

School of Medical & Allied Sciences
Department of Pharmacy
Program Structure MBA (Pharmaceutical Management)

Semester - 1									
Course Code	Name of the Course	Assessment Pattern							
		L	T	P	C	IA	Sessional Exam	ETE	Total
MPM101T	Principles Of Management	3	1	-	4	10	15	75	100
MPM102T	Research Methodology	3	1	-	4	10	15	75	100
MPM103T	Marketing Management	3	1	-	4	10	15	75	100
MPM104T	IPRs & Business Laws in Pharmaceutical Management	3	1	-	4	10	15	75	100
MPM105T	Accounting for Management	3	-	-	3	10	15	75	100
MPM106T	Managerial Economics	3	-	-	3	10	15	75	100
MPM107T	Soft Skills & Personality Development	2	-	-	2	-	15	35	50
MPM108S	Seminar	-	-	2	2	-	-	50	50
	Total Credits				26				700
Semester - 2									
Course Code	Name of the Course	Assessment Pattern							
		L	T	P	C	IA	Sessional Exam	ETE	Total
MPM201T	Pharmaceutical Production, Operations and Quality Management	3	1	-	4	10	15	75	100
MPM202T	Financial Management & Budgeting	3	1	-	4	10	15	75	100

MPM203T	Pharmaceutical & Healthcare Business Environment	3	1	-	4	10	15	75	100
MPM204T	International Marketing in Pharma Industry	3	1	-	4	10	15	75	100
MPM205T	Regulatory Affairs in Pharmaceuticals	3	-	-	3	10	15	75	100
MPM206T	Data Science and Analysis	2	-	-	2	-	15	35	50
MPM207T	Pharmacoepidemiology	3			3	10	15	75	100
MPM208P	Excel Mastery in IT	0	-	2	2	-	15	35	50
Total Credits						26			700

***At the end of 2nd semester mandatory Summer Internship of 4- 6 weeks. Internship report will be presented and evaluated during 3rd semester.**

Semester - 3									
Course Code	Name of the Course	Assessment Pattern							
		L	T	P	C	IA	Sessional Exam	ETE	Total
MPM301T	Supply chain Management in Pharmaceutical sector	3	1	-	4	10	15	75	100
MPM302T	Human Resource Management	3	1	-	4	10	15	75	100
MPM303T	Consumer Behaviour, Advertising & OTC	3	1	-	4	10	15	75	100
MPM304T	R & D Management	3	1	-	4	10	15	75	100
MPM305T	Start-up & Entrepreneurial Development	3	1	-	4	-	15	35	50
MPM306T	Disaster Management	2	-	-	2	-	15	35	50
MPM307SI	Summer Internship report	-	-	3	3	-	-	100	100
MPM308P	Major Research Project (Proposal Presentation)	-	-	3	3	25	-	75	100
Total Credits						28			700

Semester - 4									
Course Code	Name of the Course	Assessment Pattern							
		L	T	P	C	IA	Sessional Exam	ETE	Total
*Open Elective Courses									
MPM401ET	Pharmaceutical Digital Marketing & Marketing of Medical Devices	2		-	2	-	-	-	50
MPM402ET	Customer Relationship Management	2	-	-	2	-	-	-	50
MPM403ET	Retail Management	2	-	-	2	-	-	-	50
MPM404ET	KPO Management	2	-	-	2	-	-	-	50
MPM405ET	Talent Management and Competency Mapping	2	-	-	2	-	-	-	50
MPM406ET	Marketing Analytics	2	-	-	2	-	-	-	50
A	Total				4				
Project work Evaluation									
MPM409PD	Project report Evaluation (External)	-	-		6	-	-	150	150
	*Internal Assessment				6	150			150
	Viva-voce				4			100	100
B	Total				16				400
(A+B)	Overall Total				20				500

Total Credit	Sem-1 26	26
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	Sem-2 26	26
	Sem-3 21	28
	Sem-4 20	20
	Total 93	100