampling over census, Probability and Non probability Sampling Methods, Criteria of Selecting a sampling procedure, Factors influencing sample size

Unit IV

DataCollection Methods: Questionnaire/schedule; Questionnaire designing, Interview and Observational methods, Measurement Scales, Techniques of Developing Scales, Reliability and Validityof scales

Unit V

Data Analysis: Descriptive and Univariate Statistics; Bivariate Analysis: Test of Difference, Measures of Association; Introduction to Multivariate Analysis, Report Writing: Need, Types and Characteristics of a research report.

Textbook:

- *William G. Zikmund, Business Research Methods, 7th Edition, Cengage Learning, India.*
- *K.N. Krishnaswamy, Appa Iyer Sivakumar; M.Mathirajan, Management Research Methodology: Integration of Principles, Methods and Techniques, Pearson Education*
- *Ranjeet Kumar, Research Methods, Pearson Education*
- *Donald S. Tull, Del I. Hawkins, Marketing Research, Measurement and Methods, 6th Edition, PHI*
- *Naresh Malhotra and Satya Bhushan Das, Marketing Research: An applied Orientation, Pearson Education*
- *Mcburney, Research Methods, 7th Edition, Cengage Learning, India.*

Reference Books:

- *J. K. Sachdeva, Business Research Methodology, Himalaya Pub. House*
- *Paul E. Green, Donald S. Tull, Research for Marketing Decisions, 5th Edition, PHI.*

Journals:

- Journal of Consumer Research
- Journal of Marketing Research

Evaluation Scheme:



• Class participation and attendance	05marks
• Mid Term Exam	20marks
• Assignment	05marks
• Team Project Presentation	10marks
• Term-End Exam	60marks
Total	100marks
Cases: The Faculty should discuss at least one case per unit.	

Program Name: MBA (Pharmaceutical Management)			Semester: II		
Course: Pharmacoepidemiology			Code: 06250204		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credi	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale: The core aim of this subject is to introduces risk measurement, age adjustment and survival analysis and use of morbidity and mortality indicators. It helps students understand the epidemiological					



study designs, bias, confounding and disease surveillance. The course also equips the students with knowledge and skills regarding general principles of health-related research.

Course Objectives:

1. Understanding the models and inference underlying observational studies
2. Applying the knowledge of epidemiology in pharma decision making.
3. Identify the uses and effects (beneficial and adverse events) of drugs and biologics in human populations and impact on pharma research.
4. Evaluate the scientific merit and feasibility of epidemiological study designs and their use.

Learning Outcomes:

After completion of the course, students would be able to:

1. Ensuring successful learning of the applications of pharmacoepidemiology in clinical settings.
 2. Student will able to understand the various pharmacoepidemiologic outcome measures
 3. Understand the concept of risk in pharmacoepidemiology and different methods of measuring risk
 4. Student will able to understand the various systems for studying drug effects in populations
- Identify.

Prerequisite(s):

1. Basic knowledge of Pharmacology, general management, and ethics.

Pedagogy:

Ensuring class room lectures, power point presentations, hospital visits, industry visits, practice of documentations along with case studies.

Syllabus:

Unit –I Basic concepts of Epidemiology: Basic concepts, methods, principles, and use of epidemiology. Epidemiological tools for assessment of risks. Investigation of an epidemic and its control. Introduction to Pharmacoepidemiology and its application in pharmaceutical industry.

Unit II:

Concept of Health: Meaning and definition of health, concept of well-being, philosophy of health, health determinant, health indicators, healthcare spectrum



Unit III: Descriptive epidemiology: History of a disease and its application in planning intervention. Modes of transmission and measures for prevention and control of communicable and non-communicable disease. Diseases- Definition, calculation, and interpretation of the measures of frequency of diseases and mortality.

Unit IV: Epidemiological measurement methods: Principal sources of epidemiological data, epidemiological research, summary measures (ratios, proportion, and rates), incidence and prevalence, sociometric choice patterns. Uses and abuse of Screening Tests: Accuracy and clinical value of diagnostic and screening tests (sensitivity, specificity & predictive values).

Unit V: Epidemiological study designs and analysis: Various types of epidemiological study designs, Review of literature for a certain public health problem along with critical comments and formulation of solutions.

Textbook:

1. Beaglehole. R. Bonita, et. al Basic Epidemiology: WHO Publication, Geneva, 1993.
2. David E., et. al. Foundations of Epidemiology : Oxford University Press, New York, 1984.
3. Epidemiology in health care planning: E.A. Knox (ed), Oxford University Press, New York, 1979.
4. Text Book of Preventive and Social Medicines - K. Park, M/s BanarasidasBhanot.
5. Preventive and Social Medicine – PrabhakarRao.
6. Text book of Social & Preventive Medicine – Mahajan.

Reference Books:

- Silman and McFarland: Epidemiological Studies, Practical Guide 2nd Edition
- Aschengrau and Seage: Essentials of Epidemiology in Public Health
- Friis Robert: Epidemiology for Public Health Practice, Third Edition
- Timmreck Thomas C: An Introduction to Epidemiology, Third Edition 2002

Evaluation Scheme:

- Class participation and attendance 05marks



- Mid Term Exam 20 marks
 - Assignment 05 marks
 - Team Project Presentation 10 marks
 - Term-End Exam 60 marks
- Total 100 marks**

Program Name: MBA Pharmaceutical Management			Semester: II		
Course: Management of Clinical Services			Code		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Cred	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale: Explain the concept of knowledge of clinical services from an administrative view point. Explicate different clinical services in hospitals.					



Course Objectives:

- The objective of this course is to enable students to have a good understanding of clinical services in hospital.
- To explain functions, policies and procedures of clinical services.
- To understand staffing, reporting and documentation of different clinical services in hospital.

Learning Outcomes:

After completion of the course, students would be able to:

1. Ensuring successful learning and functions of clinical departments in hospital.
2. Students will able to know the normal policies, procedures, equipment, functions and staffing of particular clinical department.

Prerequisite(s):

1. Basic knowledge of departments of hospital.
2. Basic knowledge of normal role and functions of clinical departments.

Pedagogy:

Ensuring class room lectures, power point presentations, hospital visits, practice of documentations along with case studies.

Syllabus:

Unit I

Patient Care Services- Meaning and scope, significance of patient care services, role of administration in patient care, Out Patient Department (OPD), Inpatient Department (IPD), accident and emergency department.

Unit II

Radio Diagnostic Services – Computed Tomography(CT) scan, Magnetic Resonance Imaging(MRI), ultrasonography, X- Ray, Cath lab, PET scan, Endoscopy, Angiography.

Unit III

Pathology, Histology and laboratory services, blood bank, transfusion services, dialysis unit

Unit IV

Operating Room, management of pre- operative, intraoperative and post- operative room, management of Intensive Care Unit (ICU) and its types, Neonatal Intensive Care Unit (NICU), Burn unit, labour suit.

Unit V

Nursing services, ward management, hospital acquired infection, palliative care

Textbook:

1. Shakharkar B.M., Principles of Hospital Administration and Planning, 2nd edition



2. Hospital and facilities planning and Design - G.D.Kunders	
Reference Books:	
<ul style="list-style-type: none"> ● Hospital Core Services: Hospital administration in 21st century Vol 1 Kumar R, S.L. Goel ● Hospital Management : A guide to departments, Howard S. Roland, Beatrice L Rowland ● Hospital managerial services Volume -4, S.L. Goel, R. Kumar 	
Journals:	
<ul style="list-style-type: none"> ● Journal of healthcare management ● Journals of hospital and healthcare management 	
Links to websites:	
<ul style="list-style-type: none"> ● https://journals.lww.com/jhmonline/pages/default.aspx ● http://hospital-medical-management.imedpub.com/ 	
Evaluation Scheme:	
<ul style="list-style-type: none"> ● Class participation and attendance 05marks ● Mid Term Exam 20marks ● Assignment 05marks ● Team Project Presentation 10marks ● Term-End Exam 60marks 	
Total	100marks

Program Name: MBA (Pharmaceutical Management)			Semester: II		
Course: Regulatory Affairs in Pharma			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credi	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale:					



The core aim of the Drug Regulatory Affairs course is to provide essential knowledge and skills related to the regulatory framework governing the development, approval, and post-marketing surveillance of pharmaceutical products. It prepares professionals to navigate complex regulations, ensuring compliance and patient safety while facilitating the efficient global supply of safe and effective medicines.

Course Objectives:

Understanding the of the regulatory framework governing pharmaceutical products at national and international levels, including laws, guidelines, and standards.

Analyze the principles and practices to ensure compliance with regulatory requirements throughout the drug development lifecycle, from preclinical studies to post-marketing surveillance.

Applying the critical elements of political environment constitution provisions affecting business in India; the economic roles of the government, growth, and control of corporate sector in India.

Identify the Acquire knowledge of post-marketing surveillance activities, such as adverse event reporting, pharmacovigilance, and risk management, to ensure ongoing safety monitoring of approved drugs.

Understand the processes and procedures involved in obtaining regulatory approvals for new drugs, including the preparation and submission of regulatory dossiers and interaction with regulatory authorities.

Learning Outcomes:

After completion of the course, students would be able to:

1. Demonstrate a comprehensive understanding of the regulatory framework governing pharmaceutical products, including national and international laws, guidelines, and standards.
2. Apply regulatory compliance principles and practices throughout the drug development lifecycle, ensuring adherence to regulatory requirements.
3. Navigate the drug approval processes by effectively preparing and submitting regulatory dossiers and engaging with regulatory authorities.
4. Implement post-marketing surveillance activities, including adverse event reporting, pharmacovigilance, and risk management, to ensure ongoing safety monitoring of approved drugs.

Prerequisite(s):

1. Basic knowledge of drug, research, clinical trials, and ethics.

Pedagogy:



Ensuring class room lectures, power point presentations, hospital visits, industry visits, practice of documentations along with case studies.

Syllabus:

Unit-I: Definition, need for patenting, types of patents, conditions to be satisfied by an invention to be patentable, introduction to patent search. Parts of patents and filling of patents. Essential elements of patent: Guidelines for preparation of laboratory note book, non-obviousness in patent.

Unit-II Role of GATT, TRIPS and WIPO.

Unit-III Brief introduction to Trademark protection and WHO patents. IPR's and its types. Major bodies regulating Indian pharmaceutical sector.

Unit-IV Brief introduction to CDSCO, WHO, USFDA, EMEA, TGA, MHRA, MCC, ANVISA.

Unit-V Regulatory requirements for contract research organization. Regulations for biosimilars.

Textbook:

1. Berry F.R. and Nash R.A., Pharmaceutical Process Validation, Vol-57 of Drugs and Pharmaceuticals, Taylor and Francis, London.
2. Evans J.R., Anderson D.R., Sweeny D.J. and Williams T.A., Applied Production and Operations Management, West Publishing Company, Eagan.
3. Ahuja K.K., GMP for Pharmaceutical Material Management, CBS Publishers, New Delhi.
4. ISO-9000: Norms and Explanations.

Reference Books:

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks



Program Name :MBA PHARMACEUTICAL MANAGEMENT			Semester: II		
Course: Operations Management			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credi	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: <ul style="list-style-type: none">In the context of the dynamic market conditions, the shift from a seller's market to a buyer's market and increase in the global competitors, operations management can play a key role in the establishing and enhancing of the competitiveness of the companies. This course introduces the set of skills and tools that the managers can apply in creating a sustainable competitive advantage in the marketplace.					



Course Objectives:

1. This course is designed to make students familiar with the concepts and techniques of Production and Operations Management.
2. It seeks to help them understand the important role of this vital function in the Organization.
3. It seeks to impart students with both theoretical and practical understanding of this function, and establish how it plays a key role in enhancing the competitiveness, productivity and efficiency of the organization.
4. The course also intends to introduce the students to the contemporary issues in this domain.

Learning Outcomes:

After completion of the course students would be able to :

1. Understand the significance of operations and its integration with other management functions.
2. Understand the qualitative factors and quantitative models which can facilitate the facilities location in the context of globalization.
3. Understand different types of production processes and the respective layouts used for manufacturing/services different types of products/services.
4. Develop understanding of the production planning activities, imperative for manufacturing to start.
5. Develop an understanding and suitability of the different inventory control models.
6. Learn about the concept of quality and the different tools used in statistical quality control.
7. Learn about concepts and metrics of productivity.
8. Develop an understanding of different techniques and tools used in work study.

Prerequisite(s):

1. Basic knowledge of the functions of management.
2. Understanding of the current business environment and challenges.

Pedagogy:

Syllabus:

Unit I

Introduction to Operations Management: Nature and Scope of Operations Management, Emerging Trends in Operations Management Interface between the operation systems and systems of other functional areas, Performance Metrics of Operations, Types of production process- Intermittent and Continuous; Different types of layouts, Globalization of Operations, Location and the factors influencing location.



Unit II

Production Planning: Capacity planning and process analysis, Capacity estimation in different processes, Issues in capacity planning, Aggregate production planning, Master production scheduling (MPS), Material requirement planning (MRP).

Unit-III

Material Management: An overview of Material Management, Inventory Control and systems: ABC, VED and FNSD, Purchase Management: Supplier selection and evaluation, Vendor rating - determinants of vendor rating, Just in Time; Material Handling; Scheduling: Gantt Charts, Sequencing.

Unit- IV

Quality Control: Standards and specifications, Quality Assurance and Quality Improvement Teams, Statistical Quality Control-Control Charts for Variables- Average, Range and S.D., Control charts for Attributes- fraction defective and number of defects, Acceptance Sampling Plans, OC Curve.

Unit- V

Productivity Management: Value stream, Non-value adding activities, Lean principles, Performance metrics for productivity.

Work Study: Human Aspects in Application of Work Study, Method Study & Work Measurement, Introduction and Selection of Jobs, Flow Diagram, String Diagram, Flow Process Chart, Multiple Activity Chart, Travel Chart

Textbook:

1. Bedi, K. (2014). *Production and Operations Management*, Oxford University Press, New Delhi.
2. Mahadevan, B. (2015). *Operations Management* (3rd edition). Pearson Education, Delhi

Reference Books:

1. Chase, R. B., Shankar, R., and Jacobs, R. F. (2019). *Operations and Supply Chain Management (15th ed.)*, Mc Graw Hill, Chennai
2. Samson, D. and Singh (2010), J. P. *Operations Management-An integrated approach*, Cambridge University Press.
3. Evans R. James, Collier A. David (2007), *Operations Management*, Cengage Learning.
4. Everett. Adam, Jr. and Ronald J. Elbert (2003), *Production and Operations Management Concepts, Models and Behaviour*, 5th Edition Prentice Hall of India.
5. Gaither, N. and Frazier G. (2011). *Operations Management* (9th ed.), Cengage Learning, New Delhi.



6. Kachru, U. (2010), *Production and Operations Management: Text and Cases*, Excel Books
7. Stevenson J. William (2009), *Operations Management (9th Edition)*, Tata McGraw-Hill.
8. Waters, D. (2011), *Operations Management*, Kogan Page Limited.
9. Wild, R. (2002), *Operations Management (6th ed)*, Cengage Learning Learning.

Journals:

1. Production and Operations Management

Online ISSN:1937-5956

<https://onlinelibrary.wiley.com/journal/19375956>

The mission of *Production and Operations Management* is to serve as the flagship research journal in operations management in manufacturing and services.

2. International Journal of Operations and Production Management

ISSN: 0144-3577

<https://www.emerald.com/insight/publication/issn/0144-3577>

3. POM Journal

<https://www.poms.org/journal/>

The mission of *Production and Operations Management* is to serve as the flagship research journal in operations management in manufacturing and services.

4. Journal of Operations Management

Online ISSN: 1873-1317

<https://onlinelibrary.wiley.com/journal/18731317>

JOM's mission is to publish original, **empirical**, operations and supply chain management research that demonstrates both academic and practical relevance.

Case Study:

1. Benetton Group S.p.A., 2012
Well, John, R. & Daneskin, Galen (2014), Harvard Business School
2. GM PowerTrain, Harvard Business School

Links to websites:

- <https://www.iso.org/standards.html>
- <https://global.toyota/en/company/vision-and-philosophy/production-system/>
- <https://www.qualitygurus.com/performance-excellence-models-quality-awards/>



SGT UNIVERSITY

SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY
(UGC Approved University) GURGAON, Delhi-NCR

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total 100 marks

Program Name: MBA (Pharmaceutical Management)			Semester: III		
Course: Promotion of Medical Devices in Hospitals			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credi	Continuous Evaluation	Term End Examination (TEE)



40	-	-	3	40	60
Course Rationale: The core aim of this subject is to impart the fundamental knowledge on the medical devices and in vitro diagnostics, basis of classification and product life cycle of medical devices, regulatory requirements for approval of medical devices in regulated countries like US, EU and Asian countries along with WHO regulations. It prepares the students to learn in detail on the harmonization initiatives, quality and ethical considerations, regulatory and documentation requirements for marketing medical devices and IVDs in regulated countries.					
Course Objectives: <ol style="list-style-type: none">5. Understanding the basic concepts of business environment in pharmaceutical sector. including the history of evolution of Pharma Sector in India (from the days of Vedas preparing medicines at home to the current industrial production day).6. Analyze the Legal guidelines/regulations guiding Pharma sector in India, policy for R&D, Technology Transfer.7. Applying the critical elements of political environment constitution provisions affecting business in India; the economic roles of the government, growth, and control of corporate sector in India.8. Identify the impacts and opportunities from globalization in pharma sector.9. Understand the importance ethics, consumers right, consumerism in pharma sector.					
Learning Outcomes: After completion of the course, students would be able to: <ol style="list-style-type: none">1. Ensuring successful learning of basic concepts of basics of medical devices and IVDs, process of development, ethical and quality considerations.2. Student will able to understand the harmonization initiatives for approval and marketing of medical devices and IVDs.3. Understand the regulatory approval process for medical devices in India, US, Canada, EU, Japan, and ASEAN.4. Student will able to understand the clinical evaluation and investigation of medical devices and IVDs.					
Prerequisite(s): <ol style="list-style-type: none">1. Basic knowledge of Pharmacology, general management, and ethics.					
Pedagogy: Ensuring class room lectures, power point presentations, hospital visits, practice of documentations along with case studies.					
Syllabus:					



Unit –I Introduction to Medical Devices: Definition, Risk based classification and Essential Principles of Medical Devices and IVDs, Differentiating medical devices IVDs and Combination Products from that of pharmaceuticals, History of Medical Device Regulation, Product Lifecycle of Medical Devices and Classification of Medical Devices, Global Medical Device Nomenclature (GMDN).

Unit II: Ethics related to Medical Devices: Clinical Investigation of Medical Devices, Clinical Investigation Plan for Medical Devices, Good Clinical Practice for Clinical Investigation of medical devices (ISO 14155:2011), Quality System Regulations of Medical Devices: ISO 13485, Quality Risk Management of Medical Devices: ISO 14971, Validation and Verification of Medical device, Adverse Event Reporting of Medical device.

Unit III: European Union: Classification, Regulatory approval process for Medical Devices (Medical Device Directive, Active Implantable Medical Device Directive) and In vitro Diagnostics (In Vitro Diagnostics Directive), Basics of In vitro diagnostics, classification, and approval process.

Unit IV: ASEAN, China & Japan: Medical Devices and IVDs, Regulatory registration procedures, Quality System requirements and clinical evaluation and investigation, IMDRF study groups and guidance documents.

Unit V: USA: Classification, Regulatory approval process for Medical Devices (510k) Premarket Notification, Pre-Market Approval (PMA), Investigational Device Exemption (IDE), Post marketing surveillance of MD and Unique Device Identification (UDI).

Textbook:

- Compliance Handbook for Pharmaceuticals, Medical Devices and Biologics by Carmen Medina.

Reference Books:

1. FDA regulatory affairs: a guide for prescription drugs, medical devices, and biologics by Douglas J. Pisano, David Mantus.
2. Medical Device Development: A Regulatory Overview by Jonathan S. Kahan
3. Medical Product Regulatory Affairs: Pharmaceuticals, Diagnostics, Medical Devices by John J. Tobin, and Gary Walsh
4. Country Specific Guidelines from official websites.

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks



• Team Project Presentation	10marks
• Term-End Exam	60marks
Total	100marks

Program Name: MBA (Pharmaceutical Management)			Semester: III		
Course: Drug and Public Health Policy			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credi	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale:					



The course on Drug and Public Health Policy aims to provide an understanding of the intersection between drug use and public health, including the development, implementation, and evaluation of policies to address substance abuse, addiction, harm reduction, and the promotion of evidence-based approaches to drug-related public health challenges.

Course Objectives:

1. Understand the relationship between drug use and public health, including the social determinants and health consequences associated with substance abuse.
2. Analyze the effectiveness of various drug policies and interventions, evaluating their impact on public health outcomes, such as addiction rates, overdose deaths, and infectious disease transmission.
3. Analyze the development and implementation of drug policies at local, national, and international levels, considering the political, economic, and social factors that influence policy decisions.
4. Examine harm reduction strategies and evidence-based approaches to drug-related public health challenges, including prevention, treatment, and recovery support services
5. Develop skills to advocate for evidence-informed drug policies, considering human rights, equity, and the needs of vulnerable populations, while promoting public health goals and reducing the harms associated with drug use.

Course Outcome

1. Understand the complex relationship between drug use and public health, including the social, economic, and health implications associated with substance abuse.
2. Analyze and evaluate existing drug policies, assessing their effectiveness and impact on public health outcomes.
3. Develop the ability to design evidence-based drug policies and interventions that prioritize harm reduction, prevention, and equitable access to treatment and support services.
4. Demonstrate knowledge of various strategies for addressing substance abuse, addiction, and related public health challenges, including prevention, treatment, and recovery support.
5. Apply critical thinking and advocacy skills to promote evidence-informed drug policies that prioritize public health goals while considering human rights, equity, and the needs of marginalized populations.

Prerequisite(s):

1. Basic knowledge of drug, research, clinical trials and ethics.

Pedagogy:

Ensuring class room lectures, power point presentations, hospital visits, industry visits, practice of documentations along with case studies.



Syllabus:

Unit I

Meaning and definition of health, concept of well-being, philosophy of health, health determinant, health indicators, healthcare spectrum, Concept and definition of epidemiology, aims and objective of epidemiology, Types of epidemiological study, study foreign, coherent study, types of therapeutic or clinical trials, application and uses of epidemiology.

Unit II

Goals for Health for All by 2000, and Beyond, National Health Budget. Organization for Health: Voluntary health agencies in India, Indian Red Cross Society, Tuberculosis Association of India. International Health Organizations: WHO, UNICEF, UNDP.

Unit III

National Health Programs related to Communicable Diseases: National Vector Borne Disease Control Program (NVBDCP), National Malaria Control Program, National Filariasis Control Program, Revised National Tuberculosis Control Program (RNTCP), National Leprosy Eradication Program (NLEP) and National AIDS Control Program (NACP).

Unit IV

National Health Programs related to Non Communicable Diseases: National Program for Prevention and Control of Cancer, Diabetes (NPCDCS), National Program for Control of Blindness (NBCP), National Mental Health Program (NMHP), Reproductive, Maternal, Newborn, Child, and Adolescent Health (RMNCH+A).

Unit V

Universal Immunization Program, RCH Phase II, National Rural Health Mission, National Urban Health Mission, National Mental Health Program, National Family Planning Program, National Health Policy, 2017 National Population Policy, Role of Niti Aayog in Health Planning.

Textbook:

1. Park's textbook of preventive and social medicine, K.Park, 23rd edition.
2. Mahajan & Gupta Textbook of Preventive and Social Medicine, 4th edition
3. Control of Hospital infection -A practical handbook, (1997), 3rd edition - G.A.J. Ayliffe, E.J.L. Lawbury, A.N.Geddes, J.D. Willians, Chapman & Hall Medical Chennai.

Reference Books:

1. Oxford Textbook of Public Health, Vol.3
2. Francis, C.M. and MarioOdeSouza, Hospital Administration,New Delhi: Jaypee Brothers – 3rd edition
3. Study Material on Hospital Administration.Vol.2- Health Care Systems in India.



4. Publications of Government of India
5. MoHFW publications
6. WHO publications

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks

Program Name: MBA (Pharmaceutical Management)			Semester: III		
Course: Intellectual Property Rights in Pharma			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credi	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale:					



The core aim of this subject is to impart the fundamental knowledge on the medical devices and in vitro diagnostics, basis of classification and product life cycle of medical devices, regulatory requirements for approval of medical devices in regulated countries like US, EU and Asian countries along with WHO regulations. It prepares the students to learn in detail on the harmonization initiatives, quality and ethical considerations, regulatory and documentation requirements for marketing medical devices and IVDs in regulated countries.

Course Objectives:

10. Understanding the Various types of Intellectual Property Rights, Patentable Subject History of Indian Patent Protection.
11. Analyze the Opposition- pre-grant opposition and post-grant opposition in pharma sector.
12. Applying the Patent filing procedure in India, Patent filing procedure under PCT, sector in India.
13. Identify the impacts and opportunities from globalization in pharma sector.
14. Understand the importance and advantages of knowledge of Intellectual Property Right, and Salient features of Indian Patents.

Learning Outcomes:

After completion of the course, students would be able to:

1. Ensuring successful learning of clear information about the patent laws, IP rights and its application procedures.
2. Student will able to understand the intellectual property rights and drug regulation in India and abroad.
3. Understand the regulatory approval process for Patent and its validation process in India, US and Europe
4. Student will able to understand the IPR related to copyright, trade mark, trade secret and geographical indication.

Prerequisite(s):

1. Basic knowledge of Pharmacology, general management, and ethics.

Pedagogy:

Ensuring class room lectures, power point presentations, hospital visits, industry visits, practice of documentations along with case studies.

Syllabus:

Unit –I Introduction to IPR: Meaning, concept, Types of Intellectual Property Rights (Patents, Trademarks, Copyrights, Geographical Indications Industrial Designs and Trade secrets), Patentable Subject Matter (Novelty, Non- Obviousness, Utility, enablement, and best mode), Rationale behind Patent System, Objectives and Advantages of Patent System, and future challenges.

Unit II: History of Indian Patent Protection: Indian Patents Act 1970, Definitions and Key Terminology, Types of Patent applications, Inventions not patentable (section 3 and 4), Patent filing



procedure in India (Patent Prosecution), Specifications (Provisional and Complete), Claims- types of claims and legal importance of claims, Grant of patent, Rights of Patentee and co-owners, Opposition - pre-grant opposition and post-grant opposition, Infringement, Compulsory Licensing, revocation of patents, and power of Controller, Patent filing procedure under PCT.

Unit III: Salient features of Indian Patents: Indian Patents (Amendments) Act 1999, 2002 and 2005. US and European Patent System, Salient Features and Impact of International Treaties / Conventions like Paris Convention, Berne convention, World Trade Organization (WTO), World Intellectual Property Organization (WIPO), Trade Related Aspects of Intellectual Property Rights (TRIPS), Patent Co-operation Treaty (PCT), Madrid Protocol.

Unit IV: Application Procedure: PCT Application procedure and review procedure, National phase application procedure for US& EU, Patent prosecution procedure in US and EU, WIPO, and its role in IPR, Hatch- Waxman provision for IPR.

Unit V: USA: Classification, Regulatory approval process for Medical Devices (510k) Premarket Notification, Pre-Market Approval (PMA), Investigational Device Exemption (IDE), Post marketing surveillance of MD and Unique Device Identification (UDI).

Textbook:

- Research Methodology concepts and cases by Depak Chawla, Neena Sondhi
- Protection of Industrial Property rights by P. Das and Gokul Das
- Law and Drugs, Law Publications by S.N. Katju
- Good Manufacturing Practices for Pharmaceuticals, S.H. Wiling, Vol. 78, Marcel Decker.

Reference Books:

1. Draft manual of Patent Practice and Procedure -2008, The Patent Office, India
2. Manual of Patent Office Practice and Procedure -2010
3. Original Laws Published by Govt. of India
4. New drug approval process, 5th edition, by Guarino
5. Commercial Manual on Drugs and Cosmetics 2004, 2nd edition
6. Drugs and Cosmetics act by Vijay Malik

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks



Program Name: MBA (Pharmaceutical Management)			Semester: III		
Course: Ethical Issues in Pharmaceutical Management.			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credi	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale: The core aim of this subject is to make students understand legal boundaries within which the pharma industry operates, and to make them understand the ethical aspects of managing pharma industry.					
Course Objectives: <ol style="list-style-type: none">1. Understanding the Various types of Intellectual Property Rights, Patentable Subject History of Indian Patent Protection.2. Analyze the Opposition- pre-grant opposition and post-grant opposition in pharma sector.3. Applying the Patent filing procedure in India, Patent filing procedure under PCT, sector in India.4. Identify the impacts and opportunities from globalization in pharma sector.5. Understand the importance and advantages of knowledge of Intellectual Property Right, and Salient features of Indian Patents.					
Learning Outcomes: After completion of the course, students would be able to: <ol style="list-style-type: none">1. Ensuring successful learning of clear information about the patent laws, IP rights and its application procedures.2. Student will able to understand the intellectual property rights and drug regulation in India and abroad.3. Understand the regulatory approval process for Patent and its validation process in India, US and Europe					



4. Student will be able to understand the IPR related to copyright, trade mark, trade secret and geographical indication.

Prerequisite(s):

1. Basic knowledge of Pharmacology, general management, and ethics.

Pedagogy:

Ensuring class room lectures, power point presentations, hospital visits, industry visits, practice of documentations along with case studies.

Syllabus:

Unit I: Social responsibility and managerial ethics, improving ethical behaviour and ethical leadership, Ethical decision making and decision-making process, Theories of Business Ethics.

Unit II: Ethics in Marketing: Product safety and Pricing-Ethical responsibility in Product-Advertising and Target Marketing Ethics of sales, advertising and product placement and Consumer Autonomy.

Unit III: Ethics in HRM & Finance – HR related ethical issues - Institutional Culture – Frauds in drugs - Measures against Frauds in drugs – Frauds in Pharma sector.

Unit IV: Corporate social responsibility, Corporate Governance, Whistle blower and Whistle blower policy, managing diversity war gender, race, ethnicity etc.

Unit V: Indian model of Governance- Good Corporate Governance – Land marks in emergence of Governance OECD Principles, Role of Government in Ensuring Corporate Governance – Governance issues relating to Board of Directors - Role of Media

Textbook:

1. S.K. Mandal: “Ethics in Business and Corporate Governance”, TMH, New Delhi, 2012.
2. Marianne M Jennings: “Cases in Business Ethics”, Cengage Learning, New Delhi, 2012.
3. S. Prabhakaran: “Business Ethics and Corporate Governance”, Excel Books, New Delhi, 2011.
4. N. Balasubramanyam: “A Case Book on Corporate Governance and Stewardship”, TMH, New Delhi, 2011.

Reference Books:

1. A.C. Fernando: “Business Ethics and Corporate Governance”, Pearson Publishers, New Delhi, 2013.
2. Ethics in Human Resource Management, Dr. Srinju Kapoor, Prof Kotta Ramesh, Discovery Publishing, 2020



Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks

Program Name: MBA (Pharmaceutical Management)			Semester: III		
Course: Pharmaceutical Advertising & Services Management			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/	Tutorials	Credi	Continuous Evaluation	Term End Examination



	Group work				(TEE)
40	-	-	3	40	60

Course Rationale:

The course on Pharmaceutical Advertising & Services Management aims to provide students with a comprehensive understanding of the strategies and regulations involved in promoting pharmaceutical products. It explores the ethical considerations, market dynamics, and effective communication techniques essential for successful pharmaceutical advertising and service management.

Course Objectives:

To Develop skills and knowledge to create effective pharmaceutical advertising strategies, considering target audiences, messaging, branding, and compliance with regulatory requirements.

