

**Pimpri Chinchwad Education Trust's  
Pimpri Chinchwad University  
Sate, Pune - 412106**



**Curriculum Structure  
Master of Business Administration (MBA)  
Pharmaceutical Management  
(Pattern 2025)  
School of Management**



**Effective from Academic Year 2026-27**

## Program Structure

### Preamble:

Pharmaceutical Management program combines the study of basic and pharmaceutical sciences with marketing and management studies; and that prepares individuals for careers in pharmaceutical sales, marketing, management, and related fields within the health care industry. The business world has changed significantly in the past few decades. The pace at which technology has evolved is unheard and unseen. The fourth industrial revolution is bringing advanced robotics and autonomous transport, artificial intelligence (AI) and machine learning, advanced materials and biotechnology. For instance, AI will almost certainly automate some jobs, particularly those that rely on assembly lines or data collection. The mobile internet and cloud technology are already impacting the business world to a larger extent. What is certain is that the future managers will need to align their skillset to keep pace in this VUCA world. It is therefore imperative for management education to meet the challenges of rapid changing times and technologies.

In this fast disruptive digital economy and VUCA world, high-quality management education is essential for India. Use of technology is one of the powerful ways to enhance the students' ability to meet the ever-changing requirements of the corporate world and society. MBA students be equipped to work across time zones, languages, and cultures. Employability, innovation, theory to practice connectedness are the central focus of MBA curriculum design and development. The core curriculum is designed to give students an in-depth mastery of the academic disciplines and applied functional areas necessary to every non-business and business leader's success.

### Vision and Mission of Programme:

#### **Vision**

Nurture Leaders and Responsible Corporate Citizens for an era of Digital Business and Transformations.

#### **Mission**

- M1: Evolve the curriculum in tune with emerging technology trends and industry needs.
- M2: Develop skills and competencies in the business domains and leading-edge technology.
- M3: Nurture agile leader with ability to drive change, innovation, and transformation.
- M4: To make the students pleasantly employable.

## **Program Educational Objectives (PEOs):**

**Post-Graduates from the MBA program are expected to attain or achieve the following.**

### **Program Educational Objectives:**

**PEO1:** Wider comprehending of technical concepts, technology platforms and solutions.

**PEO2:** Exhibit good business functional knowledge and skills.

**PEO3:** Inculcate key attributes of visualization of technology, innovation, critical and integrative thinking enable to solve business problems.

**PEO4:** Inculcate attributes of human values, ethics, and sustainability.

**PEO5:** Contribute actively to technology and end-user industry or in general management roles in techno rich environments.

**PEO6:** Demonstrate intra/entrepreneurial spirit required for driving change and transformation in the business world.

### **Program Outcomes (POs)**

- **PO1: Leadership:** Students will proactively demonstrate the ability to take initiative. They will be able to generate agreement, fairly and objectively, by working through different, even conflicting, points of view. They will be result oriented and have the ability to take calculated risks.
- **PO2: Innovation:** Students will demonstrate the ability to visualize innovative solutions and gather user needs holistically.
- **PO3: Critical & Analytical Thinking:** Students will be able to analyse a situation to its root cause, using tangible and intangible information.
- **PO4: Communication:** Students will be able to make a good personal impact, and articulate good written and spoken skills.
- **PO5: Global Perspective:** Students will be aware of contemporary globally accepted practices, tools, and techniques. They will demonstrate ability to view problems and solutions from a global perspective – organizational, locational, and cultural.
- **PO6: Role of Self in the organization & in the society:** Students will demonstrate clarity on their personal goals, while being aware of the social context. They will be sensitive to ethical issues and believe in working out solutions based on sustainability principles.