Analyze the Opposition- pre-grant opposition and post-grant opposition in pharma sector.

Applying the ethical considerations in pharmaceutical advertising, including transparency, accuracy, fair balance, and the promotion of responsible use of medicines.

Identify the principles of marketing and branding specific to the pharmaceutical industry, including market analysis, positioning, and differentiation of products and services.

Understand the insights into managing pharmaceutical services, such as patient support programs, adherence initiatives, and customer relationship management, to enhance patient satisfaction and improve healthcare outcomes.

Learning Outcomes:

After completion of the course, students would be able to:

Understand the regulatory framework governing pharmaceutical advertising, including relevant laws, guidelines, and ethical considerations.

Develop strategies and tactics for effective pharmaceutical advertising campaigns while adhering to regulatory requirements and industry codes of conduct.

Apply principles of marketing and branding to pharmaceutical products and services, understanding the unique challenges and considerations in this industry.

Evaluate and select appropriate advertising channels and media platforms to reach target audiences effectively.

Manage pharmaceutical services, including patient support programs, adherence initiatives, and customer relationship management, to enhance patient satisfaction and optimize healthcare outcomes.



Prerequisite(s):

1. Basic knowledge of Pharmacology, general management, and ethics.

Pedagogy:

Ensuring class room lectures, power point presentations, hospital visits, industry visits, practice of documentations along with case studies.

Syllabus:

Unit –I Advertisement Management: Nature and scope of advertising, advertising methods, advantages and disadvantages of advertising, Purpose of advertising, Advertising planning and decision making, Planning framework, communication and persuasion process, Social, legal, and regulatory factors in advertising, Group influence and word of mouth advertising in pharma industry.

Unit II Role of media, selection of media for advertising, formulation of message, art of copywriting, Branding and packaging strategies, Brand equity, image and personality, packaging decisions, perceptual mapping of customers, control aspects of advertising, advertising budget in pharma sector.

Unit III Services marketing - meaning - nature of services - Types and importance - Relationship marketing, Mission, strategy, elements of service, service marketing plan & market segmentation.

UNIT IV: Marketing mix decisions – unique features of developing, pricing, promoting, and distributing services – positioning and differentiations strategies quality of service industries – achievement and maintenance, customer support service.

UNIT V: Nature and Pharmaceutical Services: – Understanding the pharma services and clinics. Understanding after sales services for any medical and pharmaceutical instruments. Services provided in hospitals and offered by charities – Educational Services – Miscellaneous Services.

Textbook:

7. Batra, R. Myers J.G. and Aaker D.A., Advertising Management, PHI Publications, Delhi.
8. Still R.R., Cundiff E.W., Govoni N.P., Sales Management, Decision Strategies and Cases, Prentice Hall India, Delhi.
9. Sangade C.H., Frybenger V. and Rotzoll K., Advertising Practice and Theory, AITBS Publisher & Distributors, Delhi.
10. Wells W., Burnett J., Moriarty S., Advertising Practice & Principles, PHI Publications, Delhi.
11. Arens W.F., Contemporary Advertising McGraw Hill/Irwin, New York.
12. Services Marketing: Valarie A. Zeithaml & Mary Jo Bitner, Integrating Customer Focus Across the Firm, Third Edition, 2004.



13. Services Marketing: Christopher H. Lovelock, Jochen Wirtz, Jayanta Chatterjee, People, Technology, Strategy (A South Asian Perspective) Fifth Edition 2017; Pearson Education
14. Services Marketing- love lock – Prentice Hall, 2021

Reference Books:

- Mohan M., Advertising Management, Tata McGraw Hill, New York. Khan M., Sales and Distribution Management, Excel Books, Noida.
- Gupta S.L., Sales and Distribution Management, Excel Books, Noida.
- Ingramm T.N., La Forge R.W. and Avila R.A., Sales Management Analysis and Decision Making, Harcourt College Publishers, California.
- Stanton W.J. and Spiro R., Management of Sale Force, McGraw Hill/Irwin, New York.
- Services Marketing- S.M. Jha, Himalaya Publishing Company, 1998, Mumbai
- Services Marketing- Principles and Practice - palmer, Prentice Hall, 1995

Evaluation Scheme:

- Class participation and attendance 05marks
 - Mid Term Exam 20marks
 - Assignment 05marks
 - Team Project Presentation 10marks
 - Term-End Exam 60marks
- Total 100marks**



Program Name :MBA PHARMACEUTICAL MANAGEMENT (Marketing Specialization)			Semester: III		
Course: Consumer Behavior			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work / Workshop	Tutorials/ Assignmen t	Credi t	Continuous Evaluation	Term End Examination (TEE)
40			3	40	60
<p>Course Rationale: This elective course introduces concepts and tools that help marketing majoring students to understand consumer behavior and encourage them to apply them in marketing decision making.</p>					
<p>Course Objectives:</p> <ol style="list-style-type: none"> To understand the concepts and frameworks relevant to marketing decision making. To introduce the tools and techniques in consumer research and insight gathering. 					
<p>Learning Outcomes: After completion of the course the student would be able to</p> <ol style="list-style-type: none"> Appreciate variations in consumer choice and usage phenomena and its impact on marketing strategy. Understand Psychological and Socio-Cultural Factors influencing consumer behavior. Analyze influence of these factors on choice, usage and adoption of brands. Formulate Marketing Programs in the light of the above understanding and analysis. 					
<p>Prerequisite(s): Marketing Management (Core Course)</p>					
<p>Pedagogy: Student’s Seminar, Student’s Interactive Session, Case Studies</p>					
<p>Syllabus:</p> <p>Unit 1: Conceptual overview of Consumer Behavior & Consumer Research: Impact of Intrinsic and extrinsic variables on Consumer decision making and usage of products and services; Discussion on Product categories: Variations in purchase across categories, Variations in use across categories and Consumer Decision & Decision Rules, Marketing research.</p> <p>Unit 2:</p>					



Customer decision making process model, Nicosia model, Howard-Sheth model, Engel Kollat Blackwell Model, Overview of customer experience, Using Behavioral Data for Designing Customer Experience; Mapping the consumption process for marketing insights, Discuss attribution, dissonance reduction and disconfirmation theories

Unit 3:

Discuss how understanding of individual self and lifestyles help marketing decisions, Discuss VALS for market Segmentation and targeting; Analyzing consumer perceptions, Perceptual mapping, Discuss impact of contextual stimuli on perception; Discuss Attitude concepts and frameworks, Measurement of Consumer Attitude.

Unit 4: Habitual consumption and drivers of loyalty, consumption process for marketing insight, Sales promotion and change in behavior, Loyalty Programs, ELM Model; Discussion on the role of reference group in consumer decision making: Impact of word of mouth on consumption. Practices for generating positive word of mouth, Family decision making and Life cycle.

Unit 5: Discussion on Concepts and dimension of culture and cultural values: Indian cultural values and Global cultures, Discussion on learning consumer culture; Social class; Social comparison theory; Marketing to BoP; Luxury Marketing. Adoption of Innovation, Discussion on how non-economic factors impact adoption of products and Services.

Textbook:

- *Consumer Behavior*, Leon G. Schiffman, Leslie Lazar Kanuk, Prentice Hall

Reference Books:

- *Case Studies in Consumer Behavior*, S. Ramesh Kumar, Pearson.
- *Why We Buy: The Science of Shopping*, Paco Underhill, Simon and Schuster
- *We are Like that Only*, Rama Bijapurkar, Penguin.

Journals:

- Journal of Consumer Research
- Journal of Marketing
- Harvard Business Review

Links to websites:

Evaluation Scheme:

- | | |
|--------------------------------------|-----------------|
| ● Class participation and attendance | 05marks |
| ● Mid Term Exam | 20marks |
| ● Assignment | 05marks |
| ● Team Project Presentation | 10marks |
| ● Term-End Exam | 60marks |
| Total | 100marks |



Program Name :MBA PHARMACEUTICAL MANAGEMENT (Dual Specialization)			Semester: III		
Course: Sales and Distribution Management			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale: This course is meant to make students understand fundamentals of Sales Management and Distribution Management. Since many students with Marketing Specialization start their career in sales, business development, retailers, wholesalers and distributors handling, it is essential to study basics of personal selling, sales management, distribution dynamics, various channels of distribution etc. Through this course, students will be equipped with basic skills required in sales and distribution management.					
Course Objectives: <ol style="list-style-type: none"> To provide conceptual understanding of cross functional integration in areas of Sales and Distribution Management with progression & customer orientation focus. To relate this understanding in dissimilar business situations and support in solving business (territory/quota/ budgeting) problems in the field of Sales & Distribution. To understand the Managerial aspects as Sales Manager. 					
Learning Outcomes: After completion of the course students would be able to: <ol style="list-style-type: none"> Comprehend the management functions that go into sales management. Learn how to sell effectively along with designing territories and quotas. Understand the distribution channels and how to manage channel members. 					
Prerequisite(s): The students should be equipped with the basic terms used in Marketing Management					
Pedagogy: SIS, SS, Case study, Video, Assignments, Quiz					
Unit - I Introduction to Sales Management, Relationship with Distribution Management and Understanding Buyer Behavior for Effective Selling, Personal Selling process					
Unit - II Planning, Sales Forecasting and Budgeting, Management of Sales Territories and Quotas, Organizing and staffing the sales force					
Unit - III Training and Motivation of the sales force, Compensating and Leading the sales force, Controlling the sales force , Planning and execution of Sales Promotions , Managing Key Accounts					
Unit - IV					



Distribution management and the marketing mix, Marketing channels, Channel planning and design, Channel Planning and Design, Training and Motivation of channels. Channel management, Dealer management principles, Channel information systems, Channel Institutions: Retailing , Wholesaling

Unit - V

Application: Product: Product/Service Catalogue, Customers, Materials & Services. Pre Sales: Sales Forecast, Inquiry, Quotations, Contract, Agreements & Reporting. Core Sales: Order, Free Goods, Seasonal Sales, Sales Return & Reports. Delivery: Distribution, Dispatch, Packaging, Delivery & Reporting. Billing: Invoicing, Debit & Credit Memos, Taxes & Reporting

Textbook:

- *Sales Management: Decisions, Strategies and Cases*, Richard R. Still, Edward W. Cundiff and Norman A.P. Govoni, Pearson

Reference Books:

- *Sales & Distribution Management – Text & Case*, Krishna K Havaldar and Vasant M Cavale& McGraw,
- *Marketing Channels*, Anne Coughlan, Erin Anderson, Louis W. Stern & Adel El-Ansary, Pearson
- *Marketing Channels – A Management Perspective*, Bert Rosenbloom, Cengage

*All books should be of latest edition

Journals:

-

Links to websites:

-

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks



Program Name: MBA PHARMACEUTICAL MANAGEMENT			Semester: III		
Course: Retail Management			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: <ul style="list-style-type: none">• This course provides a comprehensive introduction to retail industry, and discusses key concepts, processes, and techniques, as well as their applications. Students gain an appreciation for the breadth and depth of the subject and its significance for a business enterprise, whether a start-up or an established company.					
Course Objectives: <p>The primary objective of course is to develop retail orientation among the students and to acquaint them with fundamentals of retail management. It will equip the students with the concept and methods of retailing.</p>					
Learning Outcomes: <p>After completion of the course students would be able to:</p> <ul style="list-style-type: none">• Analyse the roles, the functions and the processes that surround marketing research.• Emphasizing the specification, collection and analysis of primary data.• Examine the research process.• Hands-on experience with computer application for data analysis.					
Prerequisite(s): <ol style="list-style-type: none">8. Good Communication skills9. Basic knowledge of business and management practices in India.					
Pedagogy: Course will be taught using classroom teaching, case studies and multiple different tools of education.					



Unit-I

Introduction of Retailing: Meaning, nature, scope, importance, growth and present size. Career option in retailing; Technology induction in retailing; Future of retailing in India. Retail market segmentation.

Unit-II

Types of Retailing: Stores classified by owners; Stores classified by merchandising categories; Wheel of retailing; Traditional retail formats vs. modern retail formats in India; Store and non-store based formats; Cash and carry business - Meaning, nature and scope; Retailing models – Franchiser franchisee, directly owned; Wheel of retailing and retailing life cycle; Co-operation and conflict with other retailers.

Unit-III

Management of Retailing Operations: Retailing management and "the total performance model; Functions of retail management; Strategic retail management process.

Unit-IV

Retail Planning - importance and process; Developing retailing strategies, objectives, action plans, pricing strategies and location strategies.

Unit-V

Emerging Trends in Retailing: Changing nature of retailing, Organized retailing, Modern retail formats, E-tailing, Challenges faced by the retail sector.

Textbook:

1. Pradhan, Swapna; Retailing Management; Tata McGraw Hill; New Delhi

Reference Books:

1. Bajaj, Chetan, Tuli, Rajnish and Srivastava, Nidhi; Retail Management; Oxford University Press; New Delhi
2. Berman, Barry & Evans, Joel R.; Retail Management - A strategic approach; Pearson Education/Prentice Hall of India; New Delhi
3. Levy, Michael & Weitz, Barton A.; Retailing Management; Tata McGraw Hill; New Delhi
4. Gibson G Vedamani. Retail Management: Functional principles and practices. Jaico Publishing House
5. Cullen and Newman. Retailing – Environment and Operations. Cengage Learning EMEA
6. Harjit Singh: Retail Management. S. Chand Publication.

Journals:

1. International Journal of Retail & Distribution Management:
<https://www.emerald.com/insight/publication/issn/0959-0552>
2. Journal of Retailing: <https://www.journals.elsevier.com/journal-of-retailing>

Case Study: HBR Case on Retailing:

<https://hbr.org/2015/06/case-study-can-retailers-win-back-shoppers-who-browse-then-buy-online>



Links to websites:

- Retail Management System: <https://www.trustradius.com/retail-management>

Evaluation Scheme:

- Class participation and attendance 05 marks
 - Mid Term Exam 20 marks
 - Assignment 05 marks
 - Professional Activities 10 marks
 - Term-End Exam 60 marks
- Total 100 marks**

Program Name : MBA (Marketing Specialization)			Semester: III		
Course: MARKETING METRICS			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
30	-	-	3	70	30
<p>Course Rationale: Marketing Metrics is a marketing specialization course designed to develop students to use numbers in assessing marketing strategy. The course reviews the different measures used by marketers and other decision makers in corporations. It covers metrics for understanding value of brands, customer loyalty, profitability of customers and to measure the performance of marketing activities. This course examines the importance of managing marketing data in effective marketing decision making. It presents the role of marketing metrics within the organisation and establishes how an understanding of a range of measurement techniques can enable organisations to achieve marketing objectives through strategic decision making.</p>					
<p>Course Objectives: This course attempts to provide students with an overview of tools and techniques that can be used to quantify the strategic value of marketing initiatives.</p>					
<p>Learning Outcomes:</p> <p>After completion of the course, students would be able to:</p> <p>CO1 Relate the importance of marketing metrics for organizations’ sustainability endeavours.</p> <p>CO2 Assess the market performance of a business unit for strategic decision making.</p> <p>CO3 Evaluate marketing investment decisions of a business unit across industries.</p> <p>CO4 Design pricing strategies for managing product portfolios of a business unit.</p> <p>CO5 Predict promotional profitability for a business organization.</p>					



Prerequisite(s): The students should be equipped with good understanding of Marketing concepts.

Pedagogy: This course uses multiple pedagogies like interactive lecture, student discussions and PPTs, research articles and computations using data.

Syllabus

Unit I INTRODUCTION

3 Hours

The alignment of business objectives, strategies and metrics; the potential gap between metrics and business outcomes, people, planet and profit, the importance of marketing metrics, measuring market effectiveness.

Unit II SHARE METRICS

5 Hours

Market share, relative market share, market concentration, market penetration, brand penetration, penetration share, share of requirements, heavy usage index, market share decomposition, brand development index and category development index.

Unit III MARGINS and PROFITS

6 Hours

Variable and fixed costs, margins, mark-ups, average price per unit, contribution per unit, contribution margin, breakeven sales level, target profit, rate of return on sales and breakeven on incremental investment.

Unit IV PRICING, PRODUCT and PORTFOLIO MANAGEMENT

8 Hours

Price premium, maximum reserve price and maximum willingness to buy, price elasticity, optimal price, percentage breakeven price change, price discrimination, competitor reaction elasticity and cross and residual price elasticity. Trial volume and trial rate, repeat volume and repeat rate, adjusted trial rate, cannibalization rate, weighted contribution margin and breakeven with cannibalization.

Unit V SALES FORCE MANAGEMENT and PROMOTION PROFITABILITY

8 Hours

Sales funnel, sales pipeline, lead, closure rate, sales forecasting, workload, sales force effectiveness. Baseline sales, incremental sales, promotional lift, return on marketing investment, coupon redemption, pass-through, gross rating points, impression, cost per thousand impressions, reach, frequency, share of voice, page views, visitors, click-through rates, cost per click, cost per order, cost per customer acquired, bounce rate, abandonment rate. Customer lifetime value, retention rate, attrition rate& churn rate.

Textbook:

Bendle, N.T., Farris, P.W., Pfeifer, P.E., and Reibstein, D.J. (2006) *Marketing Metrics: The Manager's Guide to Measuring Marketing Performance* (Third Edition). Upper Saddle River, New Jersey: Pearson.



Reference Books:

1.Winston, W.L. (2014). *Marketing Analytics: Data-driven Techniques with Microsoft Excel* (First Edition). Indianapolis, Indiana: John Wiley & Sons.

2.Michael V. Marn, Eric V. Roegner, Craig C. Zawada (2004). *The Price Advantage*. Wiley Publication. E-BOOK.

Assessment Outline:

Sl.No	Particulars	Weightage
1	CIA- I	20
2	CIA-II	25
3	CIA-III	20
4	CIA-IV	30
5	Attendance*	05

Program Outcome / Course Outcome mapping

	PO1	PO2	PO3	PO4	PO5
CO1	3	2			
CO2	2	3			
CO3	3	3			
CO4	2	3			
CO 5	2	3		2	

- 1 – Weakly mapped
- 2 – Moderately mapped
- 3 – Strongly mapped



Program Name :MBA PHARMACEUTICAL MANAGEMENT (Finance Specialization)			Semester: III		
Course: Tax Laws and Planning			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session / Lectures	Practical/ Group work / Workshop	Tutorials/ Assignment	Credit	Continuous Evaluation	Term End Examination (TEE)
40			4	40	60
Course Rationale: Course will enable the participants to understand the Direct Tax law (viz. Income tax) environment in which the business enterprises operate their business activities in India. This course attempts to provide the conceptual framework about the various sources of income and computation of their tax liability.					
Course Objectives: The Course aims to: <ol style="list-style-type: none">1. Provide the participants a broad understanding of direct tax law as applicable in India.2. Provide understanding of principles and law governing the indirect taxation statute in India3. Provide practical knowledge of computation of total income, assessable value, tax liability, assessment procedures and functioning of taxation related matters					
Learning Outcomes: After completion of the course, students would be able to: <ol style="list-style-type: none">6. Understand the provision of Income Tax law as applicable in India7. Apply their understanding about income tax in business related decisions8. Compute the different sources of income with respect to specific heads of earning9. Compute the total income earned and tax liability arising there on10. Make the tax management and tax planning.					
Prerequisite(s):					



Working knowledge of Microsoft excel for computing total income and tax liability, and payment there of.

Pedagogy:

A mix of pedagogy would be adopted;

- Conceptual inputs will be given through the short lectures and problem solving method
- Wherever applicable “real life” cases will be used for providing the base for application of concepts.
- Projects/Assignments will be used for experiential learning.

Syllabus:

Unit-I: Basic concepts of income tax, Definitions: Person, Assessee, Previous year, Assessment year, Tax evasion, tax avoidance, tax planning, Residential status and tax incidence of corporate entity, scope of total income, applications of knowledge for determination of residential status, and scope of taxability, income exempted from tax

[Case Study: The Vodafone Hutch Case litigated by Harish Salve]

Practical approach towards computation of income from **salaries** and **house property**.

Unit-II: Profits and gains of **business and profession:** Meaning, chargeability, Admissible expenses (section 30 to 37), inadmissible expenses, special provisions applicable to corporate entities, computation of correct profit, maintenance of books of accounts, tax auditing.

[Case Study: Shanti Bhusan vs Commissioner of Income Tax]

Income from **capital gains:** Capital assets, Transfer of capital asset, short term capital gain, long term capital gain, exemption from capital gain under section 54/54B/54EC/54F, merger & acquisitions, computation of capital gain, income from **other sources**,

Unit-III: Deductions under chapter VI-A from gross total income (Section 80C to 80U), Overview of Computation of total income of individuals & Hindu Undivided Family using Microsoft excel, Alternate Minimum Tax (AMT), Computation of total income and tax liability of companies, Payment of tax (ITNS 280), Filing of return (ITR II), Filing of return of (ITR III, IV) , Minimum Alternate Tax (MAT)

[Case Study: Shree Govindbhai Jethalal Charitable Trust]

Unit-IV:

Assessment Procedures, Provisions of Deduction of tax at source, Collection of tax at source, advanced payment of tax, and their applications, Due dates, Payment of TDS (ITNS 281) & Filing of return (Form 24Q, 26Q), certificate, interest, fines, income tax authorities, jurisdiction and their powers

[Case Study: ITC Ltd Case (SC)], [Bharti Cellular Ltd / Vodafone Essar Cellular Ltd]

Unit- V:

Overview of GST, General provisions, Charge of goods and service tax, Valuation of taxable goods and services, Payment, Forms, Due dates, filing of returns.



Basic concepts of customs law, Territorial waters, high seas, Types of custom duties – Basic, Countervailing & Anti- Dumping Duty, Safeguard Duty, Customs valuation Procedures, Import and Export Procedures, Baggage, Exemptions.

Textbook:

- *Systematic approach to Direct & Indirect Tax law, Dr Girish Ahuja & Dr. Ravi Gupta, Wolter & Kluwer, 40th Edition, A.Y. 2019-20*
- *Direct Taxes Law & Practice, Vinod K Singhania Kapil Singhania, Taxmann Publication, 43rd Edition, A.Y. 2019 -20*

Reference Books:

- *Income Tax Law & Accounts, Dr. H C Mehrotra & Dr. S P Goyal, Sahitya Bhawan Publications, Agra, 60th Edition A.Y. 2019-20*
- *Handbook on income tax, CA Raj K Agarwal, Bharat's Publication, 5th Edition, A.Y. 2019-20*
- *Comprehensive guide to taxation, Dr Yogendra Bangar, Dr Vandana Bangar, Bangar's Publication, A.Y. 2019-20*
- *Direct Taxes Law & Practice. Dr. Bhagwati Prasad, WishvaPrakashan, New Delhi*
- *Simplified Approach to Income Tax. Dr. Girish Ahuja & Dr. Ravi Gupta, Sahitya Bhawan Publishers & Distributors, Agra, A.Y. 2019-20*
- *Summerised notes on income tax, Mr. Sandeep kumarsahu (A.Y. 2019-20)*

Journals:

- The Chartered Accountant
- The Management Accountant
- The Chartered Secretary
- Tax Bulletin

Links to websites:

- https://www.icai.org/post.html?post_id=15923
- <https://incometaxindia.gov.in/pages/acts/income-tax-act.aspx>

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks



Program Name : MBA (Finance Specialization)			Semester: III		
Course: Financial Reporting and Analysis			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
30	-	-	3	70	30
<p>Course Rationale: In order to make decisions using information contained in financial statements, a deeper understanding of the process of financial reporting is necessary. Knowledge of accounting standards and principles will help in deciphering the accounting information clearly. This is significant as accounting is the primary channel of sending information about a business to the external world. Analysing the financial statements using advanced ratios will shed deeper insight to the real performance of firms. Hence this course tries to cover the twin areas of reporting and analysis of financial statements.</p>					
<p>Course Objectives:</p> <p>This course attempts to enable to understand the key accounting standards that can influence the financial numbers and help evaluate the financial statements with quantitative and qualitative emphasis</p>					
<p>Learning Outcomes:</p> <p>After completion of the course, students would be able to:</p> <p>CO1 Compare the financial reporting regulations of India with international standards CO2 Analyze the financial health of the business through financial statements information CO3 Evaluate financial reporting and disclosures CO4 Examine the effect of accounting standards on the financial numbers CO 5 Apprise the accounting standards on assets and debt with respect to the impact on the financials</p>					



Prerequisite(s): The students should be equipped with the basic terms used in finance .

Pedagogy: This course uses multiple pedagogies like interactive lectures, case studies, research papers analysis and link to the real world by extracting and analyzing data from corporate databases

Syllabus:

UNIT I - Overview and Regulatory Framework

The regulatory and conceptual framework of preparation and presentation of financial statements- National differences in financial reporting practices - International Accounting Standards setting Boards- IASB, FASB- International Financial Reporting System- Indian scenario NACAS- NFRA- Ind AS, role of Securities and Exchange Board and Companies Act - Periodicity of financial statements- Fair value Accounting- Global Reporting Initiative- Integrated reporting- ESG reporting- Valuation methods of intangible assets - Human resources and brand valuation

UNIT II Applied Financial Statement Analysis

12 Hours

Modified Dupont analysis- Credit appraisal with financial statements- Cash flow analysis-operating vs financial – free cash flow and valuation- linkage between cashflow and income financial statement forecast with spreadsheet model- Earnings quality analysis-Aggressive treatment of income and expense-choices of accounting alternatives- related party transactions- asset impairment charges- Earnings management motives- Accounting shenanigans

UNIT III Inference from Annual Reports

6

Hours

Format of Annual report- Analysing the Management Discussion and Analysis- letters to shareholders- segment information -operating performance data- forward looking statements-business description risk, contingencies - Accounting policies and Notes to Accounts –analysing the press releases- conference calls and webcasts- non financial information letters to Theories of Disclosures- Format of Auditors Report- Audit Qualifications

Unit IV Analysis of Accounting standards on tax and revenue

6 hours

Revenue recognition- alternate source of income AS -for Income Tax – Revenue recognition –components of EPS– analysis of non-recurring and other comprehensive income- Consolidation of Group Companies

Unit V Analysis of assets and debts 3 hours

- Recognition of Current tax liabilities -**Analysis of current liabilities- operating vs financing – disclosure of off-balance sheet assets and liabilities- operating and financing leases-effect of leases on financial ratios**

Textbook:

- Krishna G. Palepu , Paul M. Healy (2015). 5thEdition, *Business Analysis and Valuation: Using Financial Statements*, Cengage Publications
-



Reference Books:

-

Evaluation Scheme:

Sl.No	Particulars	Weightage
1	CIA- I	20
2	CIA-II	25
3	CIA-III	20
4	CIA-IV	30
5	Attendance*	05

Program Outcome / Course Outcome mapping

	PO1	PO2	PO3	PO4	PO5
CO1	3	3		2	
CO2	2	3			
CO3	2	3		2	
CO4	3	3		2	
CO 5	3	3		2	

- 1 – Weakly mapped
2 – Moderately mapped
3 – Strongly mapped



SGT UNIVERSITY

SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY
(UGC Approved University) GURGAON, Delhi-NCR

Program Name :MBA PHARMACEUTICAL MANAGEMENT(Finance Specialization)			Semester: III		
Course: Financial Institutions & Services			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: The course studies the fundamental principles that govern financial markets and institutions. The course aims to familiarize the students with the workings of the Banking Industry, the Reserve Bank of India and the behavior of financial intermediaries.					



Course Objectives:

- To create awareness about the applicability of the concepts, functions and processes of Banking and Non Banking financial institutions
- To familiarize with the different instruments that operate in today's financial markets.
- To introduce students to the world of financial services
- To equip students with the knowledge and skills necessary to become employable in the financial service industry.

Learning Outcomes:

- The students will be able to understand Financial Market.
 - The students will be able to analyze the relationships among financial institutions, monetary policy and the stability of the economy as a whole
 - To differentiate between fund based and fee based financial activities of the Indian financial system.
- To acquire an understanding of various concepts related to leasing ,hirepurchase, factoring , bill discounting , VC and Merchant banking.

Prerequisite(s): Basics of Financial Management

Pedagogy: Lectures, presentations , Video, Assignments, Quiz

Syllabus:

Unit-1: Introduction

The Structure of Financial System, Elements of Financial System and Economic Development, Regulatory and Promotional Institutions - Function and Role of RBI, Monetary Policy and Techniques of RBI.

Unit-2: The Banking and Non-Banking Institutions

The Public and the Private Sectors – Structure and Comparative Performance, Bank Capital and Banking Innovations, Commercial and Co-operative Banks. The Non-Banking Financial Institutions - Mutual Funds, Growth of Indian Mutual Funds and its Regulation. The Role of AMFI, Insurance Companies- Role of IRDA.

Unit-3: Financial and Securities Markets

Primary and Secondary Markets, Structure and Functions of Money Market, –Call Money Market, Government Securities Market – T-bills Market, Commercial Bills Market, Commercial Paper and



Certificate of Deposits. Securities Markets: Organization and Structure, Listing Trading and Settlement of Securities Market, The Role and Functions of SEBI.

Unit-4: Fund Based Services

Lease and hire Purchase Consumer Credit and Factoring - Definition, Functions, Advantages, Evaluation, Venture Capital Financing, Housing Finance.

Unit-5: Fee-Based Services

Stock Broking, Credit Rating, Merchant Banking, Portfolio Services. Underwriting, Depository Services, Challenges Faced by Investment Bankers.

1. **Textbook:**D.NDiwvedi, Economic Theory and Applications, Pearson Education, Delh

Text Books:

1. Financial Institutions and Markets: Structure, Growth and Innovations by L.M. Bhole and J. Mahakud, 6th Edition, McGraw Hill Education, Chennai, India
2. 2.Financial Markets and Institutions by Frederic Mishkin and Stanley Eakins, 8th Edition, Pearson Education
 1. 3. Financial Institutions & Markets by Jeff Madura, 10 edition CengageHarold Koontz & Heinz Weihrich, *Essentials of Management*, Tata Mcgraw Hill.
 1. Harold Koontz & Heinz Weihrich, *Essentials of Management*, Tata Mcgraw Hill.
 2. Stephen F.Robbins Mary Coulter– *Management* – Prentice Hall of India Pvt. Ltd
1. Petersen, Craig H., W. Chris Lewis and Sudhir K. Jain, Managerial Economics, Pearson Education, Delh

Reference Books:

- G.L.Sharma and Y.P.Singh eds. Contemporary Issues in Finance and Taxation, Academic Foundation, Delhi
- Khan and Jain, Financial Services, Tata McGraw Hill
- J.K.Singh, Venture Capital Financing in India, Dhanpat Rai and Company, New Delhi.
- Annual Reports of Major Financial Institutions in India.
- Frederic S.Mishkin, Stanley Eakins, Financial Markets and Institutions (8th Edition), Pearson
- Bharati V. Pathak, The Indian Financial System: Markets, Institutions and Services, 3rd Edition, Pearson
- K.Sriram, Handbook of Leasing, Hire Purchasing and Factor, ICFAI Publications
- Gledstone, Venture Capital Investing, NY, Prentice Hall

Journals:



<ul style="list-style-type: none"> • <i>The Journal of Financial Markets</i> • The Journal of Emerging Market Finance
<p>Case Study:</p>
<ul style="list-style-type: none"> • Links to websites: • www.rbi.com <p>www.bseindia.com</p> <ul style="list-style-type: none"> •
<p>Evaluation Scheme:</p> <ul style="list-style-type: none"> • Class participation and attendance 05marks • Mid Term Exam 20marks • Assignment 05marks • Professional Activities 10marks • Term-End Exam 60marks <p>Total 100marks</p>

Program Name :MBA PHARMACEUTICAL MANAGEMENT (Dual Specialization)			Semester: III		
Course: Security Analysis and Portfolio Management			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credi	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale: This course provides a broad overview of the theory of financial markets and					



investment management, focusing on the application of portfolio theory to the issue faced by portfolio managers and investors in general.

Course Objectives:

The main objectives of this course are:

- To provide a theoretical and practical background in the field of investments.
- Designing and managing the bond as well as equity portfolios.
- Overview of derivatives including options.
- Measurement and evaluation of portfolio performance.
- Overview of investor's behaviour.

Learning Outcomes:

After completion of the course, students would be able to:

1. Describe and to analyze the investment environment, different types of investment vehicles;
2. Understand and explain the logic of investment process and the contents of its each stage;
3. Use the quantitative methods for investment decision making-to calculate risk and expected return of various investment tools and the investment portfolio;
4. Distinguish concepts of portfolio theory and apply its principals in the process of investment portfolio formation;
5. Analyze and evaluate relevance of stocks, bonds, options for the investments;
6. Understand the psychological issues in investment decision making;
7. Differentiate between active and passive investment strategies;
8. Distinguish between required return and desired return;
9. Understand the portfolio performance measures

Prerequisite(s): Basic knowledge of finance, Statistics, Excel

Pedagogy: PBL(Problem Based Learning), PBL(Project Base Learning), Case study, Video, Hands on Exercise, Assignments, Quiz

Unit - I

Objectives of Investment Decisions- Introduction; Types of Investors; Constraints; Goals of Investors. Financial Markets- Introduction, Primary and Secondary Markets; Trading in Secondary Markets; Money Market; Repos and Reverse Repos; Bond Market; Common Stocks

Unit - II

Fixed Income Securities Introduction-Time Value of Money; Simple and Compound Interest Rates; Real and Nominal Interest Rates; Bond Pricing Fundamentals; Bond Yields; Interest Rates; Macaulay Duration and Modified Duration.

Unit - III

Capital Market Efficiency- Introduction; Market Efficiency; Departures from the EMH, Financial Analysis and Valuation Introduction; Analysis of Financial Statements; Financial Ratios (Return, Operating and Profitability Ratios); Valuation of Common Stocks; Technical Analysis.



Unit - IV

Modern Portfolio theory Introduction; Diversification and Portfolio Risks; Equilibrium Models The CAPM Multifactor Models; The Arbitrage Pricing Theory.

Valuation of Derivatives- Introduction; Forwards and Futures; Call and Put Pricing; Black- Scholes Formula.

Unit - V

Investment Management- Introduction; Investment Companies; Active vs. Passive Portfolio Management; Cost of Management –Entry/Exit Loads Fees; Net Asset Value ; Classification of Funds ; Other investment companies; Performance assessment of managed funds

Textbook:

- *Investment Analysis and Portfolio Management:* Prasanna Chandra, TATA McGrawHill
- *Investment Analysis and Portfolio Management:* Frank Reilly, Keith Brown, SouthWestern College Pub; 10th edition.
- *Investments:*Zvi Bodie, Alex Kane, Alan J. Marcus, McGraw-Hill/Irwin; 10th edition.
- *Investments:* William Sharpe, Gordon J. Alexander, Jeffrey W Bailey, 6th Edition

Reference Books:

- *Fundamentals of Investments:* 3rd Edition, by Gordon J. Alexander, William F.
- *The Theory and Practice of Investment Management:* Asset Allocation, Valuation, Portfolio Construction, and Strategies Hardcover by Frank J. Fabozzi, Harry M. Markowitz Sharpe, Jeffery V. Bailey.
- *Modern Portfolio Theory and Investment Analysis:* 9th Edition 9th Edition, by Edwin J. Elton, Martin J. Gruber, Stephen J. Brown, William N. Goetzmann.
- *Managing Investment Portfolios: A Dynamic Process* 3rd Edition by John L. Maginn, Donald L. Tuttle, Dennis W. McLeavey, Jerald E. Pinto

Journals:

-

Links to websites:

-

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Professional Activities 10marks
- Term-End Exam 60marks

Total 100marks



SGT UNIVERSITY

SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY
(UGC Approved University) GURGAON, Delhi-NCR

Program Name :MBA PHARMACEUTICAL MANAGEMENT (HR Specialization)			Semester: III		
Course: Industrial Relations &Labour Laws			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60



Course Rationale:

This course is structured to provide students with the opportunity to explore a basic theoretical approach to industrial relations with the dominant objective of the course being to develop a practical understanding of the dynamics of industrial relations in India.

Learning Objectives:

1. To Provide conceptual framework of Industrial Relation.
2. To make students aware with the Indian Labour legislation.
3. To make students aware with the basic requirements and mandate of labour legislations.
4. To help the students to understand the existing framework of Industrial Relation and Labour legislation.

Learning Outcomes:

1. Student will be able to get knowledge of Industrial Relation framework.
2. Course will help student to develop competency to understand the importance of Employee Relation within the perspective of Industrial Relation.
3. Complete knowledge about relevant Laws of HR management.
4. Development of student's competency to interpreted and implements the Labour Laws within organization.

Prerequisite(s):

Knowledge of Basics of Human Resources Management

Pedagogy: Case based analysis, group exercises, quizzes, videos, presentations and lectures

Syllabus:

Unit I

Aspects of Industrial Relations, Objectives & Importance of industrial Relations, Emerging challenges of IR in India, Linking Industrial Relations with economic growth of a country, Trade Unionism: Development of trade unionism, functions, type and structure, problems & suggestive remedial measures of trade unions.

Unit 2

Collective Bargaining: Significance, types & procedure of Collective bargaining Discipline, Misconduct, Disciplinary Action, Types of Punishments, Code of Discipline, Domestic Enquiry. Grievance Handling in IR: Grievance Settlement Procedure, Employee Participation and Empowerment: Objectives, Employee Participation, Advantages of Employee Participation, Employee Participation in India, Methods of Participation, Employee Empowerment.

Unit 3

The Factories Act, 1948 &
The shop & Establishment Act 1948,
The Payment of Wages Act, 1923,
The Workmen's compensation Act, 1972
The Industrial Disputes Act, 1947

Unit 4

The Payment of Minimum wages act 1936,
The Contract Labor (Abolition & regulative) act
The ESI Act, 1948,



Child Labour (Prohibition & Regulation) Act, 1986 and its latest amendment,

Unit 5

The payment of Bonus Act, 1965,
The payment of Gratuity Act, 1972,
The Maternity Benefit Act, 1961.

Textbook:

- Taxmann (2014) Labour Laws”, Taxmann Allied Services Pvt. Ltd.

Reference Books:

1. Srivastava SC - Industrial Relations and Labour Laws (Vikas, 2000, 4th Ed.)
2. MonappaArun, “Industrial Relations and Labor laws”, Tata McGraw Hill Edition, New Delhi, 2007.
3. Taxmann (2009) Labour Laws”, Taxmann Allied Services Pvt. Ltd.
4. Sinha, P.R.N., Sinha, InduBala and Shekhar, SeemaPriyadarshini (2004) Industrial Relations, Trade Unions and Labour Legislation, Pearson Education, New Delhi.
5. Mamoria, Mamoria and Gankar, “Dynamics of Industrial Relations”, Himalaya Publishing House, New Delhi, 2007.
6. D. P Sahoo: Employee RELations Management - Texts and Cases (Sage Publication)

Journals:

- *The Journal of Industrial Relations-Sage Pubblicaion*
- *Industrial Relation journal- Wiley*
- *Indian Journal of Industrial Relations*

Case Study:

1. SAIL’s Voluntary Retirement Scheme
2. BATA India’s HR problems
3. The Indian Call Centre Journey
4. State Bank of India – The VRS Story
5. Philips India – Labor Problems at Salt Lake

Links to websites:

- [www.http://publishingindia.com/ijir](http://publishingindia.com/ijir)
- <https://onlinelibrary.wiley.com/journal>
- <https://www.jstor.org/journal/indijindurela>
- <https://www.emerald.com/>

Evaluation Scheme:

- Class participation and attendance 05 marks



● Mid Term Exam	20 marks
● Assignment	05 marks
● Presentation	10 marks
● Term-End Exam	60 marks
Total	100marks

Program Name :MBA PHARMACEUTICAL MANAGEMENT (HR Specialization)			Semester: III		
Course: Strategic Human Resource Management			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: The HR managers are expected to contribute to business strategies unlike in the past. The course will enable students to understand and to appreciate various HR strategies that are to be linked/ aligned to business strategies and help the organizations to attain higher level of growth.					



Course objectives and outcomes:

1. To develop and comprehend the role of HR planning as part of important strategy in linking with business strategy/ goals of organization.
2. To Gain competencies on choosing right outsourcing strategies for better financial and effective performance
3. To understand and Comprehend on the requirements of diversity in organization and develop strategies for implementation

Prerequisite(s):

- The students must have studied Human Resource Management earlier.
- The students must have understanding of Strategy and Human Resource Trends
- The students must be willing to have an interactive session with different pedagogy adopted.
- The students must be involved and participative in the classroom.

Pedagogy:

The syllabus would be involving a blend of Student seminar, Cases, Discussions; Problem based exercises, and other andragogy according to the topics and students understanding.

Syllabus:

UNIT I

Introduction to Strategic Human Resource Management , Business/Corporate plan Environmental scanning for framing business plan/strategies, Universal, Contingency, and Configurational views on Strategic Human Resource Management, Linkage with Macro business forecasting process - Factors influencing Human Resource planning, Role of Human resource in Organizations

UNIT II

Changing Role of Human Resource Professionals, Strategic framework for VUCA environments, Human Resource Management flexibility to manage VUCA environment, Techniques for forecasting demand & Supply of Human Resource for aiding business requirements – competitive edge, Building and sustaining Organizational - Human Resource strategy, Outsourcing Strategy – issues, challenges , Downsizing & Restructuring as strategic options for better growth

UNIT III

Current approaches to measuring HR and reporting value from HR contributions, Strategic HR Metrics versus Benchmarking, HR Scorecards & Workforce Scorecards and how they are different from HR Analytics, HR Maturity Framework: From level 1 to level 5, HR Analytics Frameworks: (a) LAMP framework; (b) HCM:21 Framework and (c) Talentship Framework, 5 overarching components of an effective Analytics framework

Unit IV



Retention strategies for organizational growth, Managing Diversity- Diversity as a strategic tool, Applying Balanced Scorecard to Human Resource, Determining person- organization fit & person-job fit, Employee entry & socialization, Local issues in Staffing, Career Planning Systems, Organization Culture Building

UNIT V

Social Accountability, Sustainability and Human Resource Management, Human Resource Risk Management, User needs analysis , Technology as an enabler, Internationalization: Context, Strategy, Structure and Processes, Managing an International Staff, Multi Rater Feedback Systems, Employment Relationships in different contexts , Managing Exit, Human Resource Implications in current scenario

Case Studies

Talent Poaching: How to lure a star employee to work for you. Page: 161-62. (Textbook)

A downsizing decision at the department of public works – page-286-88 (Textbook)

Dell computers (A) – Field services for corporate clients (HBS, 2007)

Sonoco Products Co (A): Building a world class HR Organization (2005)

Sun Microsystems Page: 135 (Textbook)

Infosys (A): Strategic Human Resource Management (HBS case study, 2006)

Becton Dickinson (E): An Assessment of Strategic Human Resource Management Profiling (HBS case study, 2017)

Textbook:

- *Strategic Human Resources Planning*, 6e, Monica Belcourt, Kenneth James McBey, National Education Limited, 2015.

Reference Books:

- *Aligning Human Resources and Business Strategy*, Linda Holbeche, Routledge, 2001.
- *International Human Resource Management*, 6e, Peter Dowling, Marion Festing & Allen D. Engle, Cengage Learning, 2013.
- *Understanding and Managing Diversity: Readings Cases and Exercises*, 6e, Carol P. Harvey, M. June Allard, Pearson, 2014.



Excel classes will be conducted for the student under this subject

Links to websites and journals:

- <https://www.shrm.org/resourcesandtools/tools-and-samples/toolkits/pages/practicingstrategichumanresources.aspx>
- <https://www.shrm.org/>
- <https://www.researchgate.net/publication/237935309> How Executive SHRM System Links to Firm Performance The Perspectives of Upper Echelon and Competitive Dynamics
- <http://www.publishingindia.com/jshrm/>
- <https://journals.indexcopernicus.com/search/details?id=31788>

Evaluation Scheme:

- Class participation and attendance 05 marks
 - Mid Term Exam 20 marks
 - Assignment 05 marks
 - Team Project Presentation 10 marks
 - Term-End Exam 60 marks
- Total 100marks**

Program Name :MBA PHARMACEUTICAL MANAGEMENT (HR Specialization)			Semester: III		
Course: Talent Acquisition & Management			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60

Course Rationale:

This course presents a comprehensive overview of how to effectively develop a talent management strategy. This course explores the principles of managing (recruiting and keeping) talent in an organization through coaching, performance management & integrating a complete compensation system, Developing an employee succession and coaching. Students utilize tools to learn how to set up a feedback system for continuous growth and progress of talent.

Course Objectives:

- 1.

Learning Outcomes:

1. Determine relationship between performance management and talent management



2. Develop processes for implementing strategies for talent management system.
3. Designing plan to integrate succession planning & coaching system.

Prerequisite(s):

Knowledge of principles of management and basics of human resources.

Pedagogy: Case based analysis, group exercises, experiential learning activities, quizzes, role plays, videos, presentations and lecture method.

Syllabus:

Unit 1

Introduction to Talent Management, Creating Talent Management System, Developing Building Block of Talent Management – Competencies, Building Block Performance Management.

Unit 2

Evaluating Employee Potential – Determining Every Employees Potential For Growth, Evaluating Employee Potential – 9 Box Model Performance & Potential Review, Finding The Crown Jewels – Super Keepers, Recruiting Super keepers – Finding, Hiring And Talent Management Selection Model.

Unit 3

Talent Planning & Development – Achieving Organizational Excellence, Developing Superkeepers, Keepers And Solid Citizens, Talent Management In Global Firm, Building Diversity – Women Superkeepers.

Unit 4

Compensation To Implement Talent Management – Integrating Compensation With Talent Management, Compensating Superkeepers, Using Long Term Incentives To Retain Top Talent.

Unit 5

Using IT to Support Talent Management System, Developing Talent Management Information Strategy. Designing Succession Planning – Ensuring Leadership, Integrating Coaching, Training & Development, Leadership Coaching, Coaching TheSuperkeepers.

Textbook:

1. Berger, Lance A. & Berger, Dorothy R., *The Talent Management Handbook*. McGraw Hill. New York, NY.

Reference Books:

1. Silzer, R. & Dowell, B.E. (2010). *Strategy-driven talent management: A leadership imperative*. San Francisco, CA: John Wiley & Sons.
2. Farndale, E., Scullion H., & Sparrow, P. (in press). The role of the corporate HR function in Global Talent Management. *Journal of World Business*.



<ol style="list-style-type: none"> 3. Schuler, R. S., Briscoe, D. R., & Claus, L. 2009. <i>Global compensation, benefits, and taxes. International Human Resource Management</i> (3rd edition), 236-285. Oxon: Routledge. 4. Scullion, Hugh. & Collings, David G., <i>Global Talent Management</i>. Routledge (Taylor and Francis Group). 5. Carter, Louis & Goldsmith, Marshall. <i>Best Practices in Talent Management: How the World's Leading Corporations manage, develop and retain top talent</i>. John Wiley & Sons.
<p>Journals:</p> <ul style="list-style-type: none"> ● <i>Organizational Development Journal</i> ● <i>Global Business Review</i>.
<p>Links to websites:</p> <ul style="list-style-type: none"> ● http://talentmgt.com/ ● http://www.peoplestreme.com/performance-management-1.shtml ● http://www.cipd.co.uk/hr-topics/
<p>Case Study</p> <p>1 Casting a Wider Net, Lance A.Bergerch 12 pg 146 – 154</p> <p>2 Major league Baseball’s quest for Superkeepers, Lance A.Bergerch 4 Pg 45 – 49.</p>
<p>Evaluation Scheme:</p> <ul style="list-style-type: none"> ● Class participation and attendance 05marks ● Mid Term Exam 20marks ● Assignment 05marks ● Team Project Presentation 10marks ● Term-End Exam 60marks <p>Total 100marks</p>

Faculty of Commerce and Management	
Name of the Department	Commerce and Management
Name of the Program	MBA (G)
Course Code	



Course Title	HR Metrics & Analytics
Academic Year	II
Semester	3
Number of Credits	3
Course Prerequisite	Knowledge of HRM Functions Proactive and participative attitude
Course Synopsis	<p>In this course, students will have the opportunity to delve into the field of Human Resources and data analytics. We will examine various aspects including the analytical process, data generation, storage, and accessibility, as well as how organizations utilize data and foster an environment conducive to analytics. Also, it will enable students to understand the HR KPIs and relevant metrics.</p> <p>The students will establish a strong understanding of human resource analytics, enabling you to enhance your prospects within an organization and position yourself for success.</p>
Course Outcomes:	
At the end of the course students will be able to:	
CO1	Apply HR analytics to relevant areas for an organization to optimize performance. (RBT-3)
CO2	Determine HR Metrics for different HR functions (RBT-5)
CO3	Utilize R and predictive analytic tools to optimize HR functions (RBT-3)
CO4	Examine the power of visualization on relationship between different factors of HR data (RBT-4)
CO5	Discover the impact of storytelling and learn how to effectively incorporate data as a central element in your narratives. (RBT-4)
Mapping of Course Outcomes (COs) to Program Outcomes (POs) & Program Specific Outcomes:	



COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	3				3	3	1	
CO2	2	3		2			3		
CO3		3	2			3			
CO4		3		2					3
CO5	3	2			3				3
Average									

Course Content:

L (Hours/Week)	T (Hours/Week)	P (Hours/Week)	Total Hour/Week

Unit	Content & Competencies
1	<p><u>Foundation of HR Analytics</u></p> <p>Introduction and Evolution of HR Analytics:HR Processes, Metrics and KPI's, HR Metrics, decision frameworks, LAMP framework, HR Dashboard using MS Excel (Explain using Recruitment Data and Case Study while discussing the dynamics and new trends in recruitment)</p>
2	<p><u>HR Metrics & Scorecard</u></p> <p>Linking HR measures to business results, Traditional vs. contemporary HR measures, Fundamental analytical concepts from statistics and research design; analytical concepts from economics and finance</p>
3	<p><u>Predictive Modelling</u></p> <p>Liner and logistic regression using R, Hosmer Lemeshaw Test, Sensitivity, Specificity, (Using Employee Performance Appraisal data/Candidate Offer Drop Out)</p>
4	<p><u>Visualization using Tableau/power BI</u></p>



	Conduct data visualizations, communicating HR data and processing, Data visualization guidelines, computing variables, joins & unions, trend analysis (Using Job Satisfaction among various Demographic Factors data)
5	<u>Story Boarding</u> Workforce planning, Employee Engagement and power of story-telling in HR Analytics.

Note: The course plan included as an annexure has the details of each unit with the number of hours and mode of delivery and pedagogical approach.

Teaching - Learning Strategies and Contact Hours

Teaching - Learning Strategies	Contact Hours
Lecture	6
Practical	4
Seminar/Journal Club	4
Small group discussion (SGD)	3
Self-directed learning (SDL) / Tutorial	3
Problem Based Learning (PBL)	4
Case/Project Based Learning (CBL)	3
Revision	3
Others If any:	4
Total Number of Contact Hours	30

Assessment Methods:

Formative	Summative
Multiple Choice Questions (MCQ) ✓	Group Project and Presentation ✓



Viva-voce ✓	Viva ✓
Objective Structured Practical Examination (OSPE)	Class Participation ✓
Quiz ✓	Quiz ✓
Seminars ✓	Multiple Choice Questions (MCQ) ✓
Problem Based Learning (PBL) ✓	
Journal Club ✓	
	Practical Examination with individual project & Viva-voice ✓

Component	Description	Units	Maximum marks	Weightage	Total
CIA1	Quiz	I, II	10	10%	10
CIA2	Group Project & Presentation	I, III	30	30%	30
CIA3	Analysis of HRM problem and derive metrics	II	20	20%	20
CIA4	Individual Project	All Units	35	35%	35
Class Participation			5	5%	5
Total				100	100

Mapping of Assessment with COs

Nature of Assessment	CO1	CO2	CO3	CO4	CO5	CO6
Quiz	✓	✓				
VIVA		✓	✓	✓		
Assignment / Presentation			✓	✓	✓	



Project	✓	✓	✓	✓	✓	
Feedback Process						
		1. Student's Feedback				
References:						
(List of reference books)						
<ol style="list-style-type: none"> 1. Bhattacharyya, D. K. (2019). HR Analytics: Understanding Theories and Applications. SAGE Publications India Pvt Limited. 2. Soundararajan, R., & Singh, K. (2017). Winning on HR Analytics: Leveraging Data for Competitive Advantage. SAGE Publications: India. 3. Edwards, M. R., & Edwards, K. (2019). Predictive HR Analytics: Mastering the HR metric. Kogan Page Publishers: London 4. Boudreau, J. W., & Ramstad, P. M. (2005). Talentship and the evolution of human resource management: From professional practices to strategic talent decision science. Human Resource Planning Journal, 28(2), 17-26 5. Essential workforce planning tools by Eric Van Vulpen 						

Program Name :MBA PHARMACEUTICAL MANAGEMENT (International Business Specialization)			Semester: III		
Course: Legal Dimensions of International Business			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Cred	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale: The paper is to acquaint students with the legal dimensions of international business and enable them to formulate strategies as compatible with laws and treaties governing international business operations.					



Course Objectives:

1. To make students able to frame business opportunities as per the legal framework.
2. To introduce various legal agencies across the world engaged into business conduct.

Learning Outcomes:

After completion of the course, students would be able to:

1. Manage the business internationally within the legal framework.
2. Evaluate the right mode of entering in to international market.
3. Formulate the business practices which are in line with the legal expectations.

Prerequisite(s): The students should be equipped with the basic terms used in business law along with the background knowledge of various agreements in the business.

Pedagogy: SIS, SS, Case study, Video, Assignments, Quiz

Syllabus:

Unit-I

Legal Framework of International Business: Nature and complexities; International conventions and trade law; Code and common laws and their implications to business; International Business contract – Legal provisions; Payment terms; International sales agreements; Rights and duties of agents and distributors

Unit-II

Contract of Enforcement and Dispute Settlement; International Commercial Arbitration and Enforcement of Foreign Awards. Regulatory Frame work of WTO: Basic principles and charter of GATT/WTO; GATT/WTO; provisions relating to preferential treatment to developing countries, regional grouping, subsidies, technical standards, antidumping duties, and other NTBs, Customs Valuation; Dispute settlement; Implications of WTO to important sector – GATS, TRIP and TRIMs.

Unit-III

Regulations and Treaties Relating to Licensing, Franchising, Joint Ventures, Patents and Trade Marks, Technology Transfer and Telecommunications; Restrictions on trade in endangered species and other commodities as based on international conventions; Taxations Treaties.

Unit-IV

Regulatory Framework Relating to Electronic Commerce. India Laws and Regulations Governing International Business Transactions –FERA/FEMA, Taxation of foreign income; Foreign investment; Setting up offices and branches abroad.

Unit-V

Competition Law: National and International Dimensions. Consumer Law; National and International Dimensions.



Textbook:

- Bansal. A.K., Law of Commercial Arbitration, Universal law House, Delhi.
- Chuah; J., International Trade Law: Questions and Answer Series, Cavendish. London.
- Chush, J. C. T., Law of International Trade. Sweet and Maxwell, London.
- Indian Council of Arbitration Case Law on UNCITRAL Model Laws on International Commercial Arbitration. New Delhi.

Reference Books:

- Jain, R., Foreign Exchange Management Law and Practice, Vidhi, New Delhi.
- Pam borides, G.P., International Shipping Law: Legislation and Enforcement, Kluwer Law International. London.
- Petersmann, E. Ed., International Trade Law and GATT/WTO Dispute Settlement System. Kluwer Law International London.
- Trebilcock, M. and Robert Hawse, Regulation of International Trade, Rout ledge, London.
- Wadhera, B.C., Relating To Patents, Trademarks, Copyrights and Design Universal Law House, New Delhi.

Note: All the books should be of latest edition.

Journals:

-

Links to websites:

-

Evaluation Scheme:

- Class participation and attendance 05marks
 - Mid Term Exam 20marks
 - Assignment 05marks
 - Team Project Presentation 10marks
 - Term-End Exam 60marks
- Total 100marks**



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Program Name :MBA PHARMACEUTICAL MANAGEMENT (International Business Specialization)			Semester: III		
Course: International Human Resource Management			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale: This paper intends to acquaint the students with the concepts and strategies of international human resource management and to enhance their skill to effectively manage human resource in international perspective.					
Course Objectives:					



1. To understand the concept of HRM at international level.
2. To manage the Human Resource across the globe with best of the practices.
3. To Design and manage the training and Development programs across the borders.

Learning Outcomes:

After completion of the course, students would be able to:

1. Practice the HR practices across the national boundaries.
2. Recommend the best of the strategies of HRM for expatriate staff.
3. Develop the need based training programs for the international employees.

Prerequisite(s): The students should be equipped with the basic terms used Human Resource Management along with the background knowledge of various tasks of HR Manager.

Pedagogy: SIS, SS, Case study, Video, Assignments, Quiz

Syllabus:

Unit-I

Introduction and International Context of HRM: Concept and objectives of human resource management; Traditional and modern perspectives in HRM; Themes in HRM; Contemporary global trends in HRM. Cross national differences in personnel and organisations: Cultural Factor in human resource policies; Complexities and issues in managing human resource across countries; International HRM department and functions; Models of international HRM.

Unit-II

International Staffing and Compensation :Recruitment – sources of international human resource power; selection strategies for overseas assignments; International transfers; Problems of repatriation of overseas expatriates and strategies to tackle these problems. Factors, package, methods and trends ; Motivation in cross-cultural context.

Unit-III

Training and Development: Training and development for expatriates; training and development for international staff.

Unit-IV

Direction, Supervision and Control: Issues and strategies for directing and supervising in international context; Enhancing interpersonal communication; Performance appraisal – Criteria and process; international control mechanism.

Unit-V

International HRM and industrial Relations: A framework for international industrial relations; Employees participation – Practices in various countries.

Designing Organizations: for Dynamic International Environment; Human resource aspects in acquisitions and mergers; Challenges to international human resource managers.

Textbook:



<ul style="list-style-type: none"> • Black, J.S. and M. Mendaenhall, Readings and Cases in International Human Resource Management PWS-Kent, Boston. • Dowling, Peter J. Denice E. Welch and Randall S. Schuler, International Human Resource Management : Managing People in a Multiple Context, South Western College Publishing, Cincinnati.
<p>Reference Books:</p> <ul style="list-style-type: none"> • Beumont, P. B., Human Resource Management, : Key Concepts and Skills, Sage,London. • Harzing, Ann wil and Joris Van Ruysseveldt, International Human Resource Management: An Integrated Approach, Sage Publication, London. • Hollinshead, G. and Mike Leat, Human resource Management – An International and Comparative Perspective on the Employee Relationship, Pitman Publishing, London. • Mabey, Christopher, Graeme Salaman and John Storey, Human Resource Management : A Strategic Introduction, Blackwell, Oxford. <p>Note: All the books should be of latest edition</p>
<p>Journals:</p> <ul style="list-style-type: none"> •
<p>Links to websites:</p> <ul style="list-style-type: none"> •
<p>Evaluation Scheme:</p> <ul style="list-style-type: none"> • Class participation and attendance 05marks • Mid Term Exam 20marks • Assignment 05marks • Team Project Presentation 10marks • Term-End Exam 60marks <p>Total 100marks</p>

Program Name :MBA PHARMACEUTICAL MANAGEMENT (International Business Specialization)			Semester: III		
Course: International Supply Chain Management and Logistics			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale: The objective of this paper is to acquaint the students with the concepts and tools of supply chain management and logistics as relevant for an international firm.					
Course Objectives:					
1. To develop an understanding of integrated supply chain management at international level.					



2. To acquaint the students with the role of effective logistics in international business.

Learning Outcomes:

After completion of the course, students would be able to:

1. Estimate and manage the demand of product in international market.
2. Design the efficient supply chain network for the offerings.

Prerequisite(s): The students should be equipped with the basic terms used in Supply chain Management along with the background knowledge of various concepts of logistics.

Pedagogy: SIS, SS, Case study, Video, Assignments, Quiz

Syllabus:

Unit-I

Basic Framework and Integrated SCM: Concept of supply chain management (SCM); SCM and trade logistics; Value chain analysis and SCM; Internationalisation of SCM. Concept, span and process of integrated SCM: Supply chain and continuous improvement, Supply Chain performance measurement; Supply chain modeling; Forecasting and financial implications: Supply chain and after –sales service; Creating life-cycle ownership value; Customer service management; Demand management; Product development Process and SCM.

Unit-II

Managing Relationship and Purchase Process: Role of Relationship marketing in SCM; Managing relationships with suppliers and customers; Captive buyers and suppliers; Strategic partnerships; Supplier-retailer collaboration and alliances. Strategic role of purchasing in the supply chain and total customer satisfaction; Types of purchases; Purchasing cycle; Supplier selection and evaluation; Purchase agreement; Purchasing cost management.

Supply Chain and Information Management Systems - Importance of information management IT and business management systems.

Unit-III

Logistic System and Transport Fundamentals : Concept, objectives and scope of logistics; System elements; Transportation, warehousing, inventory management, packing and unitisation; Control and communication. Importance of effective transportation system; Service choices and their characteristics; inter-modal services; Transport cost characteristics and rate fixation; In-company management vs. out -sourcing.

Unit-IV

General Structure of Shipping and International Air transport : Would sea borne trade; international shipping - characteristics and structure; Liner and tramp operations; Liner freighting; Chartering-Types, principles and practices; Charter, party agreement; Development in sea transportation-Unitization, containersation, inter and multimodal transport; CFC and ICD; Indian shipping – growth, policy and problems; Ports an d port trust. International set up for air transport: Freight rates; India’s exports and imports by air – Problems and prospects. Carriage of Goods by sea, sea and combined transport; international conventions and Indian law; Maritime frauds and unethical practices –causes and protection; Role and types of cargo intermediaries.



Unit-V
Warehousing and Inventory Management: Warehousing and marketing strategy; Objectives and functions of warehousing; Warehousing evaluation and requirements; Warehousing location strategies; Inventory management principles and approaches; Material management systems and techniques – JIT purchasing, manufacturing and in-bound logistics.
Textbook:
<ul style="list-style-type: none"> ● Ballau, R.H., Business Logistics Management, Prentice Hall, Englewood Cliffs ● Christopher., M., Logistics and Supply Chain Management: Strategies for Reducing Cost and Improving Services, Pitman, London.
Reference Books:
<ul style="list-style-type: none"> ● James, C.J. and D.F. Wood, Contemporary Logistics, Macmillan, New York. ● Shapiro, R., Logistics Strategy: Cases and Concepts, West Publishing, St.Paul. ● Stern, L.W., et. al., Marketing Channels, Prentice Hall of India private Ltd. New Delhi. <p>Note: All the books should be of latest edition.</p>
Journals:
<ul style="list-style-type: none"> ●
Links to websites:
<ul style="list-style-type: none"> ●
Evaluation Scheme:
<ul style="list-style-type: none"> ● Class participation and attendance 05marks ● Mid Term Exam 20marks ● Assignment 05marks ● Team Project Presentation 10marks ● Term-End Exam 60marks <p>Total 100marks</p>

Program Name: MBA PHARMACEUTICAL MANAGEMENT			Semester: III		
Course: Regional Trade Blocks			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale:					



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The number and scope of regional trade agreements (RTAs) have grown over time, particularly the number of significant major plurilateral accords. Governmental trade restrictions have the greatest impact on the success or failure of international business. The purpose of this paper is to develop a conceptual model to recognize the existence of regional trade blocs as well as to explain the manner in which they can exist. The course also endeavours to examine the conditions under which they may be formed successfully. A multidisciplinary approach is taken that first examines the effects and formation of regional trade blocs from the business, international economics, and political economics literature.