- **PO7: Techno-Proponent (PO):** Apply the knowledge and passion for technology to solve business problems in an effective manner. Demonstrate and apply appropriate cross functional management, statistical and technological tools to analyse business situations, sense opportunities and suggest innovation solutions. Evangelize technology and drive transformational changes in order to achieve business value. Support, Develop and Empathize with all stakeholders and uphold professional ethics in all settings, and drive transformational changes in order to achieve business value. Support, Develop and Empathise with all stakeholders and uphold professional ethics in all settings.
- **PO8: Entrepreneurial Mindset:** Graduates will exhibit an entrepreneurial mindset, demonstrating creativity, innovation, and an ability to identify and pursue business opportunities.
- **PO9: Business Acumen:** Graduates will possess a comprehensive comprehending of various business functions, including finance, marketing, operations, and human resources, and will be able to apply this knowledge to solve real-world business problems.
- **PO10: Decision-Making:** Students will demonstrate a comprehending of ethical considerations in business and possess the ability to make informed and responsible decisions that align with ethical principles and social responsibility.

### **Program Specific Outcomes (PSO)**

**PSO1:** Apply pharma technical and managerial skills to make ethical and socially responsible decisions to deal with complex business scenarios and achieve organizational success in pharma Business Sector.

**PSO2:** Develop strong leadership skills, to inspire and guide teams towards achieving pharma business objectives with global mind-set, to comprehend the impact of globalization and cultural diversity on pharmaceutical business operations.

### Curriculum Framework for MBA

Sr. No.	Type of course	Abbreviations
1	Major	<b>MAJ</b>
2	Professional Elective	<b>MAJE</b>
2	Elective (Minor Stream/Vocational/Program Specific)	<b>MIN</b>
4	Massive Open Online Courses	<b>MOOCs</b>
5	Ability Enhancement Courses	<b>AEC</b>
6	Skill Enhancement Courses	<b>SEC</b>
7	Vocational Skill Course	<b>VSC</b>
8	Summer Internship/ On Job Training	<b>OJT</b>
9	Project	<b>PROJ</b>
10	Field Project	<b>FP</b>
13	Value Education Course	<b>VEC</b>
14	Value Added Course	<b>VAC</b>

Sr. No.	Type of course	No. of Courses	Total Credits	
			No	%
1	Major	18	54	61
2	Professional Elective	4	12	14
3	Massive Open Online Courses	4	16	18
4	Value Added Courses	1	0	0
5	Summer Internship/On Job Training	1	4	5
6	Field Project	1	2	2
	<b>Total</b>	29	88	100

## School of Management

### Program Structure of MBA Pharmaceutical Management 2025-27

WEF: A.Y. 2025-26 (Pattern 2025)

#### Semester I

Course Code	Course Name	Course Type	Teaching Scheme					Assessment Scheme		
			Th	Prac	Tut	Credit	Hrs	CIA	ESA	Total
PMP101	Principles and Practices of Management & OB	MAJM	3	0	0	3	3	40	60	100
PMP102	Managerial Economics	MAJM	3	0	0	3	3	40	60	100
PMP104	Basics of Accounting	MAJM	3	0	0	3	3	40	60	100
PMP105	Pharma Business Environment	MAJM	3	0	0	3	3	40	60	100
PMP106	Pharmaceutical Production, Operations and Quality Management	MAJM	3	0	0	3	3	40	60	100
PMP121	Professional Elective 1	Elective	3	0	0	3	3	40	60	100
PMP120	Minor Project (Start-up)	FP	1	1	0	2	3	50	-	50
PMP125	Business Fundamentals in Contemporary World	MOOC	4	0	0	4	4	40	60	100
	Total		23	1	0	24	25	330	420	750

Professional Elective 1										
PMP121A	Marketing Management	Elective	3	0	0	3	3	40	60	100
PMP121B	International Business	Elective	3	0	0	3	3	40	60	100

#### Semester II

Course Code	Course Name	Course Type	Teaching Scheme					Assessment Scheme		
			Th	Prac	Tut	Credit	Hrs	CIA	ESA	Total
PMP114	Basics of Finance	MAJM	3	0	0	3	3	40	60	100
PMP110	Operations and Supply Chain Management	MAJM	3	0	0	3	3	40	60	100
PMP111	Pharma Market Research	MAJM	3	0	0	3	3	40	60	100
PMP112	Pharmaceutical Product and Brand Management	MAJM	3	0	0	3	3	40	60	100
PMP113	Human Resource Management	MAJM	3	0	0	3	3	40	60	100
PMP126	Research Methodology & Intellectual Property Rights	MAJM	3	0	0	3	3	40	60	100
PMP122	Professional Elective 2	Elective	3	0	0	3	3	40	60	100
PMP116	Strategic Corporate Communication	AEC	2	0	0	2	2	50	0	50
PFIL101	Foreign Language	AEC	2	0	0	0	2	50	0	50
<b>Total</b>			25	0	0	23	25	380	420	800