Course Objectives:

1. To familiarize the students with the theoretical framework of regional economic integration, and its impact on trade and investment flows within the region and on the global economy.
2. To explore the current state of regional integration agreements in the world.
3. To examine several current regional economic integration agreements including, European Union, NAFTA; MERCOSUR, ASEAN+3, etc.

Learning Outcomes:

After completion of the course, students would be able to:

1. The students will have better understanding of how regional integration and globalization are conceptualized and theorized.
2. The students would develop an understanding, on the effect that world trade organization (WTO) has on the competitiveness of businesses.
3. The ability to comprehend the political and economic reasons and the consequences of proliferation of regional integration schemes instead of pursuing multilateral or global integration.
4. The students would be more aware of the rationale and consequences of formation of major regional trading blocs viz., EU, NAFTA, ASEAN etc.
5. The students would be able to analyze the outcomes of India's involvement in different regional trading blocs.

Prerequisite(s):

Knowledge of basics of Operations Management

Pedagogy:

The study plan covering readings, classroom lectures, exercises, videos, case studies, group work project and assignments corresponding to each session

Syllabus:

UNIT 1: Regional Trade Blocs: Introduction

Levels of Economic integration

Trade blocs as stumbling blocks to liberalization of trade



Regional trade blocs as building blocks to liberalization of international trade
Regional trading blocs and political stability, democratic development and security Issues

UNIT 2:

India and the World Trade Organization (WTO): Implications for International Business Managers

Multilateral trade regime under the GATT/WTO
India's role in the WTO policy formulation
Impact of the WTO regulatory framework on the Indian economy.
Implications for international business managers

UNIT 3:

India's engagements in regional trade agreements (RTAs): Business Implications

Proliferation of RTAs and the underlying reasons
RTAs – 'building blocks' or 'stumbling blocks' to the Multilateral Trade Regime?
India's engagements in RTAs: motivations and business implications

UNIT 4:

Analysis of major Regional Trading Blocs in middle east, Asia and Africa

Gulf Cooperation Council (GCC),
The African Economic Community (AEC)
Association of South East Asian Nations (ASEAN)
South Asian Association for Regional Cooperation (SAARC)

UNIT 5:

Analysis of major Regional Trading Blocs in Europe and America

The European Union (EU)
North American Free Trade Area (NAFTA)
CARICOM and Andean Community
South America: MERCOSUR

Textbook:

- Das, U. R., Edirisuriya, P. & Swarup, A. *Regional Trade and Economic Integration: Analytical Insights and Policy Option*. World Scientific Publishing Company.
- Rout, K. T.(2014). *WTO, TRIPS & Geographical Indications (GIs)*. New Century Publications

Reference Books:

1. Kelly, B. *How Regional Trade Blocs affect Liberalisation of International Trade*. Grin Verlag ISBN: 9783656742791



2. Sen, K. R., Roy, C.K. & Tisdell, A.C. (1997). *World Trade and Development Economic Integration Regional Blocs and Non-Members*. Atlantic Publishers & Distributors Pvt Ltd.
 ISBN: 9788171567348, 8171567347
3. Frankel, A.J.(1997). *Regional Trading Blocs in the World Economic System*. Institute for International Economics.
ISBN: 9780881322026
4. Yeung, T. M.(1999). *Regional Trading Blocs in the Global Economy- The EU and ASEAN*. Edward Elgar Publishing Ltd.
 ISBN-10 : 1840641045
5. Chase, A. K.(2009). *Trading Blocs States, Firms, and Regions in the World Economy*. Michigan Studies in International Political Economy.

Online Resources:

1. Regional Trade Agreements
https://www.wto.org/english/tratop_e/region_e/region_e.htm
2. Foxley, A. (2010). *Regional Trade Blocs: The Way to The Future?*. Carnegie Endowment for International Peace.

https://carnegieendowment.org/files/regional_trade_blocs.pdf

It dwells RTA journey of the three regions—Eastern Europe, Latin America, and East Asia, which have had vastly different experiences with regional trade and enjoyed varied levels of success.

3. Journal of economic Integration

ISSN:1744-2389

<https://www.jstor.org/journal/jeconinte>

The Journal of Economic Integration aims to offer relevant policy implications on the ongoing process of globalization. Economic integration is multi-dimensional, covering every field in economics. Your contribution will enrich our understanding and preparation for the future global economy.

4. <https://elibrary.worldbank.org/doi/abs/10.1596/0-1952-1128-6>

This report attempts to understand the political economy of regional integration, the economic benefits and costs for developing countries, the policy choices confronting governments, and the implications of regionalism for nonmembers and the multilateral trading system.

5. Journal of Development Economics

<https://www.sciencedirect.com/journal/journal-of-development-economics>

The Journal of Development Economics publishes original research papers relating to all aspects of economic development - from immediate policy concerns to structural problems of underdevelopment.

Program Name :MBA PHARMACEUTICAL MANAGEMENT(Entrepreneurship Specialization)	Semester: III	
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Course: Entrepreneurial Strategy					
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Continuous Evaluation	End Examination	
40	-	-	4	40	60
<p>Course Rationale: Entrepreneurship plays an influential role in the economic growth and development of the country. As the world economy is changing so is the dynamism of the business world. The aim of this course is to instill and kindle the spirit of Entrepreneurship amongst students. The idea of this course is to create “job providers rather than job seekers”.</p>					
<p>Course Objectives: The primary objective of course is to develop an understanding about strategy related to the various issues involved in starting a venture and to acquaint them with product & service selection, pre-feasibility study, etc. It will equip the students with the concept and skills of entrepreneurship.</p>					
<p>Learning Outcomes:</p> <ul style="list-style-type: none"> ● Critically evaluate relevant theories, concepts and models underpinning entrepreneurial strategy ● Strategically assess major emerging trends that may impact entrepreneurial success ● Appraise the criticality of effective entrepreneurial planning, decision-making, communication and behaviours when operating in turbulent environments ● Evaluate a range of leadership skills and ethical practices critical for sustainable, responsible entrepreneurial strategic success ● Demonstrate an advanced ability to create, implement and evaluate entrepreneurial strategies to complex, real-world case studies and a major work-based project 					
<p>Prerequisite(s): Basic knowledge about business and related legal compliances</p>					
<p>Pedagogy: The course will include a mix of lecture, case studies, exercises, strategic games, role play, corporate visits, and guest speakers.</p>					
<p>Syllabus:</p> <p>Unit- 1: Entrepreneurial Competence: Entrepreneurship concept, Entrepreneurship as a Career, dimensions of Entrepreneurial Competencies, Entrepreneurial assessment, Part-time vs. Full time Entrepreneurship, Intrapreneurship, Role of Mentors, Innovation and Entrepreneurship, Design Thinking: Process.</p> <p>Unit-2: Enterprise Promotion: New Venture Creation- Resources, Capabilities, and Strategies- Identifying attributes of strategic resources- Opportunity Analysis, Innovator or Imitator: SWOT analysis- Internal and External Environment Analysis, Industry Analysis- Embryonic Companies and Spin off’s, Opportunities in Emerging/Transition/Decline industries, Porter’s five forces model, Startup India, Make in India, Govt. Support Schemes for Startups</p> <p>Unit- 3: Strategic Planning For Emerging Ventures: The nature of planning in emerging firms- Strategic planning and its value, Entry Wedge, Resource based strategies- First mover advantage, Isolating Mechanisms- Industry stages and Strategy, Evaluating Strategy and Entrepreneurial Opportunities, Structural Planning- Forms of business ownership, Franchising, Networking and Alliances, Buying an existing business- Identifying the right Business Model Canvas- Seven Domains of John Mullins.</p> <p>Unit- 4: Business Plan Preparation & Pitching: Business Plan- Myths, importance, content, sections, expectations of investors, Dos and Don’ts, Innovative methods of presenting a business plan: mind map, animated videos, etc., Incubators, Accelerators, Angels, VCs and Crowd funding, Art of Pitching- importance, types - Elevator pitch, Three (03) minutes pitch, etc</p>					



Unit- 5: Strategic Evaluation: Issues-Problems-Response to Enterprise Problems, Business Development Services- Definition, Scope, Support Services Required By Small Enterprises, Important Support Schemes from Government, Industrial Sickness- Definition, Causes, Symptoms, Prediction, Revival, Managerial Deficiencies, Revival of Sick unit- BIFR and SICA's Role, Strategic Choices in Decline industries- Leadership, Niche, Harvest, Divest, Turnaround Strategies.

Textbook:

1. Raj Shankar (2012). Entrepreneurship: Theory & Practice. Vijay Nicole

Reference Books:

1. D.F. Kuratko and T. V. Rao (2016), Entrepreneurship: A South Asian Perspective, Cengage Learning.
2. Abrams (2016). The Successful Business Plan: Secrets and Strategies. Planning Shop, USA, 6th Edition
0. Hisrich et.al (2010). Entrepreneurship. Tata McGraw Hill, New Delhi
0. Dollinger (2003). Entrepreneurship. Pearson, New Delhi
0. Dinanath Kaushik (2013) Studies in Indian Entrepreneurship, New Delhi, Cyber Tech Publications
0. Kaliyamoorthy and Chandrasekhar (Eds: 2007), Entrepreneurial Training: Theory and Practice, New Delhi, Kanishka Publishers
0. Robert Hisrich, Michael Peters and Dean Shepherd (2009) Entrepreneurship, New Delhi, Tata McGraw-Hill Publishing Company Limited
0. Rajagopalan (Ed: 2006) Promoting Sustainable Livelihoods: Concepts and Approaches, The ICFAI University Press
0. Roy Rajeev (2011), Entrepreneurship (ed.2), New Delhi, Oxford University Press
0. Donald L. Sexton & Raymond W. Smilor, The Art and Science of Entrepreneurship, Ballinger
0. Clifford M. BauMBA Pharmaceutical Management& Joseph R. Mancuso, Entrepreneurship and Venture Management, Prentice Hall

Journals:

1. Entrepreneurship Theory and Practice
2. International Entrepreneurship and Management Journal
3. Journal of Intellectual Capital
4. Journal of Business Venturing
5. European Journal of Innovation Management

Case Study: NA

Links to websites:

1. www.mooc-list.com/tags/entrepreneurship ONLINE RESOURCES
2. https://www.startupindiahub.org.in/content/sih/en/learning-and-development_v2.html
3. <http://nptel.ac.in/courses/110105067/>
4. <http://nptel.ac.in/courses/109105098/>
5. <https://lmswise.wfglobal.org/>
6. <http://blogs.hbr.org/>

Evaluation Scheme:

● Class participation and attendance	05marks
● Mid Term Exam	20marks
● Assignment	05marks
● Team Project Presentation	10marks
● Term-End Exam	60marks
Total	100marks



Program Name :MBA PHARMACEUTICAL MANAGEMENT (Entrepreneurship Specialization)			Semester: III		
Course: Lean Startup			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale: Entrepreneurship plays an influential role in the economic growth and development of the country. As the world economy is changing so is the dynamism of the business world. The aim of this course is to instill and kindle the spirit of Entrepreneurship amongst students. The idea of this course is to create “job providers rather than job seekers”.					
Course Objectives: The Lean Startup Entrepreneurship course will help students learn how to develop your own business idea and turn it into a successful startup. The course will also give students the opportunity to gain unique insights in entrepreneurship.					
Learning Outcomes: <ul style="list-style-type: none"> ● Recognize the fundamental principles of lean startup and Describe how the lean cycle works ● Increase the velocity of learning in your organization ● Design an experiment and Choose appropriate measurement techniques 					
Prerequisite(s): Basic knowledge about business and related legal compliances					
Pedagogy: The course will include a mix of lecture, case studies, exercises, role play, corporate visits, and guest speakers.					
Syllabus:					
Unit-I: Introduction to Lean Start Up Meaning, definition, role of Len Start ups, Origin of Lean Start up, Principles of Lean Start ups, Overview to Len Start up, Basics of Lean Canvas, Components in Lean Canvas.					
Unit-II: Blueprint to Lean Start up Developing the Vision, Measuring productivity, developing feedback loop, developing a system of disruptive innovation, validating Learning, Experimenting phase of Start up					
Unit-III: Managing & Controlling Lean Start up Evaluating the feedback loop, minimizing the overall cost and maximizing the returns, Formulating Lean start up strategy, Customer discovery and archetype, Testing phase through MVP, Innovation accounting, Pivot- Meaning, types.					
Unit-IV: Growth of Start up Value in start up, Just in time, Sustainable growth, Small batch vs Large batch, Customer drive in sustainable growth, Product/ Market Fit, Adaptation and Innovation.					
Unit-V: Start Ups in Indian Economy Overview, Meaning, definitions of Start Ups, Role of Start ups in Developing economy of the country, Start ups in Social development, Government support for start ups in India, Growth of Start ups in India, Issues and Challenges associated with Startup development.					
Textbook: D.F. Kuratko and T. V. Rao (2016), Entrepreneurship: A South Asian Perspective, Cengage Learning.					
Reference Books: 1. Eric Ries., The Lean Strrt up , Crown Publishing Group, USA, 2011.					



2. Alistair Croll and Benjamin Yoskovitz., **Lean Analytics**, 2013.
3. Ash Maurya., **Scaling Lean: Mastering the Key Metrics for Startup Growth**, 2016.
4. Michel Gelobter, **Lean Startups for Social Change: The Revolutionary Path to Big Impact**, 2015

Journals:

1. Entrepreneurship Theory and Practice
2. International Entrepreneurship and Management Journal
3. Journal of Intellectual Capital
4. Journal of Business Venturing
5. European Journal of Innovation Management

Case Study: NA

Links to websites:

1. www.mooc-list.com/tags/entrepreneurship ONLINE RESOURCES
2. https://www.startupindiahub.org.in/content/sih/en/learning-and-development_v2.html
3. <http://nptel.ac.in/courses/110105067/>
4. <http://nptel.ac.in/courses/109105098/>
5. <https://lmswise.wfglobal.org/>
6. <http://blogs.hbr.org/>

Evaluation Scheme:

● Class participation and attendance	05marks
● Mid Term Exam	20marks
● Assignment	05marks
● Team Project Presentation	10marks
● Term-End Exam	60marks
Total	100marks



Program Name :MBA PHARMACEUTICAL MANAGEMENT			Semester: III		
Course: Management of Intellectual Property Rights					
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials		Continuous Evaluation	End Examination
40	-	-	4	40	60
Course Rationale: Entrepreneurship plays an influential role in the economic growth and development of the country. As the world economy is changing so is the dynamism of the business world. The aim of this course is to instill and kindle the spirit of Entrepreneurship amongst students. The idea of this course is to create “job providers rather than job seekers”.					
Course Objectives: The primary objective of course is to expose the participants to the basic concepts of IPRs and the strategic role of IPRs in the current Indian context					
Learning Outcomes: <ul style="list-style-type: none"> ● Identify different types of Intellectual Properties (IPs), the right of ownership, scope of protection as well as the ways to create and to extract value from IP. ● Recognize the crucial role of IP in organizations of different industrial sectors for the purposes of product and technology development. ● Identify activities and constitute IP infringements and the remedies available to the IP owner and describe the precautions steps to be taken to prevent infringement of proprietary rights in products and technology development. ● Be familiar with the processes of Intellectual Property Management (IPM) and various approaches for IPM and conducting IP and IPM auditing and explain how IP can be managed as a strategic resource and suggest IPM strategy. ● Be able to anticipate and subject to critical analysis arguments relating to the development and reform of intellectual property right institutions and their likely impact on creativity and innovation. ● Be able to demonstrate a capacity to identify, apply and assess ownership rights and marketing protection under intellectual property law as applicable to information, ideas, new products and product marketing; 					
Prerequisite(s): Basic knowledge about business and related legal compliances					
Pedagogy: The course will include a mix of lecture, case studies, exercises, role play, corporate visits, and guest speakers.					
Syllabus: Unit-1 Concept of Property vis-à-vis Intellectual Property: Overview of Concept of Property and Theories of Property, Theories of Intellectual Property Rights, Intellectual Property as an Instrument of Development , Need for Protecting Intellectual Property- Policy Consideration- National Perspectives and International demands, Types of Intellectual Property, Origin and Development- An Overview, Intellectual Property Rights as Human Right, Intellectual Property Rights in the Cyber World. Unit-2 Patent Law: Introduction to Patent Law, Paris Convention, Patent Cooperation Treaty, WTO- TRIPS, Harmonization of CBD and TRIPS, Indian Patent Law – The Patents Act, 1970, Amendments to the Patents Act ,Patentable Subject Matter, Patentability Criteria, Procedure for Filing Patent Applications, Patent					



Granting Procedure, Revocation, Patent Infringement and Remedies , Relevant Provisions of the Biological Diversity Act, 2002 , Access and Benefit Sharing Issues

Unit-3 Trademarks:

Introduction to Trademarks, Need for Protection of Trademarks, Kinds of Trademarks , International Legal Instruments on Trademarks , Indian Trademarks Law, The Trade and Merchandise Marks Act, 1958 – Trademarks Act, 1999, Procedural Requirements of Protection of Trademarks, Content of the Rights, Exhaustion of Rights , Assignment under Licensing, Infringement, Right of Goodwill, Passing Off , Domain Names and Effects of New Technology (Internet).

Unit-4 Industrial Designs:

Need for Protection of Industrial Designs, Subject Matter of Protection and Requirements, The Designs Act, 2000, Procedure for obtaining Design Protection, Revocation, Infringement and Remedies.

Unit-5 Role of International Institutions:

World Intellectual Property Organization (WIPO) , Function of WIPO, Membership of WIPO, Agreement between the WIPO and the WTO, Dispute Settlement- New Treaties, Commercialization of Intellectual Property Rights by Licensing, Determining Financial Value of Intellectual Property Rights, Negotiating Payments Terms in Intellectual Property Transaction.

Textbook:

D.F. Kuratko and T. V. Rao (2016), Entrepreneurship: A South Asian Perspective, Cengage Learning.

Reference Books:

1. Al-Ali, N. (2003) Comprehensive Intellectual Capital Management: Step-by- Step. John Wiley & Sons, Inc., Hoboken, New Jersey.
2. Andriessen, D. (2003). Making Sense of Intellectual Capital. Designing a Method for the Valuation of Intangibles. Butterworth Heinemann.
3. Stewart, T.A. (1997). Intellectual Capital: The New Wealth of Organizations, Nicholas Brealey, London.
4. Sveiby, K. E. (1997). The New Organizational Wealth: Managing & Measuring Knowledge-Based Assets. Berrett-Koehler Publishers, San Francisco.
5. Edvinsson, L. and Malone, M.S. (1997). Intellectual Capital: Realizing your company's true value by finding its hidden brainpower, Harper, New York.
6. Low, J. and Kalafut, P.C. (2002). Invisible advantage: How Intangibles are Driving Business Performance, Perseus Publishing, Cambridge
7. Sullivan, P. H. (2000). Value-Driven Intellectual Capital: How to Convert Intangible Corporate Assets into Market Value. John Wiley & Sons, Inc., Hoboken, New Jersey
8. Tissen, R. and Andriessen, D. and Deprez, F.L. (2000). The Knowledge Dividend: Creating High-Performance Companies through Value-Based Knowledge Management, Financial Times Prentice Hall, London.
9. Andriessen, D. and Boom, M. van den (2006). Asia and Europe, knowledge economies in encounter. INA Magazine, Vol.XVII, 15-18.
10. S. Khoury (1998), "Valuing Intellectual Properties", in P.H. Sullivan (1998), Profiting from Intellectual Capital: Extracting value from Innovation, John Wiley & Sons, 335-356.
11. Stam, C. D. (2007). Knowledge productivity. Designing and testing a method to diagnose knowledge productivity and plan for enhancement.

Journals:

1. Entrepreneurship Theory and Practice
2. International Entrepreneurship and Management Journal
3. Journal of Intellectual Capital
4. Journal of Business Venturing
5. European Journal of Innovation Management

Links to websites:



1. www.mooc-list.com/tags/entrepreneurship ONLINE RESOURCES
2. https://www.startupindiahub.org.in/content/sih/en/learning-and-development_v2.html
3. <http://nptel.ac.in/courses/110105067/>
4. <http://nptel.ac.in/courses/109105098/>
5. <https://lmswise.wfglobal.org/>
6. <http://blogs.hbr.org/>

Evaluation Scheme:

● Class participation and attendance	05marks
● Mid Term Exam	20marks
● Assignment	05marks
● Team Project Presentation	10marks
● Term-End Exam	60marks
Total	100marks



Program Name :MBA PHARMACEUTICAL MANAGEMENT			Semester: III		
Course: Creativity and Innovation					
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials		Continuous valuation	End Examination
40	-	-	4	40	60
<p>Course Rationale: Entrepreneurship plays an influential role in the economic growth and development of the country. As the world economy is changing so is the dynamism of the business world. The aim of this course is to instill and kindle the spirit of Entrepreneurship amongst students. The idea of this course is to create “job providers rather than job seekers”.</p>					
<p>Objectives: The primary objective of course is to develop an understanding related to the basics of creativity, strategies to build lifelong creativity, power of strategy innovation, and the process of managing innovation.</p>					
<p>Learning Outcomes:</p> <ul style="list-style-type: none"> • Develop effective creative projects that provide an innovative solution to real-world problems based on inquiry such as class discussion, critical analysis, and integrative collaboration, observing, and using technology. • Evaluate materials relevant to innovations in educational and business settings based on case studies presented in class and explored independently. • Analyze strategies for creative innovation, including product and pedagogical design. • Apply effective strategies for designing innovative projects in collaboration with team members to develop an effective creative project, product, or practice, in conjunction with other offices on campus. • Apply the design of the creative process to educational experiences and the creative endeavor generally. • Demonstrate knowledge of the basic vocabulary and concepts of creativity study. 					
<p>Prerequisite(s): Basic knowledge about business and related legal compliances</p>					
<p>Pedagogy: The course will include a mix of lecture, case studies, exercises, role play, corporate visits, and guest speakers.</p>					
<p>Units:</p> <p>Unit-1: Basics of Creativity: Creativity, Component elements, attributes of creative individuals, Creativity as a competitive resource, cultivation of creativity, convergent and divergent thinking, values as anchors of creative thinking, creativity vs. Lateral thinking</p> <p>Unit-2: Fostering Individual Creativity: Enhancing creative thinking, Re-definitional techniques, random stimulus techniques, Envisionment/Visualization Approach, PMI method, ISA perspective, Abstraction Approach, Thinking Hats method, Creativity techniques for groups, Creativity in Uncertainty, Heuristics for stimulating creativity, Training and creativity</p>					



Unit-3: Building Lifelong Creativity: Existential, entrepreneurial and empowerment creativities, quality of creativity, Lifelong creativity, models of creative problem solving, enhancing creative intelligence, motivation and creativity, blocks to creativity, acquiring a creative persona, formative environment and creativity, developing a creative work environment.

Unit-4: Power of Strategy Innovation: Strategy innovation vs strategy planning, Purposeful innovation and the seven sources for innovative opportunity, three levels of innovation, fostering innovation at various levels, Auditing innovation management, rationalist vs instrumentalist strategies for innovation, assessment of Porter's framework, learning from markets, alliances and corporate ventures

Unit- 5: Managing Innovation: Building an innovative organisation, role of vision, structure and training, Fostering creativity and innovation in organisations, roles of organisational culture, leadership, managerial style and practices supportive of creativity, creativity as the core of competitive excellence

Textbook:

Rastogi, P.N. (2000), Managing Creativity, Macmillan India, Delhi.

Reference Books:

1. Khandwalla, Pradip N. (2004), Lifelong Creativity, Tata Mc Graw Hill, New Delhi.
2. Joe Tid, et.al (2005), Managing Innovation, Wiley India, New Delhi.
3. Peter F. Drucker (2009), Innovation and Entrepreneurship, El Sevier, Noida.
4. Robert E. Johnston, Jr. And Douglas Bate (2007), The Power of Strategy Innovation, Prentice Hall, New Delhi.
5. Shlomo Maital and D.V.R.Seshadri, (2012). Innovation Management, Response Books, New Delhi
6. Dinanath Kaushik (2013) Studies in Indian Entrepreneurship, New Delhi, Cyber Tech Publications
7. Kaliyamoorthy and Chandrasekhar (Eds: 2007), Entrepreneurial Training: Theory and Practice, New Delhi, Kanishka Publishers
8. Robert Hisrich, Michael Peters and Dean Shepherd (2009) Entrepreneurship, New Delhi, Tata McGraw-Hill Publishing Company Limited
9. Rajagopalan (Ed: 2006) Promoting Sustainable Livelihoods: Concepts and Approaches, The ICFAI University Press
10. Donald L. Sexton & Raymond W. Smilor, The Art and Science of Entrepreneurship, Ballinger

Journals:

1. Entrepreneurship Theory and Practice
2. International Entrepreneurship and Management Journal
3. Journal of Intellectual Capital
4. Journal of Business Venturing
5. European Journal of Innovation Management

Case Study: NA

Links to websites:

1. http://www.eurosfair.prd.fr/7pc/doc/1249998569_creativity_innovation_p_legrenzi.pdf
2. http://www.appladesign.net/domains/create//documents/I-CREATE_Final_Handbook_EN_851.pdf
<https://www.edx.org/course/design-thinking-creativity-innovation-uqx-corpinn1x>
3. <https://www.coursera.org/learn/creativity-innovation#syllabus>
4. <http://www.creative4business.co.uk/creativity-and-innovation-resources/>

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks



Program Name: MBA PHARMACEUTICAL MANAGEMENT(OperationsSpecialisation)			Semester: III		
Course: Quality Management & Business Excellence			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: The course would aim at the conceptualization of Quality from Design to Process to Service assurance. In addition to that, it focuses on Quality Management Systems (QMS). The course would also aim to closely link management of quality with maintenance and environment for total product assurance along with the dimensions of quality in services in the contemporary environment. Organizations aim at achieving maximum customer satisfaction at the lowest overall cost, focus on delivering a quality product or service by improving processes and setting up a world class quality management system.					
Course Objectives: <ol style="list-style-type: none">1. Understand the concepts of Quality & Quality Management2. Familiarizing the students to diagnosing problems in Quality process & applying various Quality improvement techniques3. Introduce the system approach to Quality management & explain various Industry Quality System certifications4. Develop learning & analytical skills to analyze and solve quality problems in an organization5. Understand the principles of Service quality and ways to improve customer satisfaction					
Learning Outcomes: After completion of the course, students would be able to:					



1. Learn about different quality management methodologies used for solving problems of the organization to reduce variation and improve quality, processes, systems, products and services.
2. Learn about the concepts and methodology of quality management in product planning and development.
3. Be able to list and explain the relevance about the different certifications/standards available for improving the Production/Operations system.
4. Understand about the potential service quality gaps and suggest steps to improve service quality in an organization.
5. Learn about the different tools used for quality improvements in manufacturing of products.

Prerequisite(s):

1. Understand the basic concepts of Production and Operations management.

Pedagogy:

The study plan covering readings, classroom lectures, exercises, videos, case studies, group work project and assignments corresponding to each session

Syllabus:

Unit – 1

Overview of Quality

Introduction to Quality, Definition of Quality, Quality and global competitiveness, Dimensions of Quality, Quality Gurus, Quality organization- roles & responsibilities, Product & Process Quality, Critical-to-Quality Characteristics, Cost of Quality and Customer satisfaction.

Unit – 2

Quality Management

Overview of Quality Management, Principles of Quality Management, Components of Quality Management, Quality Planning, Quality Control, Quality Assurance, Quality of Design, Taguchi's Loss Function, Quality management in product planning (VOC, QFD), Quality management in product development (FTA, FMEA, Poka-Yoke), Quality Management and Environment and Safety.

Unit - 3

Quality System

Quality Management System, Quality as a Strategic decision, Quality Policy and Organization Quality Certifications, Introduction to relevant standards-ISO 9000, ISO 14000, QS 9000, CMMI, Lead Assessment, Quality Audits, Quality Awards, Benchmarking

Unit – 4

Service Quality

Overview of Service Quality, Determinants of Service Quality, Developing Service Quality Culture and Ethics, Design for Quality, Service Quality Deployment, Customer focus, Meeting customer needs and expectations, Customer feedback and Satisfaction, Use of scales like SERVQUAL and LODGSERV, Customer Value Analysis, Human aspects of Service Quality, Service Excellence

Unit – 5

Quality Improvement



Quality management methods for problem solving, 7 QC Tools, Kaizen, Six Sigma, Lean, PDCA, TPM, Quality Circles, 5S, Process Capability Studies, Business Process Reengineering

Textbook:

- Nancy R. Tague. The Quality Toolbox. 2nd Edition
- Ross, J. E. (1999). Total Quality Management: Text Cases and Readings. New Delhi: Deep & Deep Publications

Reference Books:

1. Antony, J., (2002). Understanding, managing and implementing quality. London: Routledge
2. Oakland, J. S. (2003). Total quality management: Text and cases (2nd ed.). London: Butterworth
3. Stamatis, D. H. (1997). Total Quality Service: Principles, Practices & Implementation. Delhi: Deep & Deep Publications
4. Jerry Banks (2004). Principles of Quality control: John Wiley & Sons
5. Goetsch, D. L., & Davis, S. B. (2016). Quality management for organizational excellence: Introduction to total quality (8th ed.). Upper Saddle River, NJ: Pearson. ISBN: 978- 013379185
6. R. Kesavan, C. Elanchezian, B. Vijaya Ramnath: Total Quality Management 25 Jul 2008
7. Hoyle D: ISO 9000 Quality systems handbook: Butterworth/Heinemann 1997
8. Raghavachari, M. & Ramani, K. V. (Eds.). (2000). *Delivering Service Quality*. New Delhi: Macmillan

Online Resources:

1. <https://asq.org/quality-resources>
This site covers Standards, Articles, Case studies, Monthly e-newsletter, Quarterly Journals on various topics of interest in the field of Quality
0. <https://www.iso.org/standards.html>
This site has various ISO standards, Newsroom ISOFOCUS
0. Business Process Improvement Resource See the Business Excellence Models
<https://www.bpir.com/total-quality-management-business-excellence-models-bpir.com.html>
This site has various Business Excellence models, Newsletter, Resources for reference from self-assessment tools to benchmarks to best practices
0. <https://www.tandfonline.com/toc/ctqm20/current>
Total Quality Management and Business Excellence Journal Print ISSN: 1478-3363 Online ISSN: 1478-3371
The journal is designed to encourage interest in all matters relating to total quality management and has articles on various topics related to Quality Management & research matters of Quality

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Team Project Presentation 10 marks
- Term-End Exam 60 marks

Total 100 marks



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Program Name: MBA PHARMACEUTICAL MANAGEMENT(OperationsSpecialisation)			Semester: III		
Course: World Class Manufacturing			Code:		
Teaching Scheme			Evaluation Scheme		
ClassroomSession/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

In today's competitive environment and increased level of globalization, Indian industries need to adopt World-Class Manufacturing Practices for achieving zero defects in a consistent manner. WorldClass manufacturing strategies focus on process & product quality for customer satisfaction and reducing the Quality Costs, JIT Production techniques, workforce management, agility in meeting customer requirements and lean cum learning organization. Implementing world class manufacturing practices will enable the company to be one of the best in each field viz. Quality, Price, Delivery, Delivery reliability and Agility.

Course Objectives:

1. Understand the latest trends & techniques in manufacturing industries
2. Understand how firms achieve superior production standards
3. Identify the challenges faced by the organizations in implementation of World-Class manufacturing practices
4. Develop learning & skills for effective implementation of World-Class manufacturing practices
5. Familiarizing the students to the impact of World-Class manufacturing practices on cost saving, reduction in rejection & wastes

Learning Outcomes:

After completion of the course, students would be able to:

1. Learn about the relevance and basics of World Class Manufacturing.
2. Learn about the different models used to incorporate excellence and agility in manufacturing/services.
3. Get through understanding of the concept of Total Quality Management and its associated tools and techniques.
4. Learn about the terminologies and concepts of Total Productive Maintenance and Business Process Re-engineering.
5. Learn about the latest technological advancements which are changing and improving the manufacturing process and delivery of services.



Prerequisite(s):

1. Basic conceptual knowledge of Production and Operations Management Function.

Pedagogy:

The study plan covering readings, classroom lectures, exercises, videos, case studies, group work project and assignments corresponding to each session

Syllabus:

Class Manufacturing (WCM)

Concepts and Evolution of WCM, Understanding the linkage between Operations Strategy and WCM, Global competitiveness and Manufacturing excellence, WCM & Information Age competition, Manufacturing challenges & problems in manufacturing industry, Benchmarks for excellence in operational performance with global examples, Human resource dimensions in WCM- High employee involvement, morale & team work, cross functional teams.

Unit- 2

Models for manufacturing excellence & Agile Manufacturing

Schonberger, Halls, Gunn & Maskell models, Distinction between flexibility and agility, Flexible Manufacturing System (FMS), Model for implementing flexible and agile manufacturing, Cellular manufacturing systems.

Unit-3

Total Quality Management (TQM) & Lean

Concepts and framework of TQM, Roadmap to Implementation of TQM, Quality through design, Six Sigma approach, Statistical Quality Control, 5S, Kaizen, Kanban- A lean production tool, Just-in-Time (JIT) and Lean Operations, JIT pull system, JIT purchase, Japanese manufacturing techniques particularly Toyota Production System, Critical elements of JIT, Operational Framework for concurrent implementation of TQM and JIT.

Unit-4

Total Productive Maintenance (TPM) & Business Process Reengineering

Concepts and Evolution of Total Productive Maintenance, Metrics of TPM, Overall Equipment Effectiveness (OEE), Autonomous Maintenance, Roadmap to TPM implementation, Concepts of Business Process Re-engineering, BPR implementation model.

Unit-5

Automation & Technology in WCM

Automation in design & manufacturing, Role of IT in world class manufacturing, Computer Integrated Manufacturing Systems (CIMS), Enterprise Resource Planning (ERP)- Need and Evaluation of ERP for Operations Management.

Textbook:

- Hall, R. (1987). Attaining Manufacturing Excellence. Irwin: Dow-Jones
- Richard J Schonberger: World Class Manufacturing-The lessons of Simplicity/Free Press

Reference Books:

1. Evans, J. R., & Collier, D. A. (2007). Operations Management: An Integrated Goods and Services Approach. Cengage Learning
2. Shingo, Shigeo. (1989). A Study of Toyota Production System from Industrial Engineering Viewpoint Tokyo: Japanese Management Association



3. Willmott, Peter., &Carthy, Mc .(2001). TPM: A Route to World Class Performance (2nd ed). Butterworth-Heinmann
4. Womack, Jones. P., & Jones, Daniel. T. (2003). Lean Thinking: Banish Waste and Creating Wealth in your Organization. UK: Simon & Schuster
5. Ron Moore, Butterworth Heinemann: Making Common sense Common practice- Models for Manufacturing Excellence

Online Resources:

1. International Journal of Emerging Technologies and Innovative Research
 ISSN: 2349-5162
<http://www.jetir.org/>
 It contains advances in research pertaining to applied, theoretical and experimental Technological studies in the areas of Operations Management and Manufacturing Engineering
0. World Class Manufacturing: Further Evidence in the Lean Production Debate
 Nick Oliver , Rick Delbridge , Dan Jones , Jim Lowe
<https://onlinelibrary.wiley.com/doi/abs/10.1111/j.1467-8551.1994.tb00130.x>
 This paper reports the results of a study into the performance and management practices of 18 auto components plants, nine of which were located in the UK and nine in Japan. The study compared the performance of these plants
0. World-class manufacturing by Fiat.
 Andrea Chiarini &EmidiaVagnoni
<https://www.tandfonline.com/doi/abs/10.1080/00207543.2014.958596>
 It contains comparison of Fiat with Toyota Production System from a Strategic Management, Management Accounting, Operations Management and Performance Measurement dimension
0. "IMPLEMENTATION AND EVALUATION OF WORLD CLASS MANUFACTURING AND 5S ACTIVITIES", International Journal of Emerging Technologies and Innovative Research (www.jetir.org), ISSN:2349-5162, Vol.4, Issue 12, page no.275-279, December-2017,<http://www.jetir.org/papers/JETIR1712052.pdf>
0. De Carlo F, Richardson Simioli G (2018) Lean Production and World Class Manufacturing: A Comparative Study of the Two Most Important Production Strategies of Recent Times. Int J Ind Operations Res 1:001.
<https://www.vibgyorpublishers.org/content/ijior/fulltext.php?aid=ijior-1-001>
 This paper provides the tools for a better understanding of Lean and World Class Manufacturing

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks



Program Name: MBA PHARMACEUTICAL MANAGEMENT			Semester: III		
Course: Service Operations Management			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: This course highlights the growing significance and impact of services on the growth and economy and the scientific ways to run the operations so as to optimize the return to business. The strategic and tactical problems of managing the operations function in the service environment are examined in this course. We live in a global service economy. Emerging economies have seen explosive growth in the percentage of their workforce employed in the provision of services, as trends such as offshoring and outsourcing become more prevalent. This course explores how leaders design service experiences and systems to manage employees and customers to consistently deliver exceptional and profitable services.					
Course Objectives: 1. Developing learning & the ability to deliver operations to achieve competitive advantage in services 2. Understanding of service operations from the point of view of designing and managing a system that is efficient and effective in the "realization" of the service deemed by its customer 3. Understanding of the analysis, decision making and implementation issues of managing the operational aspects of service 4. Familiarizing the students to Service operation Infrastructure, Supply chain & Inventory Management 5. Developing a clear understanding of how to improve service operations and systems					
Learning Outcomes: After completion of the course, students would be able to: 1. Learn about the basic elements of Service Operations & appreciate the organizational significance of managing the service encounter to achieve internal and external customer satisfaction. 2. Learn about the key opportunities and challenges in service business. 3. Learn about the concepts of demand forecasting, capacity management, and waiting line management in services.					



4. Learn about the concept, and models of customer experience management.
5. Learn to analyze and develop novel ways of managing and delivering services for improved efficiency, effectiveness and sustainability.

Prerequisite(s):

1. Understanding of the basic concepts of production and operations management.

Pedagogy:

The study plan covering readings, classroom lectures, exercises, videos, case studies, group work project and assignments corresponding to each session

Syllabus:

Understanding Service Operations

Introduction, Nature and characteristics of services, Classification of services and analyzing service operations, Role of Services in Economy, Service Operations and their Management Fundamentals, Service Strategy, Aligning Service Strategy and Service Competitiveness, Positioning of Services in the Organization Value Chain

Unit-2

Service Operation Infrastructure

Service Facility Design, Layout & Location decision factors, Off-shoring & Outsourcing, Technology in Services, Front-office Back-office Interface, Human Factor in Services

Unit-3

Service Supply Chain & Inventory Management

Forecasting Demand for Services, Service Capacity Management, Resource and Workforce Scheduling in Services, Customer Expectations and the Planned Provision in Service Delivery, Matching Supply with Demand in Services, Service Waiting Line and Customer Relationship Management

Unit-4

Service Process Management

Service Encounter Design and Control, Managing Service Processes, Experience Management in Service Operations, Service Quality & Reliability, Five Gap Model, Kano's Model, Translating the service model to service operations, Leveraging value over cost in service delivery, Service Productivity, Service recovery and Service guarantee

Unit-5

Improving Service Delivery

Service Improvement & the associated Methodologies, Service Growth and Globalization, The Future of Services, Experience Innovation Paradigm, New Service Development & Automation.

Textbook:

- Fitzsimmons & Fitzsimmons (2006), Service Management, Tata McGraw-Hill
- C. Haksever, Render B., Russel S. R. and Murdick R. G., Service Management and Operations, 2nd Ed., Prentice Hall, 2007

Reference Books:

1. Hollins (2007), Managing Service Operations, Sage Publications
2. Johnston & Clark (2009), Service Operations Management, Pearson Education
3. Metters, et al. (2006), Service Operations Management, Cengage Learning



4. Deborah (2008), Competitive Strategies for Service Businesses, New Delhi: Jaico
5. Davis & Heineke (2003), Managing Services: People and Technology, Tata McGraw Hill
6. Heskett, J.L.(1991), "Lessons in the service sector" Cases & Reading, Free Press, 47-64
7. Raghavachari, M., & Ramani, K. V. (Eds.). (2000). Delivering service quality: Managerial challenges for the 21st Century. New Delhi: Macmillan
8. Sehmenner, R. W. (1995). Service operations management. New Jersey: Prentice Hall

Online Resources:

1. International Journal of Services and Operations Management
ISSN online 1744-2389
<https://www.inderscience.com/jhome.php?jcode=ijsom>
IJSOM focuses on new strategies, techniques and technologies for improving productivity and quality in both manufacturing and services
0. Manufacturing & Service operations Management
<https://pubsonline.informs.org/journal/msom>
It covers Articles, Blogs on Service operations
0. Meyer, Christopher; Schwager, Andre "Understanding Customer Experience". Harvard Business Review
<https://hbr.org/2007/02/understanding-customer-experience>
0. International Journal of Operations & Production Management
ISSN: 0144-3577
<https://www.emeraldgroupublishing.com/journal/ijopm>
It contains articles, literature reviews, surveys, critiques of published articles & expert opinions, in the areas of operations and supply chain management in manufacturing and service sectors
0. International Journal of Services and Operations Management
ISSN: 1744-2389
<https://www.inderscience.com/jhome.php?jcode=ijsom>
It contains new strategies, techniques and technologies for improving productivity and quality in both manufacturing and services

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Team Project Presentation 10 marks
- Term-End Exam 60 marks

Total 100 marks



Program Name: MBA PHARMACEUTICAL MANAGEMENT			Semester: III		
Course: Production Planning Control			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: This course provides students with profound insights into how to coordinate the supply, production and distribution functions. It will also teach them how to balance conflicting objectives to minimize the total of all the costs involved and maximize customer service. Production planning and control is primarily concerned with the efficient and effective management of materials flow through manufacturing organizations in such a way that wastage, particularly in the form of excess inventory, is reduced, materials throughput time is speeded up, and customer requirements are met in a timely manner. Production planning and control addresses a fundamental problem of low productivity, inventory management and resource utilization. Production planning control ensures that the production team can achieve required production target, optimum utilization of resources, quality management and cost savings.					
Course Objectives: <ol style="list-style-type: none">1. Understand the various components and functions of production planning and control such as work study, product & process planning, production scheduling & Inventory Control2. Understand the dynamics of material flow through a manufacturing system, basic and advanced techniques of production planning and control and matching different approaches to different manufacturing situations3. Developing learning & skills to investigate the basic issue related to Production Planning and Control that is how much of what material items to produce (or order) at what specific times in order to satisfy customer demand in an optimal way4. Familiarizing students to production and inventory planning/control systems, and scheduling techniques5. Familiarizing the students to the recent trends in production control					
Learning Outcomes: After completion of the course, students would be able to:					



1. Develop an understanding of the concepts and terminologies used in Production planning and control.
2. Understand the tools and techniques used in work study and demand forecasting.
3. Develop an understanding of the process of production planning used in different production systems.
4. Understand the concept and methodology of capacity planning.
5. Understand and analyze scheduling and sequencing methodologies.
6. Develop a thorough understanding of a range of inventory models and the suitability of the respective models in different contents.

Prerequisite(s):

Knowledge of basics of Operations Management

Pedagogy:

The study plan covering readings, classroom lectures, exercises, videos, case studies, group work project and assignments corresponding to each session

Syllabus:

Concepts of PPC

Introduction to Production planning & Control, Objectives and benefits of planning and control, need for PPC, functions of PPC, relationship of PPC with other departments, Factors influencing PPC in the organization, Management policies- planning for meeting demands, work distribution, centralization, Organization of PPC- degree of centralization, PPC as an integrated approach, Prerequisites of PPC- data pertaining to design, equipment, raw materials, tooling, performance standards, labor & operating systems, Order preparation- works order preparation for various manufacturing methods, subsidiary orders, shop or production orders, inspection orders and stores issue orders

Unit-2

Work Study & Forecasting

Method study, basic procedure, Selection, Critical analysis, Development & Implementation
Work measurement, Various Techniques- Time study, Production study, Work sampling, Predetermined motion time standards, Forecast end item demand using Moving Averages and Exponential, Forecast Aggregate Demand using Pyramidal Forecasting techniques, Ergonomics: Work place design & working conditions

Unit-3

Production Planning

Product planning: product information and its relevance. Problems in lack of product planning, Process planning: Prerequisite information requirement, steps in process planning, Quantity determination in batch production, Machine capacity, balancing, Process capabilities in a multi- product system, Machine / process selection & Computer Aided Process Planning, Capacity Planning and Utilization: Role of Capacity Planning, Rough- Cut Capacity Plan using CPOF & Resource Bill, Detailed Capacity Plan by Scheduling Capacity and Materials together

Unit-4

Production Scheduling and Sequencing

Inputs for scheduling, factors influencing scheduling, scheduling techniques, Master Production Scheduling, Develop and manage a Feasible MPS, Product sequencing, dispatching: manufacturing lead time technique for aligning completion time & due dates, Line Balancing Methods, Shop Loading

Unit-5



Production Control

Inventory Control: Basic concepts of inventory, Types of inventories, Inventory Classification, purpose of holding stock and influence of demand on inventory, Ordering procedures, Two Bin system, ordering cycle, economical order quantity and economical lot size, Recent trends- Trends in purchasing & storekeeping, Computer integrated PP systems, MRP-I, MRP-II and ERP, Production Activity Control: MPC System Design

Textbook:

- Elements of Production Planning & Control –Eilon
- Vollmann, T.E., W.L. Berry, D.C. Whybark, and F.R. Jacobs, Manufacturing Planning and Control for Supply Chain Management, Sixth Edition, McGrawHill, New Delhi

Reference Books:

1. James.B.Dilworth, "Operations management – Design, Planning and Control for manufacturing and services" Mcgraw Hill International edition 1992
2. Elwood S.Buffa, and Rakesh K.Sarin, "Modern Production / Operations Management", 8th Edition, John Wiley and Sons, 2000
3. Kanishka Bedi, "Production and Operations management", 2nd Edition, Oxford university press, 2007
4. Production Planning & Control – Jain and Agarwal
5. Upendra Kachru, "Production and Operations Management – Text and cases", 1st Edition, Excel books 2007

Online Resources:

1. Production Planning & control- Management of Operations

ISSN: 1366-5871

<https://www.tandfonline.com/toc/tppc20/current>

It contains articles, case studies & research based on the emerging needs of industry, making clear the nature of the industrial problem in the field of operations management, supply chain management, and business improvement

0. International Journal of Services and Operations Management
ISSN: 1744-2389

<https://www.inderscience.com/jhome.php?jcode=ijsom>

It contains new strategies, techniques and technologies for improving productivity and quality in both manufacturing and services

0. International Journal of Operations & Production Management

ISSN: 0144-3577

<https://www.emeraldgrouppublishing.com/journal/ijopm>

It contains research articles, literature reviews, surveys, critiques of published articles and expert opinion papers in operations and supply chain management, production, planning and control in manufacturing and service sectors

0. Journal of Purchasing & Supply Management
ISSN: 1478-4092

<https://www.journals.elsevier.com/journal-of-purchasing-and-supply-management>

It contains articles on Supply chain Management, purchase and supply of goods and services in industry

0. Journal of Operations Management
ISSN: 0272-6963

<https://onlinelibrary.wiley.com/journal/18731317>



It contains research articles, academic discussions & debates on relevant topics in operations management	
Evaluation Scheme:	
● Class participation and attendance	05marks
● Mid Term Exam	20marks
● Assignment	05marks
● Team Project Presentation	10marks
● Term-End Exam	60marks
Total	100marks

Program Name: MBA PHARMACEUTICAL MANAGEMENT			Semester: IV		
Course: Strategic Management			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale:					
<ul style="list-style-type: none"> Strategic Management is the study of achieving short and long-term business objectives through the effective use of a company's physical, intellectual, financial, and human resources. 					
Course Objectives:					
The objective of this course is to enable students integrate knowledge of various functional areas and other aspects of management, required to develop strategies based on organizational perceived opportunities and threats.					
Learning Outcomes:					
After completion of the course students would be able to :					
<ol style="list-style-type: none"> Effectively develop and implement corporate strategies. Set up realistic business objectives. Perform daily tasks efficiently. Formulate the vision, mission, objectives and goals. Implement and evaluate the various business and corporate level strategies. 					
Prerequisite(s):					
10. The student should have gone through all the core courses of management.					



Pedagogy: A mix of case studies, whiteboard, PowerPoint presentation, and business news paper strategy may be used for teaching this course.

Syllabus

Unit: I: Strategy and Process

Historical perspective of Strategic management: Conceptual framework for strategic management, the Concept of Strategy, Strategic decision making; Process of strategic decision making, Strategy formulation: Company's vision, mission and objectives.

Unit: II: Competitive Advantage

External Environment: PESTEL Analysis, SWOT Analysis, Porter's Five Forces Model, The Competitive Profile Matrix (CPM), Business ethics and corporate strategy, Concept of value chain, Core competencies, Resource base theory and competitive advantage

Unit: III: The Strategic Alternatives

Corporate Level Strategies: Stability, Expansion, Retrenchment and Combination strategies; Corporate Strategy- Vertical Integration, Diversification and Strategic Alliances; Business level strategies: Cost, Differentiation, and Focus Strategies; Strategic analysis and choice: BCG Matrix, Balance Score Card, and Internal Factor Evaluation (IFV) Matrix

Unit IV: Strategy Implementation and Evaluation

Strategy implementation: Designing organizational structure and activating strategies; Matching structure and corporate strategy, Structural, Behavioral and Functional implementation.

Strategy Evaluation: Strategic evaluation and Control, Strategic and Operational Control; Techniques of evaluation and control.

Unit V: Strategy in the Global Environment

Definition of global strategy, Phases of global strategy, Difference between international strategy and global strategy, Drivers of global strategy

Textbook:

5. Kazmi, Azhar, *Business Policy and Strategic Management*, TMGH, New Delhi
6. Gerry Johnson, Kevan Scholes, Richard Whittington, *Exploring Corporate Strategy*, Pearson Edition Ltd, United Kingdom

Reference Books:

1. Arthur A Thompson Jr, Strickland A.J., John E. Gamble and Arun K. Jain, *Crafting and Executing Strategy - The Quest for Competitive Advantage - Concepts and Cases*, TMGH, New Delhi.
2. Fred R. David, *Strategic Management- Concepts and Cases*, PHI Learning, New Delhi.
3. Jauch and Glueck, *Business Policy and Strategic Management*, McGraw-Hill Publications.
4. Thompson A.A. and Strickland A.J, *Strategic Management- Concept and cases*, Pearson
5. Michael Porter, *Competitive Advantage of Nations*, Free Press.
6. Kenneth, A. Andrews, *Concepts of corporate Strategy*, Irwin/McGraw-Hill
7. Melvin J. Stanford, *Management Policy*, Prentice-Hall

Journals:

- 1) Strategic management Journal: <https://onlinelibrary.wiley.com/journal/10970266>
- 2) Journal of Strategy and Management: <https://www.emerald.com/insight/publication/issn/1755-425X>

Case Study: Case on Robin Hood: An HBR Case Study



Links to websites:

- Strategic Management Insight: <https://strategicmanagementinsight.com/>

Evaluation Scheme:

• Class participation and attendance	05 marks
• Mid Term Exam	20 marks
• Assignment	05 marks
• Team Project Presentation	10 marks
• Term-End Exam	60 marks
Total	100 marks

Program Name: MBA (Pharmaceutical Management)			Semester: IV			
Course: Pharmaceutical Production, Operations and Quality Management			Code:			
Teaching Scheme			Evaluation Scheme			
Classroom Session/ Lectures	Practical/	Tutorials	Credi	Continuous Evaluation	Term	End Examination



	Group work				(TEE)
40	-	-	3	40	60
Course Rationale: The core aim of this subject is to provide the students with a knowledge base to promote the use of best practices and operational excellence within pharmaceutical operations management. The course addresses all operations right from the introduction to operations management, facilities planning, production planning, and selection of raw materials through to the quality aspect of final product.					
Course Objectives: 15. Understanding the basic framework, transformation processes and their extensions in relation to pharma operations. 16. Analyze the the concept of an operations strategy planning and management. 17. Applying the standard practices in pharmaceutical product production processes and their quality management. 18. Identify the importance of building and equipment layout, regulatory requirements, GMP and cGMP in pharmaceutical production.					
Learning Outcomes: After completion of the course, students would be able to: 1. Ensuring successful learning of basic concepts of various manufacturing operations within the framework of company organization like facility planning, capacity planning, product and process selection, resource allocation with special emphasis on pharmaceutical production 2. Student will able to understand the importance and processes involved in location and layout planning, resources planning and production planning and control 3. Understand the importance and application of quality management measures and statistical techniques effectively for the operations during pharmaceutical production. 4. This course enables students to learn about importance of GMP and regulatory issues in various pharma operations. 5. Gain knowledge about effective and efficient purchase, different inventory policies and models, effective and efficient inventory management, and control 6. Acquire knowledge of modern concepts and techniques like JIT, Total Quality improvement and MRP.					
Prerequisite(s): 1. Basic knowledge of drug, research, clinical trials, and ethics.					
Pedagogy: Ensuring class room lectures, power point presentations, hospital visits, industry visits, practice of documentations along with case studies.					



Syllabus:

Unit –I Introduction to production and operations management: Definition, concept and Evolution of Production and operations management, Nature and Scope of production/operations management, Production function and its environment, Functions of production/operations manager, Organization of production function in Pharma industry.

Unit II: Facilities planning: Product selection and design, service design, Process and technology, selection, Location of manufacturing/service facility, Layout planning Product layout, process layout, fixed position and group layout, layout design. Drug and Pharmaceutical Plants- Building layout, equipment layout, regulatory requirements for the same, Resources Requirement Planning, Capacity Planning, Labour Planning,

Unit III: Production planning and control: Aggregate production planning, Materials Requirement Planning, Operations Scheduling and Production activity control for mass manufacturing, batch processing.

Unit IV: Materials planning and Inventory: Need and definition, factors affecting planning- external and internal, dependent, and independent demand system, techniques of planning, Material Budgeting and Purchasing. Inventory Control: Importance and scope, costs, economic order quantity, Inventory control techniques.

Unit V: Quality Control & Management Quality control functions, Acceptance sampling, Statistical Process control, Application of control charts, Operating characteristic curve and its applications, Total Quality improvement

Textbook:

1. Operations Management by Bernard Taylor
2. Production and Operations Management by Adam, Ronald, and Ebert
3. Production and Operations Management by Aswathappa and Bhat.

Reference Books:

1. International Pharmaceutical Product Registration: Aspects of Quality, Safety and Efficacy; Anthony C. Cartwright; Taylor & Francis Inc., USA.
2. International Business Environment and Management by V K Bhall and S Shiva Ramu
3. Government and Business by N K Sengupta
4. World Trade Organization by Anne Krueger
5. Indian Constitution by D DBasu
8. Constitution of India by P M Bakshi
6. Technology Acquisition and Application: Interpretation of the Indian Experience by A V Desai



Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks

Program Name: MBA Pharmaceutical Management			Semester: IV		
Course: Health Insurance and Medical Tourism			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

- Explain roles of health insurance and medical value travel in India.
- Understand the role and significance of insurance regulatory authorities in India.
- Understand the scope and challenges in medical value travel.

Course Objectives:

1. To acquaint students to the concept of HI and various HI products, schemes
2. To understand the scope and challenges of healthcare insurance sector
3. To understand the role and functions of TPA and its regulatory authorities.

Learning Outcomes:

After completion of the course, students would be able to:

- Understand the basic concept of health insurance its role, scope in current healthcare industry.
- Know about the types, process and documentation required for claim settlement.
- Scope, limitations and opportunities in medical tourism.



Prerequisite(s):

- Basic knowledge of concept of general insurance, health insurance and related products.
- Basic knowledge of TPA and types of health insurance policy.
- Concept and meaning of medical tourism.

Pedagogy:

Ensuring class room lectures, power point presentations, field work, field visits along with case studies.

Syllabus:

Unit-I

Introduction of Health Insurance, Principles of Health Insurance, concept of Health Insurance, current trends in Health Insurance - International and Indian scenario, life and non- life of Health Insurance schemes.

Unit-II

Role and Functions of TPA(Third Party Administrator), Process of claim settlement, challenges faced by TPA in claim settlement process and in Health Insurance sector, Opportunities for Health Insurance companies.

Unit-III

Government Health Insurance regulatory schemes, Pricing and products of health insurance available in market, CGHS, ESI, Social security measures, Ayushman Bharat Yogna, IRDA-its role, Functions, and Challenges faced by IRDA.

Unit-IV

Legal framework in Health Insurance, documentation in Health Insurance, ethical issues in Health Insurance sector, misuse or criticism of health insurance.

Unit-V

Medical value travel (MVT)- concept, need, advantages, limitations or barriers of Medical tourism, scope and challenges in Medical tourism in India

Textbook:

1. Usha Mehta, A.D. Narde. Health Insurance in India and Abroad, Allied Publishers.
2. Thomas K. T., Sakthivel R. Health Insurance In India: Overcoming Challenges and Looking Ahead, Lambert Academic Publishing, 2012.
3. Michelle A. Green, JoAnne C. Rowell. Understanding Health Insurance- A guide to billing and reimbursement.



Reference Books:

- Michelle A. Green, JoAnne C. Rowell. Understanding Health Insurance- A guide to billing and reimbursement.
- William S Stevens. Health Insurance- Current Issues and Background, Nova Science Publishers.
- IRDA Guidelines on Health Insurance- GOI

Journals:

Knowledge and understanding of health insurance: challenges and remedies (Andrew J. Barnes & Yaniv Hanoach *Israel Journal of Health Policy Research* volume 6, Article number: 40 (2017))

- international journals of health services
- international journals of health policy and management

Case study:

- Case for Medical Tourism in India By Prof. M. Habeeb Ghatala
- Designing promotional strategies for medical tourism by Santosh Kumar

Links to websites:

- <https://ijhpr.biomedcentral.com/articles/10.1186/s13584-017-0163-2>
- <https://www.journals.elsevier.com/journal-of-health-economics/recent-articles>
- <https://www.journals.elsevier.com/health-policy>
- <https://journals.sagepub.com/home/joh>
- <http://www.ijhpm.com/>

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks



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Program Name: MBA (Pharmaceutical Management)			Semester: IV		
Course: Clinical Research and Development			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credi	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: The core aim of this subject is to impart the fundamental knowledge on the clinical development process of drugs, pharmaceuticals and Medical Devices, phases and conduct of clinical trials and research, regulations and guidance governing the conduct of clinical research in India, USA, and EU. It prepares the students to learn in detail on various laws, legislations and guidance related to safety, efficacy, ethical conduct, and regulatory approval of clinical research.					
Course Objectives: 19. Understanding the basic concepts of clinical development process of drugs. 20. Analyze the Legal guidelines/regulations guiding clinical research in India, FDA Guidance for Industry - Acceptance of Foreign Clinical Studies, Clinical Research regulations in European Union (EMA).					



21. Applying the critical elements of political environment constitution provisions affecting business in India; the economic roles of the government, growth, and control of corporate sector in India.
22. Identify the impacts legal and ethical principles applicable clinical drug and development. in pharma sector.
23. Understand the importance ethics, Good Clinical Practice Guidelines in pharma sector.

Learning Outcomes:

After completion of the course, students would be able to:

1. Ensuring successful learning of basic concepts of clinical research, conduct of clinical trials and research, regulations and guidance governing the conduct of clinical research, phases of clinical trials, its protocol.
2. Student will able to understand the legal and ethical principles applicable clinical drug and development.
3. Understand the Good Clinical Practice Guidelines, Indian GCP Guidelines, ICMR Ethical Guidelines for Biomedical Research
4. This course enables students to learn about types and phases of clinical trials, Regulatory requirements, and guidance for conduct of clinical trials and research.

Prerequisite(s):

1. Basic knowledge of drug, research, clinical trials and ethics.

Pedagogy:

Ensuring class room lectures, power point presentations, hospital visits, industry visits, practice of documentations along with case studies.

Syllabus:

Unit –I Introduction to Clinical Research and development: Clinical Drug Development Process, Different types of Clinical Studies, Phases of clinical trials, Clinical Trial protocol, Clinical Evaluation Key concepts of Clinical Investigation, role of placebo in clinical trials, Choice of Control Groups and Related Issues in Clinical Trials.

Unit II: Ethics in Clinical Research: Historical Perspectives: Nuremberg Code, Thalidomide study, Nazis Trials, Tuskegee Syphilis Study, declaration of Helsinki, Origin of International Conference on Harmonization - Good Clinical Practice (ICH-GCP) guidelines, Ethics of randomized clinical trials Institutional Review Board/Independent Ethics Committee/Ethics Committee – composition, roles, responsibilities, approval process, Ethical principles governing informed consent process, Patient consent form its process and significance.

Unit III: Regulations governing Clinical Trials India: Clinical Research regulations in India – Schedule Y, NDA 505(b)(2) of the FD&C Act (Application for approval of a new drug that relies, at



least in part, ANDA 505(j) of the FD&C Act (Application for approval of a generic drug product), FDA Guidance for Industry - Acceptance of Foreign Clinical Studies, FDA Clinical Trials Guidance Document, Clinical Research regulations in European Union (EMA).

Unit IV: Clinical Research Related Guidelines: Good Clinical Practice Guidelines (ICH GCP E6), Indian GCP Guidelines, ICMR Ethical Guidelines for Biomedical Research E4 – Dose Response Information to support Drug Registration.

Unit V: USA & EU Guidance: USA- FDA Guidance, Financial Disclosure by Clinical Investigators, CFR 21Part 312: IND Application, CFR 21Part 314: Application for FDA Approval to Market a New Drug, CFR 21Part 812: Investigational Device Exemptions, CFR 21Part 822: Post-market surveillance, FDA Safety Reporting Requirements for INDs and BA/BE Studies, **European Union-EMA** Guidance, EU Directives 2001, EudraLex (EMEA) Volume 3 – Scientific guidelines for medicinal products for human use, Volume 9A – Pharmacovigilance for Medicinal Products for Human Use, ISO 14155

Textbook:

1. Clinical Trials and Human Research: A Practical Guide to Regulatory Compliance By Fay A. Rozovsky and Rodney K. Adams
2. HIPAA and Human Subjects Research: A Question-and-Answer Reference Guide By Mark Barnes, JD, LL.M and Jennifer Kulynych, JD, PhD
3. Principles and Practices of Clinical Research, Second Edition Edited by John I. Gallin and Frederick P. Ognibene
4. Reviewing Clinical Trials: A Guide for the Ethics Committee; Johan PE Karlberg and Marjorie A Speers; Karlberg, Johan Petter Einar, Hong Kong.