WEF: A.Y. 2026-27 (Pattern 2025)

Semester III

Course Code	Course Name	Course Type	Teaching Scheme					Assesment Scheme		
			Th	Prac	Tut	Credit	Hrs	CIA	ESA	Total
PMP201	Strategic Management	MAJM	3	0	0	3	3	40	60	100
PMP202	Consumer Behaviour	MAJM	3	0	0	3	3	40	60	100
PMP203	SIP -Summer Internship	INTR	0	4	0	4	8	50	100	150
PMP204	Design Thinking and Innovation	MAJM	3	0	0	3	3	40	60	100
PMP205	Hospital Management	MAJM	3	0	0	3	3	40	60	100
PMP206	Integrated Marketing Communication	MAJM	3	0	0	3	3	40	60	100
PMP207	Professional Elective 3	Elective	3	0	0	3	3	40	60	100
PFIL201	Foreign Language-II	AEC	2	0	0	0	2	50	0	50
	<b>Total</b>		<b>20</b>	<b>4</b>	<b>0</b>	<b>22</b>	<b>28</b>	<b>340</b>	<b>460</b>	<b>800</b>

PMP207	Professional Elective 3									
PMP207A	Marketing 5.0	Elective	3	0	0	3	3	40	60	100
PMP207B	Advanced Social Media Analytics and Insights	Elective	3	0	0	3	3	40	60	100
	Foreign Language II									
PFIL201A	Foreign Language II: GERMAN	AEC	2	0	0	0	2	50	0	50
PFIL201B	Foreign Language II: JAPANESE	AEC	2	0	0	0	2	50	0	50

Semester IV

Course Code	Course Name	Course Type	Teaching Scheme					Assesment Scheme		
			Th	Prac	Tut	Credit	Hrs	CIA	ESA	Total
PMP208	Corporate Governance and Business Ethics	MAJM	3	0	0	3	3	40	60	100
PMP209	Entrepreneurship Development	MAJM	3	0	0	3	3	40	60	100
PMP210	International Business Management	MAJM	3	0	0	3	3	40	60	100
PMP222	Professional Elective 4	Elective	3	0	0	3	3	40	60	100
PMP212	Pharmaceutical Advertising & Services Management	MAJM	3	0	0	3	3	40	60	100
PMP226	Pharma Sales and Sales Forecasting	MAJM	3	0	0	3	3	40	60	100
PMP214	Research/Field Project	PROJ	0	4	0	4	8	50	100	150
	<b>Total</b>		<b>18</b>	<b>4</b>	<b>0</b>	<b>22</b>	<b>26</b>	<b>290</b>	<b>460</b>	<b>750</b>



<b>PMP222</b>	<b>Professional Elective 4</b>									
<b>PMP222A</b>	<b>Retail Management</b>	<b>Elective</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>3</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>PMP222B</b>	<b>Global Digital Marketing Trends and Strategy</b>	<b>Elective</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>3</b>	<b>40</b>	<b>60</b>	<b>100</b>