Reference Books:

1. International Pharmaceutical Product Registration: Aspects of Quality, Safety and Efficacy; Anthony C. Cartwright; Taylor & Francis Inc., USA.
2. New Drug Approval Process: The Global Challenge; Guarino, Richard A; Marcel Dekker Inc., NY.
3. FDA regulatory affairs: a guide for prescription drugs, medical devices, and biologics; Douglas J. Pisano, David Mantus; CRC Press, USA
4. Country Specific Guidelines from official websites.
5. Drugs & Cosmetics Act & Rules and Amendments

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks



- Assignment 05 marks
 - Team Project Presentation 10 marks
 - Term-End Exam 60 marks
- Total 100 marks**

Program Name: MBA (Pharmaceutical Management)			Semester: IV		
Course: Pharma Industry in International Marketing			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credi	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60

Course Rationale:

The core aim of this subject is to 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 function in a Healthcare scenario.



Course Objectives:

24. Understanding the basic concepts of modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions in industry
25. Analyze the regulations guiding international marketing in Pharma sector.
26. Applying the concepts of marketing principles in various situations in pharmaceutical management.

Learning Outcomes:

After completion of the course, students would be able to:

1. Ensuring successful learning of the role and functions of marketing in pharmaceutical industry.
2. Student will able to Describe key marketing concepts, theories and techniques for analyzing a variety of marketing situations.
3. 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
4. Apply the introduced conceptual frameworks, theory, and techniques to various marketing contexts in reverence to pharmaceutical industry.

Prerequisite(s):

1. Basic knowledge of Pharmacology, general management, and ethics.

Pedagogy:

Ensuring class room lectures, power point presentations, hospital visits, practice of documentations along with case studies.

Syllabus:

Unit I: 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, 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 II: Developing Marketing Strategies and Plans: Marketing and customer value, corporate and divisional strategic planning, building customer value, loyalty, Market segmentation in the pharmaceutical context, targeting, differentiating, and positioning, Product, product lines, product mix, brand, and packing, collecting information and forecasting demand, conducting marketing research, building strong brands, competition, and Marketing Strategies.



Unit III: 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 IV: 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.

Unit V: Social Marketing: Organizing, implementing, evaluating and controlling marketing activities, socially responsible marketing, retailing, trends in retailing, rural marketing in context of pharmaceutical product

Textbook:

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;
5. Douglas J. Dalrymple, William L. Cron, Thomas E. DeCarlo. (2004), "Sales Management", John Wiley & Sons, New Jersey, USA.

Reference Books:

1. Ralph W. Jackson, Robert D. Hisrich (1996), "Sales and Sales Management", Prentice Hall, New Jersey, USA.
2. Manfred Krafft, Murali K. Mantrala (2010), "Retailing in the 21st century: Current and future trends", Springer, New York, USA
3. Roman G. Hiebing Jr., Scott w. Cooper (2004), "The successful marketing plan: A discipline and comprehensive approach", Tata McGraw-Hill, USA.

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks



SGT UNIVERSITY

SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY
(UGC Approved University) GURGAON, Delhi-NCR

Program Name :MBA PHARMACEUTICAL MANAGEMENT (Dual Specialization)			Semester: IV		
Course:Digital and Social Media Marketing			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: The content of digital marketing course aims at developing the students for making digital marketing plans in order to manage a digital marketing performance efficiently.					



Course Objectives:

- To provide a basic knowledge of various online marketing concepts
- To acquaint the student of operating and managing business through various online channels.

Learning Outcomes: After completion of the course the students will be able to

1. Describe the understanding of Digital Marketing Tools
2. Articulate the online marketing mix in contemporary business scenario
3. Construct the online marketing along with the campaign management concept, its monitoring and reconciliation.

Prerequisite(s):

Student should have studied the course of Marketing Management.

Pedagogy:

Student's Seminar, Student's Interactive Session, Case Studies

Syllabus:

Unit I

Digital Marketing: Introduction, Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing. Introduction to digital marketing communication, different types of digital media channels. Digital marketing applications and benefits, Digital marketing framework.

Unit II

Online Marketing Strategy Development: Online marketing strategy definition, Online marketing strategy groundwork, Defining the online marketing mix, , Offering mix for digital, Digital pricing models, Channels of purchase-reaching the e-consumer, Managing promotional channels , developing the extended Ps-People, Process, Programs and Performance.

Unit III

Online Marketing Planning and Setup: Online marketing communications and channel mix, Online marketing planning development, Understanding digital media planning terminology, Digital media planning stages, Designing the communication mix, Marketing communications from mass market to mass customized, Steps to creating marketing communications strategy, Understanding marketing operations set-up, Understanding digital marketing conversion, Basics of lead generations and conversion marketing, Lead nurturing and lead scoring concepts, Setting up for conversion from web page to landing page.

Unit IV

Online Marketing Execution : Online marketing Campaign Management, Basic elements of digital campaigns, Basic elements of digital campaign management, Campaign planning and budgeting ,



Campaign set-up and launch, Campaign monitoring and reconciliation. Traffic building: SEO- Search engine optimization fundamentals, Introduction to keywords, definition, importance, Types of Key words, on page SEO and off page SEO. Types of traffic, paid search and organic search. Introduction to Google Adwords.

UNIT V

Introduction to Social Media marketing: Importance of Social Media, Goal Setting, Strategy and Plan, Social Listening, Developing content marketing and engagement strategy for your brand, Social media communication. Introduction to Facebook Marketing, Instagram Marketing, Snapchat Marketing, Affiliate Marketing, E-mail Marketing and Mobile Marketing. Trust, Privacy and Ethics in digital marketing.

Textbook:

- Bhatia Puneet Singh, Digital Marketing, Pearson education

Reference Books:

1. Gupta Seema, Digital Marketing, McGraw Hill Education
2. Das Abhishek, Applications of Digital Marketing for Success in Business, BPB Publications
3. Miller Michael, B2B Digital Marketing, Pearson Publication
4. Dodson Ian, The Art of Digital Marketing, Wiley Publication

Note: Latest edition of the books should be used

Journals:

- Journal of Marketing

Links to websites:

- <https://digitalskills.fb.com/en-in/>
- <https://www.hubspot.com/digital-marketing>
- <https://www.linkedin.com/learning/>

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks

Cases: The Faculty should discuss at least one case per unit



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Program Name :MBA PHARMACEUTICAL MANAGEMENT (Dual Specialization)			Semester: IV		
Course: CUSTOMER RELATIONSHIP MANAGEMENT			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale: CRM as a strategy and Technology promises a fully integrated, sense and respond framework for supporting one-to-one customer relationships. This course is based on the optimism that there					



is so much more value that can be delivered and captured by adopting a CRM approach to business.

Course Objectives:

1. To understand the concepts & framework in CRM.
2. To apply tools & techniques relevant to CRM
3. To design CRM Strategies based on customer data/information.

Learning Outcomes: After completion of the course, students would be able to

1. Distinguish between Marketing CRM, Operational CRM, and Analytical CRM
2. Formulate the strategies for comparative advantages leading vendors of CRM technology
3. Develop a CRM programme for any business need

Prerequisite(s): The students should be equipped with the basic terms used in CRM along with the background knowledge of various modes of communication in CRM.

Pedagogy: SIS, SS, Case study, Video, Assignments, Quiz

Unit - I

Conceptual Foundation of CRM, Customer Life cycle Management, Concept of Customer loyalty, Building CRM Frameworks: Methods build customer loyalty, Introducing and Measuring customer lifetime value

Unit - II

CRM in Services Industry: Relevance of CRM in Service industry, Measures to achieve customer loyalty in service, CRM in B2B Industry: Relevance of CRM in B2B industry, Measures to achieve customer loyalty in B2B, CRM - Key Account Management : Define Key Account, Nurturing key Accounts, Managing Key Accounts

Unit - III

E-CRM Solutions: Technologies and tools of CRM, Loyalty Programs: Evolution of Loyalty Programmes, Linking loyalty to profits, Customer Contact Centers: Role of Contact centers in CRM, Managing contact centers

Unit - IV

Challenges in CRM Implementation: Technology challenges, Organizational challenges , ROI From CRM: Cost of CRM, Financial Analysis of CRM initiatives, What Doesn't Work in CRM: Fail points in CRM, Measures to ensure CRM success, CRM in the Digital world, Customer experience management, Customer life cycle management.

Unit - V

Hands- on training on CRM (Sales force/ Microsoft dynamics/ SAP CRM)

Textbook:

- *Francis Buttle and Stan MakIan, 3rd Edition. Customer Relationship Management: Concepts & Technologies*
- *Don Peppers & Martha Rogers. Managing Customer Relationships: A Strategic framework*

Reference Books:

- *Customer Relationship Management- A Strategic Perspective, Jagdish Seth, Shainesh Kumar, Laxmi Publications 2007*



<ul style="list-style-type: none"> • <i>Customers for Life</i>, Jagdish Seth and Andrew Sobel, Simon and Schuster • Francis Buttle and Stan MakIan, <i>Customer Relationship Management: Concepts & Technologies</i> • <i>Customer Relationship Management: Emerging Concepts, Tools & Applications</i> - Sheth & Parvatiyar <p>*All books should be of latest edition</p>
<p>Journals:</p> <ul style="list-style-type: none"> •
<p>Links to websites:</p> <ul style="list-style-type: none"> •
<p>Evaluation Scheme:</p> <ul style="list-style-type: none"> • Class participation and attendance 05marks • Mid Term Exam 20marks • Assignment 05marks • Team Project Presentation 10marks • Term-End Exam 60marks <p>Total 100marks</p>
<p>Cases: The Faculty shall discuss at least one case per unit.</p>

Course: PRODUCT AND BRAND MANAGEMENT			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale:					



The course is designed so that students get a practical application context of product and branding, so that the rigorous of creating a product and brand idea in today's world is clear to them.

Course Objectives:

1. To provide a holistic understanding of 'what is a product & brand'
2. To understand the process of new product development.
3. To end the trajectory of brand models with culture mapping and building Iconic brands.

Learning Outcomes: After completion of the course the student will be able to

1. Simulate new products catering the needs of the customers.
2. Interpret the concept of brand equity.
3. Propose the brand plans and IMC – Integrated Marketing Communication.
4. Evaluate the brand strategies of extensions vs. house of brands.

Prerequisite(s):

The student should have studied the course of Marketing Management.

Andragogy: Student's Seminar, Student's Interactive Session, Case Studies

Syllabus:

Unit I

Introduction to Product Management: Why Product Management, Relationship between Competition, Marketing and Product Management, Types of Product, Product classification, Product Management Process.

Product Life Cycle: Concept of PLC, Operationalizing the aspects of PLC concept, PLC as forecasting model, PLC as guideline for Marketing Strategy, Extension of PLC,

Unit II

Product Planning and Strategies: Proposed Product Planning Model-Setting Objectives, Monitoring the Environment, Situation Analysis, Development of a Product/Market Program, Product Mix Strategy, Defining Competitive set & Competitor Analysis and Developing Product Positioning Strategy. New Product Development and Product Patenting.

UNIT-III

Branding concepts; branding challenges and opportunities; brand equity concept; strategic brand management process; customer-based brand equity; internal branding, Choosing Brand elements to build Brand Equity; designing marketing programs to build brand equity: integrating marketing communication to build brand equity: information processing model of communication, marketing communication options,

UNIT-IV

Leveraging secondary brand knowledge to build brand equity: conceptualizing the leveraging process, country of origin; co-branding, licensing, celebrity endorsement, sporting, cultural and other events, Developing a Brand Equity measurement and management system: establishing brand equity management system; measuring sources of brand equity - capturing customer mindset:



measuring outcomes of brand equity; capturing market performance , Sensory branding-Barista

UNIT-V

Designing and Implementing Branding Strategies: brand-product matrix, brand hierarchy, introducing and meaning new products and brand extensions; managing brands over time: managing brands over geographic boundaries and market segments , Brand Purpose & Experience: Introduction, 3E's, Digital Brand experiences, Six A's of Brand engagement, The ABC of Behavior change.

Textbook:

1. Keller, Kevin Lane; **Strategic brand Management**; Pearson Education; New Delhi
2. Chitale A.K. & Gupta R. ,**Product Policy and Brand Management**, PHI Learning

Reference Books:

1. Kapferer, Jean Noel; **Strategic Brand Management**; Kogan Page; New Delhi
 2. Lehman, D.R. and Winer, R.S., **Product Management**, TMH
 3. Kumar, S. Ramesh; **Marketing and Branding - The Indian Scenario**; Pearson Education; New Delhi
 4. Kapoor, Jagdeep; **24 Brand Mantras**; Sage Publications; New Delhi
 5. Sengupta subroto; **Brand Positioning: Strategies for competitive advantage**; Tata McGraw Hill; New Delhi
 6. Clifton, Rita & Simmons, John; **Brands and Branding**; The Economist; Delhi
- All the books shall be of latest edition

Journals:

- Journal of Brand Management
- Journal of Product and Brand Management

Links to websites:

Evaluation Scheme:

- Class participation and attendance: 05marks
 - Mid Term Exam 20 marks
 - Assignment 05marks
 - Team Project Presentation 10 marks
 - Term-End Exam 60 marks
- Total 100 marks**

CASES: The faculty should discuss at least one case per unit



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Program Name :MBA PHARMACEUTICAL MANAGEMENT(Marketing Specialisation)	Semester: IV
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Course: INTEGRATED MARKETING COMMUNICATION			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session / Lectures	Practical/ Group work	Tutorials	Credi	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
<p>Course Rationale: The course seeks to develop campaign development skills on a sound theoretical and conceptual foundation. It provides an insight into global marketing environment and the advertiser decision making in the context of contemporary dynamics of the markets.</p>					
<p>Course Objectives:</p> <ol style="list-style-type: none"> 4. To introduce the concept of advertising 5. To help students to learn the various strategies used in advertising. 					
<p>Learning Outcomes:</p> <p>After completion of the course, students would be able to:</p> <ol style="list-style-type: none"> 11. Design the strategies related to advertising. 12. Prepare the campaign as per the requirement. 					
<p>Prerequisite(s): The students should be equipped with the basic terms used in Marketing Management along with the background knowledge of various modes of communication.</p>					
<p>Pedagogy: SIS, SS, Case study, Video, Assignments, Quiz</p>					
<p>Syllabus:</p> <p>Unit-I</p> <p>Integrated marketing communications- evolution, reasons for growth, Situation analysis: Segmentation, Targeting and Positioning. Promotional objectives, determination, types and approaches, DAGMAR approach, AIDA Model, problems in setting objectives; Advertising budget, establishment and allocation, budgeting approaches.</p> <p>Unit-II</p> <p>Advertisement copy, components and types, importance of creativity in advertising, creative strategy and process, implementation and evaluation.</p> <p>Unit-III</p> <p>Media Planning, Establishing Media objectives, Media strategies, Media mix, Reach Vs. Frequency, Creative aspects, budget considerations, Evaluation of Broadcast media, Print media, Support media, Internet and interactive media etc.; computers in Media planning. Social media marketing.</p>					



Unit-IV

Measuring the effectiveness of the promotional program, Advertising Research, Market testing, Testing via internet, Pre testing, Post testing, Laboratory Tests, Field tests, PACT (Positioning Advertising Copy Testing).

Unit-V

Introduction to Search Marketing: Keyword Analysis, Bidding, Budgeting, Pay Per Click Strategies, monitoring social media campaign and managing brand reputation, Search Engine Optimization, Campaign optimization

Textbook:

- *Advertising and Promotion*, George E. Belch, Michael A. Belch and KeyoorPurani, Tata McGraw-Hill Publication Co.
- *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, Damian Ryan, Kogan Page.

Reference Books:

- *Principles of Advertising and IMC*, Tom Duncan, Tata McGrawhill
- *Integrated Advertising, Promotion, and Marketing Communication*, Kenneth E. Clow and Donald Black, Prentice Hall India.
- *Advertising Management*, Rajiv Batra, John G Myers and David Aaker, Pearson Education
- *Marketing Communications: An Integrated Approach*, P.R. Smith and Jonathan Taylor, Kogan Page.

*All books should be of latest edition

Journals:

- International Journal of Advertising

Links to websites:

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Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Professional Activities 10marks
- Term-End Exam 60marks

Total 100marks



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Cases: *The Faculty shall discuss at least one case per unit.*



Program Name :MBA PHARMACEUTICAL MANAGEMENT (Finance Specialization)			Semester: IV		
Course: Derivative Market			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credi	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale: Student will learn about Derivative Market					
Course Objectives: The main objectives of this course are: <ul style="list-style-type: none"> ● To Understand the concept of Financial derivatives ● To Analyze forward and future markets ● To Prepares options strategy and option valuation ● To Understand Clearing, settlement and risk management in derivative ● To Understand the accounting and tax treatment in derivatives ● To Understand Legal and regulatory framework in derivative market ● To Apply Sales practices and code of conduct in derivatives 					
Learning Outcomes: After completion of the course, students would be able to: <ol style="list-style-type: none"> 10. Understand basics of derivative markets and its types 11. Understand meaning and types of risk 12. Learn the concept of forward and future markets 13. Analyze the forward and future rates 14. Develop hedging strategies in future contracts 15. Understand basics of options 16. Compute option pricing 17. Apply Greek letter in option contracts 18. Develop option strategies 19. Understand the mechanism of trading, clearing & settlement Identify parametric and non-parametric test 20. Understanding of MTM concept and SPAN 21. Understand the accounting and taxation in derivatives 22. Understanding Legal and regulatory framework in derivative markets 23. Apply Sales practices and code of conduct in derivatives 					
Prerequisite(s): Student should have basic knowledge of Capital Market					



Pedagogy: PBL(Problem Based Learning), PBL(Project Base Learning), Case study, Video, Hands on Exercise, Assignments, Quiz

Unit - I

Basics of Derivatives

- Introduction to derivatives
- History and evolution of derivatives market
- Factors influencing the growth of derivatives market
- History of Indian derivatives Market and available derivative products in India
- Market participants and their roles in the derivatives markets
- OTC and Exchange Traded Market
- Significance and economic purpose of derivatives
- Risks associated with financial derivatives
- Introduction to the Underlying Markets: Equity, Currency, fixed income and interest rate.
- Return and Risk Measures for Debt Securities

Unit - II

Introduction to Forwards and Futures

- Forwards and Futures on Equities
- Payoff Charts for Futures contract
- Futures pricing
- Basic differences in Commodity, Equity and Index Futures
- Exchange Traded Currency Futures
- Concept of Interest rate parity and pricing of currency futures
- Interest Rate Futures
- Delivery aspects of IRD contracts including conversion factor, invoice amount, cheapest-to-deliver bond
- Strategies Using Futures
- Strategies using Equity Futures
- Strategies for hedging, speculation and arbitrage in futures market
- Strategies Using Currency Futures
- Strategies Using Interest Rate Futures

Unit - III

Introduction to Options

- Basics of options
- Concept of option premium
- Call and Put option
- Buying and selling (writing) options
- European vs. American option
- Moneyness of an option



- Binomial and Black-Scholes option pricing models and option Greeks
- Payoff charts for options
- Uses of Options
- Option Trading Strategies – Strategies using Equity Options and Currency options

Unit - IV

Introduction to Trading, Clearing, Settlement & Risk Management

- Introduction to Trading Systems
- Clearing Mechanism and computation of open positions
- Settlement Mechanism for futures and options contracts
- Margining and mark to market (MTM) under SPAN
- Risk Management features, position limits and net worth requirements
- Margin collection process of Clearing Corporations and delivery procedure
- Accounting treatment for derivative contracts
- Taxation of derivative transaction in securities

Unit - V

Legal and Regulatory Environment

- Provisions of Securities Contract (Regulation) Act, 1956
- Role of SEBI in regulating Derivatives market and SEBI Act, 1992
- Important rules and regulations on trading in Derivatives market
- Outline major recommendations of the L C Gupta Committee and L R Verma Committee
- RBI-SEBI Standing Technical Committee on Exchange Traded Currency and Interest Rate Derivatives
- Provisions of Foreign Exchange Management Act, 1999
- Salient features of RBI notification ‘Currency Futures (Reserve Bank) Directions, 2008
- Salient features of SEBI Regulations for Currency Derivatives Exchanges
- Explain the role of various regulators in Bond and Interest Rate Derivatives Market
- Role of FIMMDA in fixed income and derivatives markets in India
- Sales Practices, Code of Conduct and Investor Protection Measures

Textbook:

- *Options, Futures and Other Derivatives: 9th Edition, John C. Hull and Sankarshan Basu, Pearson*
- *Financial Derivatives: S.L. Gupta, Prentice Hall.*
- *Financial Derivatives: Parameshwaran, McGraw Hill.*
- *Options and Futures- An Indian Perspective: D. C. Patwari, Jaico Publishing House*

Reference Books:

- *Derivatives and Risk Management: Sundaram Jana kiranmanan, Pearson Education, Latest Edition*
- *Security Analysis and Portfolio Management: Punithavati Pandian, Vikas Publishing House.*
- *Security Analysis and Portfolio Management: Prasanna Chandra, Tata McGraw Hill.*
- *A Guide to Indian Capital Markets: Sanjeev Aggarwal, Bharat Publishing.*



- NISM-Series XIII: Common Derivatives

Journals:

-

Links to websites:

-

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Professional Activities 10marks
- Term-End Exam 60marks

Total 100marks



Program Name :MBA PHARMACEUTICAL MANAGEMENT (Finance Specialization)			Semester: IV		
Course: Financial Research Analysis			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credi	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale: Student will learn why, when, and how to apply financial analytics in real-world situations					
Course Objectives: The main objectives of this course are: <ul style="list-style-type: none"> ● To introduce an overview of financial analytics ● To explore techniques to analyze time series data and how to evaluate the risk-reward trade off expounded in modern portfolio theory. ● To introduce analytical methods to analyze time series data to build forecasting models and support decision-making. ● To begin with stationarity, the first and necessary step in analyzing time series data. ● To introduce some basic measurements of modern portfolio theory ● To introduce a short introduction about algorithmic trading 					
Learning Outcomes: After completion of the course, students would be able to: <ol style="list-style-type: none"> 24. learn why, when, and how to apply financial analytics in real-world situations; 25. learn how to analyze financial data that is usually presented as time series data. Topics include forecasting performance measures, moving average, exponential smoothing methods, and the Holt Winters method; 26. learn how to identify if a time series is stationary or not and know how to make nonstationary data become stationary. Next, we will study a basic forecasting model: ARIMA. Students will learn how to build an ARIMA forecasting model using R; 27. understand about risk and returns, how to balance them, and how to evaluate an investment portfolio; 28. understand the basic concept of algorithmic trading 					
Prerequisite(s): Basic knowledge of investment management, portfolio management, Statistics, Excel and R					
Pedagogy: PBL(Problem Based Learning), PBL(Project Base Learning), Case study, Video, Hands on Exercise, Assignments, Quiz					



Unit - I

Introduction to Financial Analytics and Time Series Data

- Introduction to Financial Analytics
- Forecasting Performance Measurements: Distance
- Forecasting Performance Measurements: Metrics
- Forecasting: Average Method
- Forecasting: Naive Method
- Forecasting: Linear Regression
- Forecasting: R Example

Unit - II

Performance Measures and Holt-Winters Model

- Introduction to Exponential Smoothing
- Simple Exponential Smoothing
- Simple Exponential Smoothing: R Example
- Holt's Exponential Smoothing
- Holt-Winter's Forecasting Model
- Holt-Winter's Model: R Example
- Auto-regression
- Auto-regression: R Example

Unit - III

Stationarity and ARIMA Model

- Stationarity: Introduction
- Stationarity: Differencing
- ARIMA: Introduction
- ARIMA: Components
- ARIMA: Model and R Example

Unit - IV

Modern Portfolio Theory

- Introduction
- Expected Returns
- Risk of a Security
- Efficient Frontier
- Portfolio Weights
- Capital Allocation Line
- Diversification

Unit - V

Algorithmic Trading

- Introduction to Algorithmic Trading
- Trend Following Strategy
- Back-testing
- Introduction to Algorithmic Trading: R Example



Textbook:

- *Investment Analysis and Portfolio Management*: Prasanna Chandra, TATA McGrawHill
- *Investment Analysis and Portfolio Management*: Frank Reilly, Keith Brown, SouthWestern College Pub; 10th edition.
- *Investments*: Zvi Bodie, Alex Kane, Alan J. Marcus, McGraw-Hill/Irwin; 10th edition.
- *Investments*: William Sharpe, Gordon J. Alexander, Jeffrey W Bailey, 6th Edition.
- *Probability and Statistics for Engineers*: Jay L. Devore, Cengage Learning.
- *Econometrics by Example*: 2nd edition, Damodar Gujarati, Palgrave Macmillan.
- *Essentials of Econometrics*: 4th edition, D. N. Gujarati and D.C.Porter, McGraw Hill International
- *Introduction to Econometrics*: 4th edition, Christopher Dougherty, OUP, Indian.

Reference Books:

- *Fundamentals of Investments*: 3rd Edition, by Gordon J. Alexander, William F.
- *The Theory and Practice of Investment Management*: Asset Allocation, Valuation, Portfolio Construction, and Strategies Hardcover by Frank J. Fabozzi, Harry M. Markowitz Sharpe, Jeffery V. Bailey.
- *Modern Portfolio Theory and Investment Analysis*: 9th Edition 9th Edition, by Edwin J. Elton, Martin J. Gruber, Stephen J. Brown, William N. Goetzmann.
- *Managing Investment Portfolios: A Dynamic Process* 3rd Edition by John L. Maginn, Donald L. Tuttle, Dennis W. McLeavey, Jerald E. Pinto
- *Freund's Mathematical Statistics with Applications*: 8thedition, Irwin Miller and Marylees Miller, John E. Pearson.
- *Essentials of Econometrics*: 4th Edition, D. N. Gujarati and D.C.Porter, McGraw Hill International

Journals:

-

Links to websites:

-

Evaluation Scheme:

• Class participation and attendance	05marks
• Mid Term Exam	20marks
• Assignment	05marks
• Professional Activities	10marks
• Term-End Exam	60marks
Total	100marks



Program Name :MBA PHARMACEUTICAL MANAGEMENT (Finance Specialization)			Semester: IV		
Course: Project Finance			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session / Lectures	Practical/ Group work / Workshop	Tutorials/ Assignmen t	Credit	Continuous Evaluation	Term End Examination (TEE)
			4	40	60
Course Rationale: It is important for management students to understand Project financing for its sheer size and its impact on the economic development. Ignited by the changing economic priorities of the country, billions of Rupees are invested in infrastructure every year by the Government and Private Sector. Huge investments are being made in the development of Road and Rail networks, Urban Transportation, Electricity generation and distribution, Energy & Power, Solid Waste management, passenger airlines; waterways, and communication sectors. This course encompasses key principles and techniques for evaluating projects, as well as strategic, qualitative and organizational considerations impacting project appraisal decisions.					
Course Objectives: 1. To acquaint students to the nitty gritty of project management. 2. To make understand students the project feasibility techniques. 3. To make students learn about the network analysis techniques. Provide an overview of contemporary developments, both in India and outside					
Learning Outcomes: On successful completion of the course, participants would be able : 1. To estimate theory and practice related to project planning and project models. 2. To articulate project feasibility and risk analysis techniques. 3. To evaluate projects on the basis of capital budgeting techniques. 4. To assess network analysis techniques for project implementation.					
Prerequisite(s): Participants should be conversant with concepts of Capital Budgeting and Network analysis techniques.					
Pedagogy:					



A mix of pedagogical tools will be used to deliver the course like case studies, articles, problem solving, discussions & lectures. The evaluation includes individual and group projects, case analyses, in-class assignments, quizzes and End-term examination.

Syllabus:

Unit- 1

Project Planning: Concept, Characteristics, Types of projects, Stages in Project life cycle, Project selection process, project family tree, project management process, tools and techniques of project management, importance of project management. Generation and screening of projects. Project Models BOT, BOOT, BOLT.

Unit-2

Project Analysis: Market and Demand analysis, Technical analysis, Financial Estimates and Projections, Financing of projects- Internal accruals, securities, term loans, working capital advances, miscellaneous sources. Project Risk analysis: sources, measures, and perspectives on Risk, Sensitivity analysis, Break-even analysis, decision tree analysis, managing risk, and project selection under risk.

Unit-3

Project Selection:, Overview of Capital budgeting: need, importance, time value of money Techniques of Capital Budgeting : Traditional techniques, Discounted techniques and Higher order capital budgeting techniques: Risk adjusted discount rate, financial break-even, decision tree approach.

Unit 4

Project Implementation Project Scheduling: PERT - Introduction, various types of floats and its application, Construction of networks, Critical Path Method- Time cost relationship, crashing for optimum time and cost.

Unit- 5

Project Monitoring and Control: Social cost benefit analysis, Earned Value Analysis, Shadow pricing, Abandonment Analysis, Reasons for project failure. Project Management at International paradigm.

Textbook:

- Prasanna Chandra, Projects: Planning, Analysis, Selection, Financing, Implementation, and Review, 8th edition, 2017, Mc Graw Hill Education (India) Private Limited.
- Clifford F. Gray, Erik W. Larson, Gautam V. Desai, Project Management: The Managerial Process, 6th edition, 2014, Mc GrawHill Education.

Reference Books:

- Meredith, J.R., & Mantel, S.J. Project Management – A Managerial Approach, International Student Version 8th edition, Wiley.
- P Gopalakrishnan, V E Rama Moorthy – Textbook of Project Management, 1st edition 2014, Trinity press.



- Timothy Kloppenborg, Contemporary Project Management, 4th edition, 2018, Cengage Learning.
- Narendra Singh, project management and control, 6th revised edition, 2016, Himalaya Publishing house.
- Jeffery K.Pinto, Project Management- Achieving Competitive Advantage, 5th edition, 2019 , Pearson.
- David R. Anderson, Dennis J. Sweeney, Thomas A. Williams, Jeffrey D. Camm, Kipp Martin, Quantitative methods for Business, Cengage, 12 edition, 2017.

Evaluation Scheme:

- Class participation and attendance 05 marks
 - Mid Term Exam 20 marks
 - Assignment 05 marks
 - Professional Activities 10marks
 - Term-End Exam 60marks
- Total 100marks**

Program Name :MBA PHARMACEUTICAL MANAGEMENT			Semester: IV		
Course: Insurance and Risk Management			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

This course introduces students the concepts and basic principles of risk management in insurance business. They will acquire skills to identify measure and manage risk. The course also helps students understand how insurance companies are incorporated and operated. Accordingly, the course covers- risk management and its objectives, risk identification and measurement, pooling arrangement and diversification of risk, insurability of risk, contractual provisions and legal doctrines, and analysis tools used in insurance management.

Course Objectives:



1. To organize and manage insurance business with a focus on risk management of insurance business.
2. Basic understanding of ownership and operational aspects of insurance companies along with knowledge and skill to identify measure and manage risk related to insurance business.

Learning Outcomes:

After completion of the course students would be able to :

1. Demonstrate a working knowledge of the procedure associated with risk management.
2. Ability to use standard concepts of risk and insurance to perform risk management review for individuals and organizations.
3. Ability to explain the purpose, structure and functions of insurance regulations.

Prerequisite(s):

11. Good Communication skills
12. Basic knowledge of risk management.

Pedagogy:

A mix of pedagogy would be adopted Consisting lecture, discussion, presentation, quizzes, homework and class test. Conceptual inputs will be given through short lectures. The extent, quality of learning will depend on the quality & depth of discussion in the class. This in turn depends on the preparation and thinking that has been put in by the students for each session. Readings and; Assignments, whenever given, are a means of focusing on central issues, concepts or knowledge. Students who are aloof to the class-room proceedings or do not read the pre-reading will miss a significant segment of the course. A student's ability to solve problems is also a reflection of the extent to which concepts have been understood. The course is a hands-on course and requires the participant to work out multiple examples to gain confidence.

Syllabus:

Unit I

Concept of Risk; Risk vs. Perils and Hazards; Types of Risks-Financial and Non-financial, Static and Dynamic, Fundamental and Particular, Pure and Speculative; Insurance as a risk transfer mechanism, Essentials of Insurance Risks. Process of risk management; Identification and Evaluation of risk; Risk control, loss prevention and its importance; Risk financing and transfer of risk; Risk retention and its importance.