<b>Semester</b>	<b>Credit</b>
I	24
II	23
III	22
IV	22
<b>Total</b>	<b>81</b>

# Semester I

## COURSE CURRICULUM

<b>Name of the Program:</b>		MBA Pharma			<b>Semester: I</b>		<b>Level: PG</b>	
<b>Course Name</b>		Principles and Practices of Management & Organizational Behavior			<b>Course Code/ Course Type</b>		PMP101/MAJM	
<b>Course Pattern</b>		2025			<b>Version</b>		1.0	
<b>Teaching Scheme</b>					<b>Assessment Scheme</b>			
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>	
3	-	-	3	3	40	60	-	
<b>Pre-Requisite:</b> Basics of Management, Theories & Practices of Management								
Course Objectives (CO):					<p>The objectives of PPOM &amp; OB course are:</p> <ol style="list-style-type: none"> <li>1. Recall the basic concepts and principles of management.</li> <li>2. Recognize the ability to apply the multifunctional approach to organizational objectives.</li> <li>3. Apply professional mastery; managers, both present and prospective, are required to be fully equipped with principles of management and how these principles can be put into practice in an organization.</li> <li>4. Evaluate and have better control over resources for effective management.</li> <li>5. Design and create an evaluation system where principles of management will enhance decision-making abilities and sharpen tools for the purpose.</li> </ol>			
Course Learning Outcomes (CLO):					<p>Students would be able to:</p> <ol style="list-style-type: none"> <li>1. Identify cases as real time experience in the field of Management and Organizational Behavior.</li> <li>2. Explain conceptual knowledge of management, various functions of Management and theories in OB.</li> <li>3. Comprehend and apply management and behavioral models to relate attitude, perception and personality.</li> <li>4. Analyze the recent trends in Management and models in organizational behavior for better control.</li> <li>5. Decide/evaluate ongoing business situations through the application of the management principles.</li> </ol>			

### Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction:</b> Meaning, Objectives, Differences between Administration and Management, Levels of Management, Kinds of Managers, Managerial roles, History of Management, Recent trends in Management	<b>CLO 1</b>	<b>9</b>
<b>UNIT II</b>		
<b>Planning:</b> Importance, Process, Benefits of Planning, Types of Plans, Planning tools and techniques; <b>Organising:</b> Meaning, Types of Organisation structures, Traditional structures, Directions in organisation structures; <b>Leading:</b> Meaning, Nature, Traits and Behaviour, Contingency approaches to Leadership,	<b>CLO 2</b>	<b>9</b>

Transformational leadership; <b>Controlling:</b> Meaning, Importance, Steps in the control process, Types of Control		
<b>UNIT III</b>		
<b>Organisational Behaviour:</b> Introduction, Meaning, History of Organisational Behaviour, Organisational effectiveness, Organisational learning process, Stakeholders, Contemporary challenges for Organisations	<b>CLO 3</b>	<b>9</b>
<b>UNIT IV</b>		
<b>Behavioural Dynamics:</b> MARS Model of individual behaviour and performance, Types of Individual behaviour, Personality in Organization, Values in the workplace, Types of values; <b>Perception:</b> Meaning, Model of Perceptual process. Emotions in workplace, Types of emotions, Circumplex Model of Emotion, Attitudes and Behaviour, Work-related stress and its management; <b>Motivation:</b> Meaning, Maslow's Hierarchy of Needs, Four Drive Theory of Motivation	<b>CLO 4</b>	<b>9</b>
<b>UNIT V</b>		
<b>Teams &amp; Culture: Teams:</b> Advantages of Teams, Model of Team Effectiveness, Stages of Team Development, Power, Meaning, Sources, and Contingencies of Power, Consequences of Power; <b>Culture:</b> Meaning, Elements of Organizational Culture, Importance of Organisational Culture. Organisational Change, Meaning, Resistance to change, Approaches to Organisational Culture, Action Research Approach, Appreciative Inquiry Approach, Large Group Intervention Approach, Parallel Learning Structure Approach, and Ethical issues of Organisational Behaviour. Comprehensive Case study	<b>CLO 5</b>	<b>9</b>
<b>Total Hours</b>		<b>45</b>

### Learning resources

#### Textbooks:

1. MGMT, Chuck Williams & Manas Ranjan Tripathy, 5/e, Cengage Learning, 2013.
2. Organizational Behavior, Steven L. McShane & Mary Ann Von Glinow, 6/e, McGraw Hill Education, 2015
3. Management & Organisational Behaviour, Laurie J. Mullins, 7/e, Prentice Hall, 2005.