Unit II



Insurance- History and Development; Meaning; Importance, classification of Insurance, Rights and responsibilities of the Insurer, Rights and Responsibilities of the Insured, Principles of Insurance.

Unit III

Life Insurance: Main Elements, Importance, Important life Insurance Policies- Basic elements and features of plans of life insurance, Riders, Life insurance documents, Annuities, Premium Determination under life Insurance, Social Insurance.

Unit IV

General Insurance: Marine Insurance- Main Elements, Marine Losses, Types of Marine Insurance policies. Fire Insurance: Elements, Premium Determination, Types of Policies, **Health Insurance**-Individual Medical Expense Insurance – Long Term Care Coverage – Disability Income Insurance – Medi-claim Policy – Group Medi-claim Policy – Personal Accident Policy – Child Welfare Policy-Employee Group Insurance – Features of Group Health Insurance – Group Availability Plan.

Unit V

Regulation of Insurance- Insurance Regulations in India- Insurance Act, 1938 – Summary provisions of Insurance Act, 1938 Insurance Regulatory and Development Authority (IRDA) – Introduction – Purpose, Duties, Powers and functions of IRDA – Operations of IRDA – Insurance policyholders' protection under IRDA – Exposure/Prudential norms. Reinsurance

Textbook:

1. LooMBA Pharmaceutical Management, J. (2014). *Risk Management and Insurance Planning*. PHI.
2. Misra, M. N. and Misra, S. R. (2007). *Insurance Principles and Practice*. S.Chand and Co., New Delhi.

Reference Books:

1. Gupta, P. K. (2015). *Insurance and Risk Management*. Himalaya publishing House.
2. Trieschimam, J. S., Guatarson, S. G. and Houyt, R. E. (2003). *Risk Management and Insurance*. Thomson Sowlia Western Singapore.
3. Black, J. K., Skipper, H. D., and Black, K. *Life and Health Insurance, 14th Edition*. Pearson Education, New Delhi.
4. Ganguly, A. (2007). *Insurance Management*. New Age International, New Delhi.
5. Insurance Theory and Practice , Nalini Prava Tripathy & Prabir Pal, Prentice – Hall of India , Pvt Ltd, New Delhi



Journals:

1. Journal of Risk and Insurance
2. The Journal of Insurance

Case Study:

- Case Study in Risk Management-Private Wealth

Links to websites:

- <https://www.irmi.com/free-resources/authoritative-reports/e-books>

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Professional Activities 10marks
- Term-End Exam 60marks

Total 100marks



Program Name :MBA PHARMACEUTICAL MANAGEMENT-HR			Semester: IV		
Course: Competency Based Training & Development			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credi	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: This course of Competency Mapping will provide the students an understanding of competency based training by the way of equipping them with the techniques of identifying and defining the competencies. It will also teach students mapping competencies according to organization, project, role and function of jobs through practical assignments. This course is also designed to make the students ready for application of training to develop human resources according to changing demands of organizations.					
Course Objectives: 1. To understand the concepts and basic fundamentals of Training, Competency , and Competency Profiling. 2. To understand Competency based HR Practices. 3. To understand the role of Training for changing scenarios and for organizational development.					
Learning Outcomes: After completion of the course, students would be able to:					



1. Identify various competences at various levels (Business level, Team level, Individual Role level).
2. Design appropriate techniques of training suitable for different groups and organization.
3. Evaluate the effectiveness of the Training Program.
4. Develop Competencies for job positions.

Prerequisite(s):

- The students must be familiar with the basic knowledge of Training and Development.
- The students must be familiar with the basic knowledge of Emotional Intelligence.
- The students must be ready to participate in different pedagogy adopted.
- The students must be participative.

Pedagogy:

The syllabus would be involving a mix of Student seminar, Discussions, Problem based exercises, and other andragogy according to the topic and student understanding.

Syllabus:

Unit I: Training

Role of Training in changing organizations, Aligning training with organizational strategy, Future trends in training, The TNA model, Designing Training Programme, E-Training methods and implementation.

Assignment: Designing Training for given employee group according to organizational strategy.

Unit II: Developing HR

Identifying Development centres, Differentiate Assessment Centres and Development Centres, Models of Training Evaluation, Integrating Structure, Strategy and Technology, Management Development Implications, Training for Executive Development.

Assignment: Evaluating Training effectiveness by applying a suitable model.

Unit III: Competency – Concept, Meaning, Types/Classification and usage of competencies at Organizational level (Core competencies), Business competencies (SBU specific), Team competencies (project level), Role competencies (Role wise), Relevance of Competencies in



modern organizations.

Assignment: Listing relevant Competencies according to Different Roles in Organization.

Unit IV: Competency Mapping – Meaning, purpose and Benefits, Methods of Competency Mapping – Assessment Centre, Critical Incident Techniques, Questionnaire method, Psychometric tests (Occupational Personality test, by Savile & Holdworth Ltd, 1984 and Myers Briggs Type Indicator (MBTI)r), Strategy-Structure Congruence, Structure Role Congruence, Vertical & horizontal Role linkages.

Assignment: Applying Myers Briggs Type Indicator (MBTI)r and defining Personality type.

Unit V : Competency Models – Steps in Developing a valid competency model-Understanding job positions, data collection instruments for job descriptions, preparing job descriptions, design and implementing competency model.

Assignment: Implementing Competency Model for a specific Job.

Textbook:

- Sanghi, Seema. The Handbook of Competency Mapping: Understanding, Designing and Implementing Competency Models in Organizations, 2nd e, Sage Publications Pvt. Ltd 2007.
- *Effective Training: Systems, Strategies and Practices*, 5e, P. Nick Blanchard, James W. Thacker, Pearson Education, 2012.

Reference Books:

- Margaret Dale and Paul Iles, 2002, Assessing Management Skills – a guide to competencies and evaluation techniques, Jaico Publishing House, MuMBA Pharmaceutical Management.
- Radha R.Sharma, 2004, 360 Degree Feedback, Competency Mapping and Assessment Centres for Personal and Business Development, Tata McGraw-Hill Publishing Company Limited, New Delhi .
- Competency Mapping: A pre- requisite for HR Excellence - by Dr. Lovy Sarikal, 2013.
- *Employee Training & Development*, 7e, Raymond Andrew Noe, McGraw-Hill, 2016.
- *Training & Development*, B. Janakiram, Dreamtech Press, 2017.



Journals:

- International Journal of Training & Development
- Training and Development Journal

Case Studies:

- IT- Supported Competence Management at Ericsson.
- Competency Mapping at 'The Kolkata Glory'
- The Fall of Quest; <http://www.nwlink.com/~donclark/hrd/case/caseqest.html>
- When everything isn't half enough # R00213-PDF-ENG, Published 2000, HBS

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Professional Activities 10marks
- Term-End Exam 60marks
- Total 100marks**

Program Name :MBA PHARMACEUTICAL MANAGEMENT-HR	Semester: IV
Course: Performance & Compensation Management	Code:
Teaching Scheme	Evaluation Scheme



Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale: Compensation Management course is been design to inculcate the fundamentals of Compensation and application of these fundamentals of Compensation in any organization for managing people in effective manner. This course will also guide students to study the role of various inter-industry, intra-industry factors to design compensation and will also guide to study the role of statutory bodies for the same. This course is also aiming to teach students about Non-monetary compensation to boost morale of employees.

Course Objectives:

1. To understand the various dimensions of Performance & Compensation Management.
2. To understand the applicability of Performance Management System in organization.
3. To understand the role of various bodies involved in Compensation Management.
4. To understand the role of Non-monetary aspects of Compensation.

Learning Outcomes:

After completion of the course, students would be able to:

1. Design the relevant Performance appraisal methods to manage employees in organizations.
2. Apply the Performance based compensation strategy in organizations.
3. Design relevant rational contemporary compensation systems in modern organizations.
4. Design appropriate non-monetary components of Compensation.

Prerequisite(s):

- The students must have studied Human Resource Management as a core subject.
- The students must be ready to participate in different pedagogy adopted.
- The students must be participative.

Pedagogy:

The syllabus would be involving a mix of Student seminar, Discussions, Problem based exercises, and other andragogy according to the topic and student understanding.

Syllabus:

UNIT-I : Performance Management System

Introduction to Performance Management, New Trends in Performance Management, Process of Performance Management, Comparative and Absolute methods of Performance Management, 360 Degree appraisal, BARS, .



Assignment: Designing Performance Appraisal method of given Job in given Organization.

UNIT-II: Pay for Performance

Designing Job Evaluations, Performance assessment- issues and errors, Reviewing performance, Linking Performance with Compensation- Short term incentives, Long term incentives, Benefits, Benchmarking.

Assignment: Evaluating given Job with application of suitable Job Evaluation methods.

UNIT-III: Compensation and Compliance

Workmen Compensation Act 1923, Minimum Wages Act 1948, Payment of Wages Act 1936, Payment of Bonus Act 1965, Equal Pay Act 1963, Role of Wage Boards in Compensation.

Assignment: Study and Presentation of latest Minimum Wages and Daily Wages Reports in India from Labour Bureau, Govt. of India.

UNIT-IV: TIME-OFFICE FUNCTIONS & PROCEDURES

Introduction to Time –Office Functions: Meaning, Importance, and Role of Time-Office function in organization, operations involving in Attendance management, Leave management, managing data for labour laws such as accident register, lime wash register, deduction register, damage register, fine register etc.

Assignment: Create template for various Time-Office operations.

UNIT-V: NON-MONETARY REWARDS

Value to Employees, Value to Employers, Different aspects of Non-Monetary rewards, Recognition, Learn and Grow, Flexibility, Creating work-life settings, Role of various statutory bodies in Compensation Management.

Assignment: Figuring out and Ranking of various Non-Monetary Rewards for different Level in Organization.



• Assignment	05marks
• Team Project Presentation	10marks
• Term-End Exam	60marks
Total	100marks

Program Name :MBA PHARMACEUTICAL MANAGEMENT (Dual Specialization)			Semester: IV		
Course: Social Psychology			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credi	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale:					
Social psychologists investigate how we view ourselves and others, how we interact with others, how we influence others, and how we act when we are part of a group. You encounter social psychology in your day-to-day life, and a textbook on social psychology should reflect that. This course aims to enhance learning of social psychological theories and concepts.					



Learning Outcomes:

1. Define social psychological concepts.
2. To apply social psychology to social issues like gender, intergroup conflicts, etc.
3. Analyze skills pertaining to mapping of social reality and social situations.

Prerequisite(s):

Knowledge of Organizational Behaviour, Human Resources Management

Pedagogy: Case based analysis, group exercises, experiential learning activities, quizzes, role plays, videos, presentations and lecture method.

Syllabus:

Unit I

Social Psychology: Definition, Nature and Background, Social psychology and human values, Theories of social psychology, Social Perception: Non-Verbal Communication,

Unit II

Theories of Attribution – David’s theory of correspondent inference, Kelly’s co-variation theory, sources of error in Attribution, Impression formation and impression management.

Unit III

Social Identity: Self Concept, Self presentation, Self knowledge, personal identity vs. social identity, Social comparison, Self-esteem, Self-efficacy, Self-monitoring and self focusing.

Unit IV

Social Influence - Culture and Gender, Independent VS. Interdependent Cultures, Power Distance, Uncertainty Avoidance, Cultural Dimensions, Masculinity VS. Femininity, Long-Term VS. Short-Term Orientation.

Unit V

Conformity, Compliance and Obedience, Prosocial behaviour, Aggression, Causes of aggression, Groups and Individuals.

Textbook:

Branscombe, Nyla R. & Baron, Robert A, *Social Psychology*. (14th ed). Pearson.

Reference Books:

1. Myers, Sahajpal & Behera. *Social Psychology* (10th ed.). Tata Mc Graw Hill.



2. S.C. Tailor, L.A. Peplau and D.O. Sears, Social Psychology, 12th ed, Pearson.
3. Howitt, Social Psychology: Conflicts & Continuities, Tata Mc Graw Hill
4. Baron, R. A., Byrne, D., & Bhardwaj, G. (2010). Social psychology (12th Ed.). New Delhi, India: Pearson
5. Baumeister, Fundamentals of Social Psychology, Cengage Learning

Journals:

- *Journal of Social Psychology*
- *Personality and Social psychology*
- *Journal of applied Social Psychology*

Case Study:

1. Crowd funding - A New type of social behavior, pg 355
2. Downside of Conformity, pg 301.
3. Why some people conclude they are superior to others, pg 107.
4. The importance of being treated with respect, pg 435.

Links to websites:

- <https://journals.sagepub.com/home/spq>
- https://nptel.ac.in/content/storage2/courses/109101015/downloads/Lecture%20Notes/Lec9-Social_Attribution.pdf

Evaluation Scheme:

● Class participation and attendance	05 marks
● Mid Term Exam	20 marks
● Assignment	05 marks
● Presentation	10 marks
● Term-End Exam	60 marks
Total	100marks

Session Plan:



Program Name :MBA PHARMACEUTICAL MANAGEMENT (Dual Specialization)			Semester: IV		
Course: Organizational Change & Development			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credi	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: In the past, managers aimed for success in a relatively stable and predictable world. In the hyper turbulent environment of the twenty-first century, however, managers are confronting an accelerating rate of change. OC&D aimed at improving organizational effectiveness by increasing					



use of human resources. OC&D provides a set of methodologies for systematically bringing about high-performing organizations.

Learning Outcomes:

1. To understand the need for change in the organizations.
2. Comprehend various OD interventions.
3. To recommend appropriate OD interventions in an organization.

Prerequisite(s):

Knowledge of Business Environment, HRD and HRM.

Pedagogy: Case based analysis, group exercises, experiential learning activities, quizzes, role plays, videos, presentations and lecture method.

Syllabus:

Unit I

Organizational Change - meaning, nature, types; theories of planned change; Historical overview of OD, Organizational Development - nature and characteristics; Values assumptions and beliefs in OD.

Unit II

Organizational Diagnosis, An overview of OD Interventions - T-group - sensitivity training, process consultation, team building; coaching and mentoring, and role focused interventions. Third party interventions, Comprehensive OD interventions.

Unit III

Organizational confrontation meeting, Structural Interventions – Self managed teams, work redesign, QWL projects, TQM, High involvement and high performance work culture (HPWC), organizational transformation.

Unit IV

Organization Culture, The OD Consultant: Role, Skills and Dilemmas, Issues in consultant – Client relationship, Power, Politics and OD.

Unit V

Organizational development in global context, success & failures of organizational development, Changing environment, **The Future of OD – Leadership - Mergers, Acquisitions, Alliances, - Rediscovering.**

Textbook:



French, Wendell L & Bell, Cecil. (1999). *Organization Development: Behavioral Science Interventions for Organization Development*. (6th ed). Prentice Hall.

Reference Books:

1. Cummings, Thomas G. & Worley, Christopher G. *Organization Development and Change*. Thomson Learning.
2. *Organization Development and Transformation*. Tata McGraw Hill Education.
3. Ramnarayan S., Rao, T.V. & Singh, Kuldeep. *Organization Development Interventions and Strategies*. Response Books.
4. Chowdhury, Subir. *Organization 2IC*. Pearson Education.
5. Srivastava. *Organization Design and Development: Concepts and Applications*. Wiley.
6. Singh, Kavita. *Organization Change and Development*. Excel Books.

Journals:

- *Leadership & Organization Development Journal*

Case Study:

1. Taking on global challenges with the help of OD, pg 10-11.
2. OD values in an Indian Pharma company, Chapter 3, pg 42-43.
3. Action research in OD, pg 91-92.
4. ECC construction co. OD example, pg 96-97.

Links to websites:

- <https://www.odnetwork.org/page/hottopiclinks>

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Presentation 10 marks
- Term-End Exam 60 marks

Total 100marks



Program Name :MBA PHARMACEUTICAL MANAGEMENT (Dual Specialization)			Semester: IV		
Course: Export and Import Documentation			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale: The Student will get an insight of various documentations required in export and import. This will help them to look forward for the exploration of international business opportunities					
Course Objectives: <ol style="list-style-type: none">1. To gain the understanding of various types of documentation required in international business.2. To understand the importance of INCOTERMS in international business.					
Learning Outcomes:					



After completion of the course, students would be able to:

1. Prepare the documents as per standards of the authorities across national boundaries.
2. Correlate the policies and documents as per the nature of the business.
3. Adapt the business as per the contemporary business environment in international market.

Prerequisite(s): The students should be equipped with the basic terms used in International business.

Pedagogy: SIS, SS, Case study, Video, Assignments, Quiz

Syllabus:

Unit-I

Introduction to International Business & its Institutional Framework , Features & Importance of External Trade, Types-Contract manufacturing, Licensing, Franchising, Joint Ventures, Subsidies, Import & Export. Role of Government & Semi- Government Agencies in Export Promotion (Export Incentive Schemes, EPZs, SEZs, Etc.) India's place in World's Business, Export Procedure, Import Procedure.

Unit-II

Export Procedure & Documentation for export and import, Requirement and Framework of Documentation (aspects including DGFT requirements), ADS (Aligned documentation system), Principal documents used in Export Procedure, Auxiliary documents used in Export Procedure, Important documents used in Import Procedure, Important terms used in Export & Import, Processing an Export Order, Negotiation of Documents, EDI(Electronic data Interchange), Role of bank in an Export- Import Transaction

Unit-III

Methods of payment ,Financing Exports, Export Order Processing & its Legal Implications, Methods of Payment, Financing Exporters & Importers, Instruments of Payments, Pre-shipment finance , Post-shipment finance

Unit-IV

INCO Terms, Responsibilities and Liabilities of Shipper, Carrier, Custodian etc., terms and Conditions of Carriage, Packing, marking, labeling, pre-shipment inspections FERA & FEMA Legal & Commercial aspects of UCP600, Overview of Marine Insurance

Unit-V

Export- Import Strategies & Practices And Export Marketing – Customs Clearance of Import & Export Cargo Export Strategy Formulation Import Strategy (Sourcing Strategy) Clearance of Import Cargo Clearance of Export Cargo Customs Valuation The Harmonized System Carnets

Textbook:

- Khurana P K, Export Management, Galgotia Publications.
- Justin Paul & Rajiv Aserkar, Export Import management, Oxford Publication.



Reference Books:

- Rakesh Mohan Joshi, International Business, Oxford Publication.
- E. Johnson, Export/Import Procedures And Documentation (Export/Import Procedures & Documentation)
- Thomas A. Cook, The Ultimate Guide To Export Management

Note: Latest edition of the books should be used.

Journals:

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Links to websites:

-

Evaluation Scheme:

- Class participation and attendance 05marks
 - Mid Term Exam 20marks
 - Assignment 05marks
 - Team Project Presentation 10marks
 - Term-End Exam 60marks
- Total 100marks**

Program Name :MBA PHARMACEUTICAL MANAGEMENT (Dual Specialization)			Semester: IV		
Course: International Business Finance			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale: This paper is to equip the students with the techniques that can help them in managing the financial issues in international environment. This course will help them to manage MNCs in more effective manner.					
Course Objectives:					
<ol style="list-style-type: none"> 1. To understand the exchange rate system in international business. 2. To gain knowledge about cost of capital in international business. 					



Learning Outcomes:

After completion of the course, students would be able to:

1. Assess the best mode of business finance at international level.
2. Compare the projects for investment in the international market.
3. Express the impact of foreign exchange risk on the business in international market.

Prerequisite(s): The students should be equipped with the basic terms used in Financial Management.

Pedagogy: SIS, SS, Case study, Video, Assignments, Quiz

Syllabus:

Unit-I

Role of international finance and trade for domestic as well as international players Theories of International Trade: Comparative Costs, Classical Theory, Absolute Advantage, Hecksher-Ohlin Theory. Evolution of the international monetary system, Exchange rate arrangements, Reform of international monetary system, Balance of payments accounting, Gains from financial globalization. Concept of exposure and risk, Nature of Exposure (Economic, Transaction, Translation) and their impact

Unit-II

Functions and structure of foreign exchange market, Exchange rate: essential concepts and determination, Theories of exchange rate, International arbitrage. Parity conditions in International Finance - Purchasing Power Parity, Covered Interest Parity, Real Interest Parity. Parity Conditions and its Managerial Implications

Unit-III

Exchange rate -Meaning, Scope &Importance .Forecasting exchange rates-Needs for exchange rate forecast, Techniques of forecasting, Forecast in a controlled exchange rate regime. Foreign exchange risk: types and measurement, Currency derivatives, carry of future contract, speculation and hedging strategies using forward and options, swap deals and their types. Concept of LIBOR, LIBID, SIBOR, MIBOR etc.

Unit-IV

Offshore financing – international equity, debt and Euro-currency markets; GDR, ADR, Trade Financing – payment methods and trade financing methods; Foreign direct investment, Cross border mergers and acquisitions. Brief introduction to international taxation – Foreign currency accounts for residents and non-resident Indians, Sovereign risk in china/Bulgaria.

Unit-V

Multinational capital budgeting – Capital structure and cost of capital – Sovereign risk. International working capital management -management of receivable, management of inventory, financing of current assets, Financing of Foreign trade.

Textbook:

- Pilbeam, K., International Finance, Palgrave Macmillan.



- Madura, J., International Financial Management, Cengage Learning.
- Eun, C.S., and Resnic, B.G., International Financial Management, McGraw Hill.

Reference Books:

- Feenstra, R.C., and Taylor, A.M., International Macroeconomics, Worth Publishers.
- Desai, M. A., International Finance: A Case Book, Wiley,
- Levi, M., International Finance, Routledge.
- Grabbe, O., International Financial Markets, Prentice Hall.
- Bhalla, V. K., Investment Management, S. Chand & Company Ltd

Note: All the books should be of latest edition.

Journals:

-

Links to websites:

-

Evaluation Scheme:

- Class participation and attendance 05marks
 - Mid Term Exam 20marks
 - Assignment 05marks
 - Team Project Presentation 10marks
 - Term-End Exam 60marks
- Total 100marks**

Program Name :MBA PHARMACEUTICAL MANAGEMENT (Dual Specialization)			Semester: IV		
Course: INTERNATIONAL MARKETING			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60

Course Rationale: This course is to make the students aware of the various marketing strategies which one can adopt while going for international business.

Course Objectives:

1. To develop international marketing skills on a sound theoretical and conceptual foundation.
2. To provide insight into global marketing environment and the managerial decision making in the context of contemporary dynamics of the global markets.

Learning Outcomes:

After completion of the course, students would be able to:



1. Prepare the marketing mix in international market.
2. Recommend the best of the strategies in international market.
3. Compare the best of the communication strategies in international market.

Prerequisite(s): The students should be equipped with the basic terms used in Marketing Management along with the background knowledge of various elements of marketing mix.

Pedagogy: SIS, SS, Case study, Video, Assignments, Quiz

Syllabus:

Unit-I

Introduction: Nature, importance and scope of international marketing; International market orientation and involvement. International marketing management processes an overview, International Marketing Environment: Influence of physical, economic, socio cultural, political and legal environments on international marketing operations; Scanning and monitoring global marketing environment; International marketing Information system.

Unit-II

International Market Segmentation and Positioning; Screening and selection of markets; International market entry strategies – Exporting, licensing, contract manufacturing, joint venture, setting up of wholly owned subsidiaries abroad, International Product Planning: Major product decisions – Product features and quality, product design, labelling, packaging, branding and product support services. Product standardization vs. adaptation; managing product line, International trade product life cycle; new product development

Unit-III

Pricing for international markets, Factors affecting international price determination, International pricing process and policies, Delivery terms and currency for export price quotations; Transfer pricing, International Distribution *Decisions*: Distribution channel strategy- International distribution channels, their roles and functions; Selection and management of overseas agents; International distribution logistics- Inventory management, transportation, warehousing and Insurance

Unit-IV

International Promotion Strategies: Communications across countries – complexities and issues, Communication adoption process; International promotion tools and planning – Advertising personal selling publicity and sales promotion, Developing International promotion campaign; Standardization vs. adaptation Issue, Planning for direct mail, sales literature, trade fairs and exhibitions.

Unit-V

Export Marketing Documentation: Introduction, Significance of export documentation, the statutory control, declaration forms, disposal of export documentation form, major documents, International Marketing Planning, Organizing and Control; emerging trends in International marketing: International marketing through Internet; Ecological concerns and international marketing ethics.

Textbook:

- Bhattacharya, B, .Export Marketing Strategies for Success, Global Business Press



<ul style="list-style-type: none"> • Joshi M. R., International Marketing, Oxford University Press • Cateora, Philip R. and John L. Grahm, International Marketing.
Reference Books: <ul style="list-style-type: none"> • Fayerweather, John, International Marketing, Prentice Hall of India Private Limited, • Kotabe Masaaki and KristiaanHelsen, Global marketing Management, John Wiley • Kirpalani : International marketing, PHI • Keegan, W, Global Marketing Management, Prentice Hall, Englewood Cliffs.. • Keegan, Warren : Global Marketing, Prentice Hall of India. <p>Note: All the books should be of latest edition.</p>
Journals: <ul style="list-style-type: none"> •
Links to websites: <ul style="list-style-type: none"> •
Evaluation Scheme: <ul style="list-style-type: none"> • Class participation and attendance 05marks • Mid Term Exam 20marks • Assignment 05marks • Team Project Presentation 10marks • Term-End Exam 60marks <p>Total 100marks</p>

Program Name :MBA PHARMACEUTICAL MANAGEMENT (Dual Specialization)			Semester: IV		
Course: International Business Environment & Trade			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credi	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale: The Student will get an insight of the international business and trade Practices and its functioning. This will help them to look forward for the exploration of international business opportunities.					
Course Objectives:					



1. To understand the basics of international business.
2. To provide knowledge about various risks in international business.

Learning Outcomes:

After completion of the course, students would be able to:

1. Estimate the role of financial institutions in international business.
2. Develop business model that covers all the risk assessment in the international business.

Prerequisite(s): The students should be equipped with the basic terms used in international business.

Pedagogy: SIS, SS, Case study, Video, Assignments, Quiz

Syllabus:

Unit-I

Growth of international business: Globalization, its Effects, Benefits & Costs, Multinationals; Firm-specific and location-specific advantages, Role of MNC's & TNCs in the developing countries. Environment of international business: Social, economic, political, legal and cultural environment, Scenario analysis & country-wide-risks of investments decisions.

Unit-II

International business Competitive strategies: Porter's model; Prahalad and Doz's strategy model, Foreign Direct investment, Joint Ventures, Foreign Institutional Investment.

International organization and control: Organizational structures; Control procedures; Location of decision-making, Role of Subsidiaries, Organizational Control, Bartlett & Ghoshal's Model of TNCs.

Unit-III

International Trade: Theories of International Trade- Absolute Advantage Theory, Comparative Cost Theory, Opportunity Cost Theory, Hecksher-Ohlin Theory., Vernon's Theory of International Product Life Cycle.

Unit-IV

Balance of trade and balance of payments: Constituents of Capital Account and Current Account, Reasons and remedies for Adverse BOP, Convertibility of Capital Account, Foreign exchange; Theories of Foreign Exchange rate determination-Mint Parity Theory, Purchasing Power Parity Theory, Balance of Payment Theory, Interest Rate Parity Theory.

Unit-V



Role of emerging regional trade association throughout the world in the contemporary times, Role of world bodies like World Bank, IMF, IBRD and WTO in International Trade, Contemporary Critical issues in the international trade.

Textbook:

- Krugman, Paul R., & Obstfeld Maurice – International Economics, Pearson.
- Aswathappa- *International Business*, Tata McGraw-Hill
- Hill C W- *International Business*, Tata McGraw-Hill.

Reference Books:

- Daniels- *International Business*, Pearson Education.
- Paul J- *International Business*, Prentice-Hall.
- Deresky H- *International Business*, PHI.
- Varma M L- *International Trade*, Vikas.
- Farooque M U & Et al, International Trade, Alphabet Publication.
- Amin, Samir – Beyond US Hegemony, Zed Books Ltd

Note: All the books should be of latest edition.

Journals:

-

Links to websites:

-

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Professional Activities 10marks
- Term-End Exam 60marks

Total 100marks

Program Name :MBA PHARMACEUTICAL MANAGEMENT (Dual Specialization)			Semester: IV		
Course: Entrepreneurial Finance			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale:					



Entrepreneurship plays an influential role in the economic growth and development of the country. As the world economy is changing so is the dynamism of the business world. The aim of this course is to instill and kindle the spirit of Entrepreneurship amongst students. The idea of this course is to create “job providers rather than job seekers”.

Course Objectives:

The course is aimed at introducing the skills of evaluating various alternatives to raise funds for entrepreneurship and developing the strategies for risk management.

Learning Outcomes:

- Define the relation between entrepreneurial finance and value creation in a business.
- Identify the sources of finance for new ventures.
- Judge the financial performance of an entrepreneurial initiative.
- Discuss an entrepreneurial perspective on management of short term funds.

Prerequisite(s):

Basic knowledge about business and related legal compliances

Pedagogy:

The course will include a mix of lecture, case studies, exercises, role play, corporate visits, and guest speakers.

Syllabus:

Unit-I: Overview of Entrepreneurial Finance: Conceptual framework of financial system, Basic terminology of Finance, Taxation, and insurance in Entrepreneurship, Financing choices for Start ups, Evaluation of financing choices, Challenges associated with Venture Financing.

Unit-II :Opportunity Assessment and Creation: Major valuation, risk management and planning concepts, Types of investments and funding sources, Tools for analysis, Valuation, Business/financial plans, Capital structures, Sources of funding, Decision horizons.

Unit-III :Venture Capital Funding and Valuation: Working of funding and valuation, Funding rounds, Professional management vs. founders, The business of funding, Term sheets, Due Diligence, Funding stages, Venture Lending

Unit-IV: Growth and Exit Strategies: Challenges of managing and funding growth, International growth, Liquidity events, exit strategies, Initial Public Offerings, Mergers, sales, Technology transfer, I.P. acquisitions, Corporate and strategic venture funds

Unit-V: Risk Management: Risk and Uncertainty, Types and sources of Risk and methods of handling Risk, Risk Management Process - techniques, implementation, monitoring the Risk, Management Program Risk Management by Individuals and Corporations, Risk Management objectives-Need for a Rationale for Risk

Textbook:

Aven and Renn (2013) Risk Management and Governance- Concepts, Guidelines and Approaches, Springer, New York.

Reference Books:

1. Prasanna Chandra Financial Management Theory & Practice, Tata McGraw Hill.
2. Stulz (2003), Risk Management and derivatives, South -Western Publishing, New Delhi

Journals:

1. Entrepreneurship Theory and Practice
2. International Entrepreneurship and Management Journal
3. Journal of Intellectual Capital
4. Journal of Business Venturing
5. European Journal of Innovation Management

Case Study: NA

Links to websites:



Evaluation Scheme:	
• Class participation and attendance	05marks
• Mid Term Exam	20marks
• Assignment	05marks
• Team Project Presentation	10marks
• Term-End Exam	60marks
Total	100marks

Program Name :MBA PHARMACEUTICAL MANAGEMENT (Dual Specialization)			Semester: IV		
Course: Social Entrepreneurship			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale: Entrepreneurship plays an influential role in the economic growth and development of the country. As the world economy is changing so is the dynamism of the business world. The aim of this course is to instill and kindle the spirit of Entrepreneurship amongst students. The idea of this course is to create “job providers rather than job seekers”.					
Course Objectives: To introduce students to the broad spectrum of emerging global social ventures ,thus laying the ground work for students’ own potential career paths in social entrepreneurship					
Learning Outcomes:					
<ul style="list-style-type: none"> • Create and apply powerful visions for local and global change through social entrepreneurship • Articulate and assess approaches for impactful leadership, and interpret the role of personal faith in service and philanthropy • Apply sound strategic management practices, and differentiate the relationship between executives, boards, stakeholders, and the community • Design innovative effective public relations and marketing campaigns for organizations along with desired outcomes, and implement evaluation plans that measure them 					



- Appreciate local and global perspectives and cultural influences, find creative solutions to social issues utilizing systems thinking. Justify the roles of both philanthropy and social entrepreneurship in social change

Prerequisite(s):

Basic knowledge about business and related legal compliances

Pedagogy:

The course will include a mix of lecture, case studies, exercises, role play, corporate visits, and guest speakers.