#### Reference Books:

1. Daft, R. L. (2009). Principles of Management (1st edition), Cengage Learning
2. Gupta, R.S., Sharma, B.D., & Bhalla. N.S. (2011). Principles & Practices of Management (11th edition). New Delhi: Kalyani Publishers
3. Williams. Management, (International edition) South-western Cengage Learning.
4. John R. Schermerhorn. Management, Wiley-India
5. Koontz, H. & Weihrich, H. Essentials of Management, McGraw Hill Publishers
6. L M Prasad, (2007). Principles and Practices of Management, Himalaya Publishing House
7. Rao, P.S. (2009). Principles of Management, Himalaya Publishing House
8. Moshal, B.S. Principles of Management, Ane Books

#### Online Resources/E-Learning Resources:

1. Principles of Management (<https://www.coursera.org/learn/principlesofmanagement>)
2. Certification in Principles and Practices of Management (<https://www.udemy.com/course/certification-in-principles-and-practices-of-management/?couponCode=ST8MT40924>)
3. Principles of Management (<https://open.lib.umn.edu/principlesmanagement/>)
4. What are Management Principles? (<https://www.managementstudyhq.com/what-features-importance-and-objectives-of-management-principles.html>)

## COURSE CURRICULUM

<b>Name of the Program:</b>		MBA Pharma			<b>Semester: I</b>		Level: PG
<b>Course Name</b>		Managerial Economics			<b>Course Code/ Course Type</b>		PMP102/ MAJM
<b>Course Pattern</b>		2025			<b>Version</b>		1.0
<b>Teaching Scheme</b>					<b>Assessment Scheme</b>		
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>
3	-	-	3	3	40	60	-
<b>Pre-Requisite:</b>							
Course Objectives (CO):				The objectives of Managerial Economics are: <ul style="list-style-type: none"> <li>1. To comprehend the importance of Managerial Economics in management and businesses</li> <li>2. To apply the principles of managerial economics in achieving business objectives</li> <li>3. To be equipped with the tools necessary in forecasting product demand</li> <li>4. To comprehend and be able to apply latest pricing strategies</li> <li>5. To comprehend and analyze the macro environment affecting the business decision making.</li> </ul>			
Course Learning Outcomes (CLO):				Students would be able to: <ul style="list-style-type: none"> <li>1. Remember the concepts of microeconomics and able to comprehend the various micro economic principles to make effective economic decisions under conditions of risk and uncertainty.</li> <li>2. Comprehend the law of demand &amp; supply &amp; their elasticities, evaluate &amp; analyze these concepts and apply them in various changing situations in industry. Students would be able to apply various techniques to forecast demand for better utilization of resources.</li> <li>3. Comprehend the production concept and how the production output changes with the change in inputs and able to analyze the effect of cost to business and their relation to analyze the volatility in the business world.</li> <li>4. Comprehend the production concept and how the production output changes with the change in inputs and able to analyze the effect of cost to business and their relation to analyze the volatility in the business world.</li> <li>5. Analyze the macroeconomic concepts &amp; their relation to micro economic concept &amp; how they affect the business &amp; economy.</li> </ul>			

### Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Basic Concepts and principles:</b> Concept of Economy, Economics, Microeconomics, Macroeconomics, Nature, and Scope of Economics-Micro Economics and Macro Economics, Managerial Economics, and its relevance in business decisions. Concept of Firm, Market, Objectives of Firm: Profit Maximization Model, Economist Theory of the Firm. Fundamental Principles of Managerial Economics - Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of Time Perspective, Equi-	<b>CLO 1</b>	<b>9</b>

Marginal Principle. Utility – Meaning, Cardinal Utility and Ordinal Utility, Utility analysis, Measurement of utility, Law of diminishing marginal utility, Indifference curve, Consumer's equilibrium - Budget line and Consumer surplus.		
<b>UNIT II</b>		
<b>Demand and Supply Analysis:</b> Theory of Demand, Types of Demand. Determinants of demand, Demand Function, Demand Schedule, Demand curve, Law of Demand, Exceptions to the law of Demand, Shifts in demand curve, Elasticity of Demand, and its measurement. Price Elasticity, Income Elasticity, Arc Elasticity. Cross Elasticity and Advertising Elasticity. Uses of Elasticity of Demand for managerial decision making, Demand forecasting meaning, Forecasting: Introduction, Meaning and Forecasting, Level of Demand Forecasting, Criteria for Good Demand Forecasting, Methods of Demand Forecasting, Survey Methods, Statistical Methods, Qualitative Methods, Demand Forecasting for a New Product. Supply & Market Equilibrium: Introduction, Meaning of Supply and Law of Supply, Exceptions to the Law of Supply, Changes or Shifts in Supply. Elasticity of supply, Factors Determining Elasticity of Supply, Practical Importance, Market Equilibrium and Changes in Market Equilibrium.	<b>CLO 2</b>	<b>9</b>
<b>UNIT III</b>		
<b>Production and Cost analysis:</b> Concepts of Production, production function with one variable input - Law of Variable Proportions. Production function with two variable inputs and Laws of returns to scale, Indifference Curves, ISO-Quants & ISO-Cost line, least cost combination factor, Economies of scale, Diseconomies of scale. Technological progress and production function. Cost concept and analysis: Cost, Types of costs, Cost output relationship in the short-run. Cost output relationship in the Long-run. Estimation of revenue. Average Revenue, Marginal Revenue.	<b>CLO 3</b>	<b>9</b>
<b>UNIT IV</b>		
<b>Market structure and Pricing Practices:</b> -Perfect Competition, Features, Determination of price under perfect competition, Monopoly: Features, Pricing under monopoly, Price Discrimination. Monopolistic Competition: Features, Pricing Under monopolistic competition, Product differentiation. Oligopoly: Features, Kinked demand Curve, Cartels, Price leadership. Descriptive Pricing Approaches: - Full cost pricing, Product line pricing, Pricing Strategies: Price Skimming, Penetration Pricing, Loss leader pricing, Peak Load pricing.	<b>CLO 4</b>	<b>9</b>
<b>UNIT V</b>		
<b>General Economics and Indian Business Environment</b> Open and Closed Economies, Primary, secondary and Tertiary sectors and their contribution to the economy. SWOT Analysis for the Indian economy. Measuring the Economy: Measuring GDP and GDP Growth rate, Components of GDP. Business Cycle: Introduction, Meaning and Features, Phases of Business Cycles, Measures to Control Business Cycles, Business Cycles and Business Decisions. Indian Business environment: -Nature, Scope, Structure of Indian Business Environment – Internal and External Environment. Political and Legal Environment, Economic Environment, Socio – Cultural Environment, Global Environment	<b>CLO 5</b>	<b>9</b>
<b>Total Hours</b>		<b>45</b>

## **Learning resources**

### **Text Books:**

1. Managerial Economics Geethika, Ghosh & Choudhury McGraw Hill
2. Managerial Economics Dominick Salvatore, Oxford Publishers

### **Reference Books:**

1. Managerial Economics, Homas and Maurice, Tata McGraw Hill
2. Managerial Economics - Analysis, Problems and Cases, P.L. Mehta, Sultan Chand Sons, New Delhi.
3. Managerial Economics, Varshney and Maheshwari, Sultan Chand and Sons, New Delhi.
4. Managerial Economics, D.M. Mithani
5. Managerial Economics, Joel Dean, Prentice Hall, USA.
6. Managerial Economics by H L Ahuja, S Chand & Co. New Delhi.

### **Online Resources/E-Learning Resources:**

1. [https://www.opentextbooks.org.hk/system/files/export/15/15497/pdf/Principles\\_of\\_Management\\_Economics\\_15497.pdf](https://www.opentextbooks.org.hk/system/files/export/15/15497/pdf/Principles_of_Management_Economics_15497.pdf)
2. [https://www.lpude.in/SLMs/Master%20of%20Business%20Administration/Sem\\_1/DEECO515\\_MANAGEMENT\\_ECONOMICS.pdf](https://www.lpude.in/SLMs/Master%20of%20Business%20Administration/Sem_1/DEECO515_MANAGEMENT_ECONOMICS.pdf)