Syllabus:

Unit-1: Social Entrepreneurship & Social Enterprises: Nature, Meaning and importance, The Idea of Social innovation, Social enterprises as hybrid organizations, Characteristics of social enterprises, Emergence of social enterprises, Influence of policy on emergence of social enterprises, Market influence on the development of social enterprises, Future & sustainability of social enterprises.

Unit-2: Forms of Social Enterprises: Profit & Non-Profit, Non-Governmental organisations, Trust and Company Registration, Factors determining selection of forms, Successful Social Entrepreneurship Initiatives.

Unit-3: Social Ventures and its management: Identifying and Defining Community need, Skills required for Identifying and Defining Community need, Stakeholder participation and involvement – Social policy context, Where do social enterprises fit within the changing landscape;

Unit-4: Financing the social enterprise: Income forecast, income statement, cash flow forecast, Managing financial risk, Venture capital, venture valuation angel funds, venture in-house corporate funding mechanism; Micro finance and social ventures

Unit-5: Bottom of the pyramid markets and social entrepreneurship: Meaning and importance, business models at the Bottom of the pyramid, providing access to credit, providing access to information and financial services through technology, evaluating the social impact of Bottom of the pyramid ventures.

Textbook:

Paramasivan, Social Entrepreneurship, New Century Publications

Reference Books:

1. Bornstein, D., How to Change the World: Social Entrepreneurs and the Power of New Ideas, Oxford University Press
2. Reddy Kummitha, R., Social Entrepreneurship : Working towards Greater Inclusiveness , Sage
3. F. Perrini The New Social Entrepreneurship: What Awaits Social Entrepreneurship Ventures? Cheltenham and Northampton, MA: Edward Elgar
4. Borzaga, C. &Defourny, J., The Emergence of Social Enterprise, Routledge, London

Journals:

1. Entrepreneurship Theory and Practice
2. International Entrepreneurship and Management Journal
3. Journal of Intellectual Capital
4. Journal of Business Venturing
5. European Journal of Innovation Management

Case Study: NA

Links to websites:

1. www.mooc-list.com/tags/entrepreneurship
2. https://www.startupindiahub.org.in/content/sih/en/learning-and-development_v2.html
3. <http://nptel.ac.in/courses/110105067/>
4. <http://nptel.ac.in/courses/109105098/>
5. <https://lmswise.wfglobal.org/>
6. <http://blogs.hbr.org/>



Evaluation Scheme:	
• Class participation and attendance	05marks
• Mid Term Exam	20marks
• Assignment	05marks
• Team Project Presentation	10marks
• Term-End Exam	60marks
Total	100marks

Program Name :MBA PHARMACEUTICAL MANAGEMENT (Dual Specialization)			Semester: IV		
Course: Innovation Technology Management			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale: Entrepreneurship plays an influential role in the economic growth and development of the country. As the world economy is changing so is the dynamism of the business world. The aim of this course is to instill and kindle the spirit of Entrepreneurship amongst students. The idea of this course is to create “job providers rather than job seekers”.					
Course Objectives: To explain technology Innovation and Enterprise resource planning for sustainable enterprise					
Learning Outcomes: <ul style="list-style-type: none"> • An understanding of basic principles in innovation, technological and related business management areas • An understanding of the nature and extent of technological change and innovation • The ability to analyse and manage the organisation by applying sound management and leadership principles • Knowledge and skills to enable creativity and develop innovative solutions to problems identified • An understanding of the influence of the digital era on decision-making • Knowledge on how to create a culture of innovation in an organization 					
Prerequisite(s): Basic knowledge about business and related legal compliances					
Pedagogy: The course will include a mix of lecture, case studies, exercises, role play, corporate visits, and guest speakers.					



Syllabus:

Unit-1

Innovation: - Need - Objectives of innovation - Technology innovation - its importance - Knowledge Management- need - Business strategies related to knowledge management - Knowledge Management Approaches-Transformation of an enterprise through Knowledge Management - Creating Knowledge Management System in Organization Establishing Knowledge Management through IT- Organizational culture for Knowledge Management - Future of Knowledge Management

Unit-2

Technology Transfer and Joint Ventures -Policy, Procedure & Practices-India's Technology base and Capabilities-Preference of Indian Technology-major Constraints and problems- Operational constraints-Problems in Indian Business Environment Problems in Finalization of Agreement-Major Problems in Technology transfer Collaboration Agreements, R& D, Import Substitution, Scaling, Diagrams-Patterns and Intellectual Property rights.

Unit-3

Web Marketing- Meaning- Benefits of Web Marketing-Myths and Facts in Web Marketing- Web Psychology: Understanding the Internet mind- The Internet and the Law: Copyright, Censorship, Privacy, Jurisdiction- Do's and Don'ts on Web.

Unit-4

Web marketing Strategies- Choosing the strategy- Online store fronts -Target Marketing Attracting Customers- Web Advertising - E-Mail Marketing-Instant market research -Securities Issues

Unit-5

Enterprise Resource Planning: The E- Business backbone -Meaning- ERP decision Enterprise Architecture Planning- ERP Implementation- The Future of ERP Applications- Procurement- e-Business Blueprint Planning.

Textbook:

Harish chandraChaudharaty, Knowledge Management for Competitive advantage, Excel Books Publications, New Delhi

Reference Books:

1. R.R.Azad, Technology Transfer and Joint Ventures Abroad, Deep & deep Publications, New Delhi
2. Thomas J Kuegler,Jr.Web Advertising and marketing, Prentice- Hall of India, New Delhi
3. Dr.raviKalakota, e-Business Roadmap for Success, Perason Education
4. Dr.raviKalakota, Andrew B. Whinston, "Frontiers of Electronic Commerce", Wesley, 2000

Journals:

1. Entrepreneurship Theory and Practice
2. International Entrepreneurship and Management Journal
3. Journal of Intellectual Capital
4. Journal of Business Venturing
5. European Journal of Innovation Management

Case Study: NA

Links to websites:

1. www.mooc-list.com/tags/entrepreneurship
2. https://www.startupindiahub.org.in/content/sih/en/learning-and-development_v2.html
3. <http://nptel.ac.in/courses/110105067/>
4. <http://nptel.ac.in/courses/109105098/>
5. <https://lmswise.wfglobal.org/>
6. <http://blogs.hbr.org/>



Evaluation Scheme:	
• Class participation and attendance	05marks
• Mid Term Exam	20marks
• Assignment	05marks
• Team Project Presentation	10marks
• Term-End Exam	60marks
Total	100marks

Program Name: MBA PHARMACEUTICAL MANAGEMENT			Semester: Fourth		
Course: Digital Operations			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

This is an overview course to enable the students to be more effective in dealing both strategically and organizationally with the digital transformation of the global enterprise. It is about the organizational transformation that takes place when any enterprise wants to take a core part of its business online and to “go digital.” Digital operations bring unity to people, teams and departments around a common goal. Organizations transforming digital successfully in such a global digital world create stakeholder value and competitive advantage.

Course Objectives:

1. Develop better understanding of innovative methods and integration of digital tools to improve various processes and strategies of a business
2. Identify various disruptive technologies and impact of its digital solution on the business
3. Familiarizing the students to the process and frameworks of digital transformation
4. Understand how digital technologies and analytics can be applied to transform traditional operations management practices
5. Understand how digital operations can increase customer value and contribute to the enhancement of Customer experience in the firm
- 6.

Learning Outcomes:

After completion of the course, students would be able to:



1. Understand the concepts of disruptive digital technologies used to design innovative and viable business models, processes, services, products and strategies.
2. Understand the concepts & practical application of digital framework for value creation in Customer Experience.
3. Understand how disruptive technologies, such as automation, Artificial Intelligence, big data, analytics and machine learning are being applied to digitally transformed operations and its impact on the business.
4. Learn how to analyze the business operations and identify opportunities for digital transformation and efficiency improvements.

Prerequisite(s):

1. Basic understanding of the concepts of Operations Management and the integration of this function with other management functions.
2. Awareness of the ever expanding role of IT in the manufacturing/services sector.

Pedagogy:

The study plan covering readings, classroom lectures, exercises, videos, case studies, group work project and assignments corresponding to each session

Syllabus:

Digital Operations

Introduction to Digital Operations, Need for going Digital- Example Deutsche Telekom, Digital Innovations -Uber/Airbnb, Changing Organizational strategies, Agility concepts -Amazon, Digital trends- Past & future

Unit-2

Digital business models and strategies

Digital Strategy, Voice War: Hey Google vs. Alexa vs. Siri, Digital Business Ecosystems- Alibaba, Disruptive business models, Business Model Canvas, Lean Startup, Role of Data, Data as a catalyst for digital transformation, Sources of data: surveys, transactions, sensors, location, text, and image/video, Data storage, Achieving customer centricity through data integration, Transformation enabled by Business Analytics- Carolina Healthcare System

Technology & Business Impact

Artificial intelligence and business applications-Audi, Robotics & Automation, Internet of Things- Digitalization at Siemens, Blockchain & its applications, Disruptive technologies like big data, cloud, 3-D printing and existing and future scenarios for practical application, Mobile Business & Social Media management, Business Model Redefinition based on Mobility, Killer Apps, Horizontal & Vertical Social Media

Unit-4

Digital Transformation

Introduction to Digital Transformation, DT in the Global Enterprise, Opportunities for DT, Using data to make better decisions, Improving operational efficiency through prediction and automation, The Process of Digital Transformation, Process flows, Making customer-centric processes, Digital Transformation frameworks – McKinsey, Digital maturity assessment

Unit-5

Customer Experience as key focus of Digital Operations

Customer journey in the past, Customer expectations today-Personalization, Always on constant contact with

brand/company, Empowered customer, Customer Journey today, People & the Digital Organization, Organizational alignment for digital operations, Enabling digital management and leadership, Digital



leadership vs. classic leadership practices, Digital Organization – network of teams, agile working, Agile organization models, virtual teams.

Textbook:

- Leading Digital: Turning Technology into Business transformation, by Andrew McAfee, Didier Bonnet & George Waterman
- The Digital Transformation Playbook: Rethink Your Business for the Digital Age (Columbia Business School Publishing)
-

Reference Books:

1. The Digital Transformation of business, by Harvard Business Review
2. Digital Transformation: Why and How Companies are Investing in New Business Models to Lead Digital Customer Experiences, by Altimeter Group

Online Resources:

1. International Journal of Digital Strategy, Governance and Business Transformation
EISSN: 2643-8062
<https://www.igi-global.com/journal/international-journal-digital-strategy-governance/224364>
The journal focuses on digital strategy and governance issues within organizations in support of digital transformation. It contains practice-oriented research papers from academics, case studies, literature reviews, and reflective papers from practitioners

0. Research-Technology Management

ISSN: 1930-0166

<https://www.tandfonline.com/toc/urtm20/current>

It publishes several special issues each year, addressing current and emerging issues in innovation management including case studies

0. Digital Strategy and Digital Transformation

MaryAnne M. Gobble

<https://www.tandfonline.com/doi/abs/10.1080/08956308.2018.1495969>

0. Digital Transformation Strategies In Different Areas: A Review

Dr. Harjinder Kaur, Amandeep Kaur Bath

<http://www.ijstr.org/final-print/dec2019/Digital-Transformation-Strategies-In-Different-Areas-A-Review.pdf>

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Team Project Presentation 10 marks
- Term-End Exam 60 marks

Total 100 marks



Program Name: MBA PHARMACEUTICAL MANAGEMENT			Semester: Fourth		
Course: Logistics & Transportation Management			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: This course focuses on logistics and transportation from a supply chain perspective. As global competition in both goods and services increases, a firm's survival depends upon how well it integrates logistics and transportation management into the enterprise's planning and strategy. Thus, it is essential for all business students to acquire an understanding and appreciation of logistics and transportation in supply chain management.					
Course Objectives: <ol style="list-style-type: none">1. Understanding of logistics activities and the roles that they play in an organization2. Develop learning & skills to view logistics as more than an operational function that passively executes a plan, but as a strategic function that creates value and competitive customer service3. Understanding of the key transportation concepts and the issues affecting the movement of goods4. Familiarizing the students to the technology & trends in logistics5. Development of skills to solve logistics & transportation problems and issues					



Learning Outcomes:

After completion of the course, students would be able to:

1. Develop an understanding of the role, functions and importance of Logistics Management.
2. Learn about the major issues encountered in planning and executing different forms of logistics & transportation.
3. Learn about the role and modes of transportation, cost trade-off and the technological advancements.
4. List out the technology induced latest trends in logistics.
5. Describe the importance, types and technological developments in warehousing management.

Prerequisite(s):

Knowledge of Operations Management

Pedagogy:

The study plan covering readings, classroom lectures, exercises, videos, case studies, group work project and assignments corresponding to each session

Syllabus:

Logistics

Introduction & Concept of Logistics, Objectives & Types of logistics, Evolution of Logistics, Role of Logistics in an Economy, Logistics Management and its elements, Difference between Logistics and Supply Chain Management, Logistics and Competitive Advantage, Logistics in Organized Retail in India, Integrated Logistics, Inventory flow, Logistical Performance Cycle

Unit-2

Customer Service-Key Element of Logistics

Attributes & Different phases of customer services, Customer Service for Competitiveness, Value-Added Logistical Service, Logistics Outsourcing, Third-Party Logistics, Fourth-Party Logistics, Selection of Logistics Service Provider, Logistics Service Contract, Impact of Forecasts on Logistics, Role of Material Handling in Logistics, Significance of Warehousing in Logistics

Unit-3

Technology & Trends in Logistics

Logistics Information System: Concept & its Importance, Principles of designing LIS, Logistics Information Architecture, Application of IT in Logistics, E-Commerce Logistics: Requirements of Logistics in E-Commerce, E-Logistics Structure and Operation, Logistic Resource Management (LRM), Trends in logistics: Transport and mobility technologies, Green/ Cold chain logistics, Block chain and big data analytics in logistics

Unit-4

Transportation

Introduction & Objectives of Transportation, Transportation System, Different Modes of Transportation & their selection, Significance of Transport as an activity: Airlines, Surface, Railways, Pipeline and Water Transport, Types of Vessels, Operators, Containers, Shipping Intermediaries and Formalities, Containerisation, Structure and Functions of Travel agencies and Tour operators, Load Planning, Freight Management, Factors Affecting Freight Cost, Global Trends and Best Practices in Different Types of Transportation systems, Role of IT in Transportation Management, Future transportation challenges

Unit-5

Material Storage system & Warehousing

Concept of Material Storage System, Unit Load Storage, Storage design and its benefits, Storage Methods, Warehouse functions, Warehouse types, Warehouse internal operations, Warehousing Management System



(WMS), Warehousing equipment, Inventory, Safety and security in warehouses, Future trends in warehousing.

Textbook:

- Ronald H. Ballou, Business Logistics/Supply Chain Management, 5th edition (ISBN: 9780130661845)
- Coyle, J. J., Novack, R. A., & Bardi, E. J. (2005). Transportation: With Info Trac. New Delhi: Cengage Learning

Reference Books:

1. Asopa, V. N., Bhatnagar, D., Dixit, M. R., Raghuram, G., Ramani, K. V., Sinha, S., & Rao, V. V. (1999). Shipping management: Cases and concepts. New Delhi. Macmillan
2. Banister, D. (2002). Transport planning (2nd ed.). London: Taylor & Francis
3. Jaya Krishna, S. (2007). Transport Management Imperatives and Best Practices. Hyderabad: ICFAI University Press
4. Mahajan, V. S. (1991). Transport Planning, Policy and Development. New Delhi: Deep & Deep Publications
5. Otimar, Gau. (2008). Transportation Management with SAPLES, Galileo Press
6. Ray, S. K. (Ed.). (2000). Transport Planning for Developing Countries, New Delhi: Prentice Hall of India
7. Coyle, Langley, Murphy & Wood. Contemporary Logistics, 10th edition. ISBN-13: 978-0-13-611077-4
8. David B. Grant, Chee Yew Wong, Sustainable Logistics and Supply Chain Management: Principles and Practices for Sustainable Operations and Management, Kindle Edition
9. Douglas Lambert, James R Stock, Lisa M. Ellram, Fundamentals of Logistics Management. McGrawhill/Irwin, First Edition, 1998.
10. Vinod V. Sople (2009), Logistic Management (2nd Edn.) Pearson Limited. Reference Books: 1. Logistics Management For International Business: Text And Cases, Sudalaimuthu & S. Anthony Raj, PHI Learning, First Edition, 2009.
11. Ismail Reji, Logistics Management, Excel Book, First Edition, 2008
12. G Raghuram, N Rangaraj, Logistics & Supply Chain Management: Cases & Concepts: Macmillan Publishers India Limited

Online Resources:

1. Journal of Supply Chain Management

SSN:1745-493X

<https://onlinelibrary.wiley.com/journal/1745493x>

It contains articles, high-quality, high-impact behavioral research focusing on theory building & empirical methodologies, case studies & published papers in the field of supply chain management

0. International Journal of Supply and Operations Management (IJSOM)

ISSN: 2383-2525

<http://www.ijson.com/>

This journal publishes original articles reporting fields and advances in theory, methodology, applications, general surveys & reviews in relation to Logistics, Supply and Operations Management

0. Journal of Purchasing & Supply Management

ISSN: 1478-4092

<https://www.journals.elsevier.com/journal-of-purchasing-and-supply-management>

It contains articles on Supply chain Management, purchase and supply of goods and services in industry, commerce and transportation

0. Journal of Supply Chain Management, Logistics and Procurement



ISSN: 2516-1822

<https://www.henrystewartpublications.com/jscm>

It has quarterly issues & contains in-depth articles and case studies on new thinking, innovative practices and emerging issues in how to deliver cost effective, efficient, resilient and adaptable supply chain management, logistics and procurement

0. European Journal of logistics, Purchasing and Supply Chain Management

ISSN 2054-0949

<https://www.eajournals.org/journals/european-journal-of-logistics-purchasing-and-supply-chain-management-ejlpbcm/>

It contains papers in the areas of Material Management, Management of Supply Chain Security, Management and Operation of Third- Party Logistics Providers & Supply Chain Risks

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Team Project Presentation 10 marks
- Term-End Exam 60 marks

Total 100marks

Program Name: MBA PHARMACEUTICAL MANAGEMENT	Semester: Fourth
Course: Advanced Operations Management	Code:
Teaching Scheme	Evaluation Scheme



Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

The aim of Advanced Operations management is to equip students with competencies in the core disciplines of Operations Management, Project Management, Cost & Risk Management, Supply planning & control, and accomplish the mission of a service or manufacturing organization by using the resources in the most efficient and effective ways. Effective operations management is a key ingredient of success. This course has the objective to provide students a framework and a basic “language” to understand the problems and the challenges faced in Operations Management and the techniques and tools to analyse, diagnose and then to improve processes, deal with business risks, recognise emerging trends in the manufacturing industry & acquire an understanding of the manufacturing ecosystem

Course Objectives:

1. Familiarizing the students to the fundamentals of Operations Management & concepts of business process reengineering
2. Gain insights on forecasting and demand management, use of technology and its integration with supply chain to achieve supply chain management goals
3. Understand project management techniques including project planning, risk management and decision making
4. Identify various disruptive technologies and impact of its digital solution on the business operations
5. Understand the principles, framework and process of cost analysis & risk management in operations

Learning Outcomes:

After completion of the course, students would be able to:

1. Develop an understanding of the tools and techniques of Business Process Re-engineering.
2. Understanding the project planning process and project appraisal techniques.
3. Develop an understanding of the fundamentals of digital operations and transformation.
4. Understand a firm’s supply chain forecasting, technology & inventory practices to meet demand and customer satisfaction.
5. Become familiar with the tools, techniques, and processes used in cost and risk management in operations.

Prerequisite(s):

1. Knowledge about the concept and terminologies of Production and Operations Management.
2. Understanding of the functions of production and operations management viz., facility location, facility layout, quality management etc.

Pedagogy:

The study plan covering readings, classroom lectures, exercises, videos, case studies, group work project and assignments corresponding to each session

Syllabus:

Introduction to Operations Management & Business Processes Reengineering



Introduction to Operations Management, The Global Environment and Operations Strategy, The Key Elements of BPR, Constraining Factors & Challenges, Role of IT in BPR, BPR tools and techniques, BPM and BPR supportive Systems ,Different BPR Methodologies, BPR Model & Simulation Theory, Different Phases of BPR, Business process analysis methods, Process Mapping Tools, Role/Activity Diagrams, Business Process Redesigning, Process Change Sustainability

Unit-2

Project Management for Operations

Initiating & Planning projects, methods of breaking down work for project teams, uses of PERT/CPM analysis and Gantt charts, the decision- making process for organizations and managers, and the use of quantitative decision- making tools, Managing project risks and project changes

Unit-3

Supply Chain & Inventory Management

Use of qualitative data and alternative methods for managing demand, Technologies used for managing supply chains. Understand supply chain measurements, managing supply relationships, the elements of a supply chain, supply management goals, inventory costs, the bullwhip effect, methods of sustainability to supply chains

Unit-4

Digital Operations

Digital Strategy, Disruptive business models, Data as a catalyst for digital transformation, Technology & Business Impact, Artificial intelligence, Robotics & Automation, Internet of Things, Blockchain, Disruptive technologies, Digital Transformation, The Process of Digital Transformation, Digital Transformation frameworks, Customer Experience as key focus of Digital Operations, Organizational alignment for digital operations

Unit-5

Cost Analysis & Risk Management

Fixed costs & their formulas, the cost-benefit analysis, return on investment, Activity based costing, Value chain analysis, Cost Analysis for decision making, Risk Assessment, Operations risk registers, tracking progress and measuring risk by assessing earned value, Contingency plans for various types of risks and response to risks as they occur

Textbook:

- Sethi, Vikram., & William, R. (2009). King. Organizational Transformation through Business Process Re-engineering. New Delhi: Pearson
- Heizer, J, Render, B., “Operations Management”, 11th edition, Prentice Hall, 2013.
- William J Stevenson, Operations Management, Irwin McGraw Hill

Reference Books:

1. R.Radhakrishnan and S.Balasubramanian. Business Process Reengineering: Text and Cases
2. Grover, Varun., & William J. Kettinger. (1998). Business Process Change: Re-engineering Concepts, Methods and Technologies. London: IGI Global
3. Hanna, M., Newman, W. R., “Integrated Operations Management”, Prentice-Hall, 2001.
4. Slack, N., Chambers, S., Johnston, R., “Operations Management”, 4th edition, Prentice-Hall, 2004.
5. Chopra S. and Meindl. P., Supply Chain Management: Strategy, Planning, and Operations, 2nd Edition, Pearson Prentice Hall, 2004.
6. Johansson, Hank., Johansson, Henry. J., & Pendlebury, A. John. (2009). Business Process Reengineering: Breakpoint Strategies for Market Dominance. New York: John Wiley & Sons
7. Lamprecht, James. L. (2005). Applied Data Analysis for Process Improvement. Wisconsin : ASQ Quality Press
8. Wayne L. Winston, Duxbury/Thomson/Brooks-Cole. Introduction to Probability models- Operations Research, Volume Two



9. Hammer, Michael., & James Champy. (2003). Reengineering the Corporation: A Manifesto for Business Revolution. Harper Collins Publishers Inc.
10. The Digital Transformation of business, by Harvard Business Review
11. Digital Transformation: Why and How Companies are Investing in New Business Models to Lead Digital Customer Experiences, by Altimeter Group
12. Leading Digital: Turning Technology into Business transformation, by Andrew McAfee, Didier Bonnet & George Waterman
13. The Digital Transformation Playbook: Rethink Your Business for the Digital Age (Columbia Business School Publishing)

Online Resources:

1. International Journal of Digital Strategy, Governance and Business Transformation
EISSN: 2643-8062
<https://www.igi-global.com/journal/international-journal-digital-strategy-governance/224364>
The journal focuses on digital strategy and governance issues within organizations in support of digital transformation. It contains practice-oriented research papers from academics, case studies, literature reviews, and reflective papers from practitioners
0. International Journal of Supply and Operations Management (IJSOM)
ISSN: 2383-2525
<http://www.ijson.com/>
This journal publishes original articles reporting fields and advances in theory, methodology, applications, general surveys & reviews in relation to Supply and Operations Management
0. International Journal of Project Management
ISSN: 0263-7863
<https://www.journals.elsevier.com/international-journal-of-project-management>
It contains leading edge innovative research that significantly advances the field of project management. It covers all project types, such as organizational development, strategy, product development, engineer-to-order manufacturing, infrastructure and systems delivery, and industries and industry-sectors where projects take place, such as information technology, engineering, manufacturing, construction, consulting, professional services and the public sector
0. International Journal of Risk Assessment and Management
ISSN: 1741-5241
<https://www.inderscience.com/jhome.php?jcode=ijram>
It contains original and review papers, technical reports, case studies, conference reports, management reports, book reviews, and notes commentaries and news on risk assessment & management in different business and economics, as well as scientific and technological disciplines

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20 marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks



SGT UNIVERSITY

SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY
(UGC Approved University) GURGAON, Delhi-NCR

Program Name: MBA PHARMACEUTICAL MANAGEMENT			Semester: Fourth		
Course: Six Sigma & Lean Management			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60



Course Rationale:

Six Sigma & Lean Management course aims at providing students with the techniques for streamlining operations in any business environment. A comprehensive implementation of lean manufacturing & service operations delivers cost and cash flow, velocity and lead time, and waste impacts both profit and customer happiness. Lean Management enhances business strategy, reduces waste, and increases business' profits. With the implementation of Six Sigma methodologies we get consistent product quality & consistent customer service leading to higher customer satisfaction

Course Objectives:

1. Understand the lean principles and their advantages
2. Identify how lean considers the removal/reduction of operating costs, cycle time/non value-added actions
3. Develop learning & analytical skills to use Six Sigma DMAIC (Define, Measure, Analyze, Improve and Control) methodology
4. Familiarizing the students to the common types of waste and how those wastes impact an organization's revenues, competitive edge and customer fulfillment
5. Understand how to achieve sustainable quality improvement through Six Sigma & lean in manufacturing & service industries

Learning Outcomes:

After completion of the course, students would be able to:

1. Describe the need, principles and elements of lean management, its techniques and the benefits thereof.
2. Understand the concepts, objectives, methodologies and tools of Six Sigma.
3. Understand the application of different six sigma tools for measurement, analysis and control purposes in quality management.
4. Knowledge about the tools and techniques of lean management to increase productivity & reduce waste in manufacturing & service industries.
5. Develop a complete understanding of application of lean manufacturing principle in services sector with special emphasis on the healthcare industry.

Prerequisite(s):

1. Basic understanding of the concepts and terminologies used in production and operations management.
2. Understanding of the characteristics of quality in products/services and the concept of quality control and quality assurance.

Pedagogy:

The study plan covering readings, classroom lectures, exercises, videos, case studies, group work project and assignments

Syllabus:

Six Sigma

Introduction & Fundamentals of Six Sigma, TQM and Six Sigma, Six Sigma Objectives, Levels of Six Sigma, Six sigma and process tolerance, Six sigma capability, Six Sigma need assessments, Six Sigma Methodologies, DMAIC, DMADV, Design For Six Sigma, (DFSS)Method - Failure Mode Effect Analysis (FMEA), Six Sigma and Leadership

Unit-2

Six Sigma Tools & Implementation

Tools for definition – IPO & SIPOC diagram, Flow diagram, CTQ Tree, Project Charter, Tools for Measurement- Flow process charts Tools for analysis – Process Mapping, Regression analysis, Five Whys, interrelationship diagram, TRIZ, Tools for improvement – Affinity diagram, Value stream Mapping, forced field



analysis, Tools for control – Gantt chart, Activity network diagram, Radar chart, Milestone tracker diagram, Challenges in Implementation of Six Sigma, CPQ vs Six Sigma, Evaluation strategy – the economics of six sigma quality, Return on six Sigma (ROSS), ROI

Unit-3

Introduction to Lean

Overview of Lean, Principles of Lean, Evolution of lean, Types of Waste, Applying Waste reduction practices-lead time reduction, Process cycle time and value-added vs. non-value-added activities, Lean Roles, Need for Lean Management, Elements of Lean Management, Lean journey, Steps of Lean Transformation, Rethinking Production flow (lean technique), Lean implementation, Measuring lean initiatives, Managing change in the lean organization, Sustaining a Lean Culture, Lean successes & benefits, Costs and risks of lean initiatives

Unit-4

Lean in Manufacturing

Lean at Ford, Toyota Production System, Implications of Lean Manufacturing, Techniques/Tools of Lean Manufacturing, Workflow, Small lot sizes, Pull Method, Kanban, A3 problem solving, Just-in-time techniques – material handling reduction and facilities planning, SMED and Takt Times, Standard work processes and line balancing, Cellular Manufacturing, 5S

Unit-5

Lean in Service & Other areas

Lean in Service, Lean in Healthcare, Lean in Office, Wastes in office, Lean Inventory Control, Lean Purchasing, Lean product development, Lean Metrics, OEE, First Pass Yield & Rolled Throughput Yield, Days in Inventory, Schedule adherence attainment, Lean Accounting, Lean leadership, Human resource management and the lean enterprise, Lean maturity matrix.

Textbook:

- Thomas Pyzdek, The Six Sigma Handbook, McGraw-Hill, 2000
- Jeffrey Liker, The Toyota Way, Tata McGraw-Hill, 2004

Reference Books:

1. Mikell P. Groover (2002). Automation, Production Systems and CIM.
2. Design and Analysis of Lean Production Systems, Ronald G. Askin & Jeffrey B. Goldberg, John Wiley & Sons, 2003
3. Michael L. George, David Rowlands, Bill Kastle, What is Lean Six Sigma, McGraw – Hill 2003
4. Fred Soleimannejed, Six Sigma, Basic Steps and Implementation, AuthorHouse, 2004
5. Forrest W. Breyfogle, III, James M. Cupello, Becki Meadows, Managing Six Sigma: A Practical Guide to Understanding, Assessing, and Implementing the Strategy That Yields Bottom-Line Success, John Wiley & Sons, 2000
6. James P. Womack, Daniel T. Jones, Lean Thinking, Free Press Business, 2003

Online Resources:

1. International Journal of Lean Six Sigma

Category: Managing Quality

ISSN:2040-4166

<https://www.emerald.com/insight/publication/issn/2040-4166>

International Journal of Lean Six Sigma publishes the latest trends and research developments in Lean & Six Sigma to bridge the gap between the theory and practice of Lean Six Sigma (an integrated approach of Lean and Six Sigma)

0. International Journal of Six Sigma and Competitive Advantage

<https://www.researchgate.net/journal/1479-2494-International-Journal-of-Six-Sigma-and-Competitive-Advantage>

IJSSCA publishes papers addresses new developments and thinking in the field of Six Sigma, new tools, techniques and methodologies in Six Sigma designed to improve business and organizational performance

0. International Journal of Quality & Reliability Management



Category:Managing Quality

ISSN:0265-671X

<https://www.emerald.com/insight/publication/issn/0265-671X>

IJQRM publishes papers & deals with aspects of business improvements and manufacturing services, helping to raise standards in product and service quality

0. International Journal of Lean Enterprise Research

ISSN :1754-2308

<https://www.inderscience.com/jhome.php?jcode=ijler>

IJLER publishes high-quality original papers, review papers, technical reports, case studies, conference reports, management reports, book reviews, notes, commentaries and news

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