## COURSE CURRICULUM

<b>Name of the Program:</b>		MBA Pharma			<b>Semester: I</b>		Level: PG
<b>Course Name</b>		Basics of Accounting			<b>Course Code/ Course Type</b>		PMP104 / MAJM
<b>Course Pattern</b>		2025			<b>Version</b>		1.0
<b>Teaching Scheme</b>					<b>Assessment Scheme</b>		
<b>Theory</b>	<b>Practical I</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>
3	-	-	3	3	40	60	-
<b>Pre-Requisite:</b>							
Course Objectives (CO):				The objectives of Basics of Accounting are: <ul style="list-style-type: none"> <li>1. To facilitate comprehending accounting as an information system and the language of the business.</li> <li>2. To comprehend preparation and presentation of financial statements.</li> <li>3. To familiarize the participants with various financial tools and techniques that will facilitate the participants in enhancing their analytical power to make rational decisions related to business.</li> <li>4. To enable students acquainted with current trends and social responsibility accounting.</li> <li>5. To familiarize the students about accounting in difficult economic conditions.</li> </ul>			
Course Learning Outcomes (CLO):				Students would be able to: <ul style="list-style-type: none"> <li>1. Comprehend accounting during difficult times to ensure sustainability.</li> <li>2. Comprehend and apply accounting concepts, principles, and conventions for their routine monetary transaction.</li> <li>3. Create and prepare financial statements and Cash flow in accordance with Generally Accepted Accounting Principles</li> <li>4. Analyse and interpret the financial statements of a company.</li> <li>5. Recognise various types of accounting and utilize the technology and social responsibility in facilitating and enhancing accounting and financial reporting processes</li> </ul>			

### Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction to Financial Accounting</b> Meaning and Scope of Accounting, Nature of Accounting, Accounting Concepts and Conventions, Types of accounts, Double Entry System of Accounting, recording of transactions: journalizing, ledger posting, preparation of Trial Balance.	<b>CLO 1</b>	<b>9</b>
<b>UNIT II</b>		
<b>Preparation of Financial Statements</b> Final Account, Preparation of Companies Financial Statements: as per Revised Schedule III of Companies Act, 2013: Income Statement and Balance Sheet	<b>CLO 2</b>	<b>9</b>
<b>UNIT III</b>		
<b>Preparation of Cash Flow Statements</b> Cash flow Statement as Per AS-3. Direct method and Indirect method, Accounting for Depreciation, Methods of Depreciation.	<b>CLO 3</b>	<b>9</b>

<b>UNIT IV</b>		
<b>Analysis of Financial Statements</b> Ratio Analysis: Liquidity ratios, Solvency ratios, Profitability ratios, activity/turnover ratios, Market capitalization ratios, Comparative and Common Size Statement, Inter Firm Comparison,	<b>CLO 4</b>	<b>9</b>
<b>UNIT V</b>		
<b>Latest Developments, Trends &amp; Practices</b> Human Resource Accounting, Forensic Accounting, Accounting for corporate social responsibility, Introduction to Sustainability Accounting, ESG reporting. Comprehensive Case study/Numericals	<b>CLO 5</b>	<b>9</b>
<b>Total Hours</b>		<b>45</b>

### Learning resources

#### Textbooks:

1. Financial Management -Prasanna Chandra, 9/e, TMH.
2. Financial Management, I M Pandey, 11th Edition, Vikas Publishing House.
3. Horngren T Charles 2012, Introduction to Financial Accounting,9th Ed, Pearsons Education

#### References:

1. Taxmann's Basic Accounting – Simple Explanation Guide .
2. Basic Accounting (NEP-based BBA Semester 1 – Dr. S.K. Singh)
3. Narayanaswamy R 2014, Financial Accounting – A Managerial Perspective,5th Ed, Prentice Hall of India.
4. Maheshwari S N and S K Maheshwari 2013, Accounting for Management,3rd Ed, Vikas Pub.House.
5. Fundamentals of Financial Management, Brigham & Houston, 10/e, Cengage Learning.

#### Online Resources/E-Learning Resources

1. <https://www.ddegjust.ac.in/studymaterial/mba/cp-104.pdf>
2. <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-5New.pdf>
1. <https://mrcet.com/downloads/MBA/Financial%20Accounting%20and%20Analysis.pdf>

## COURSE CURRICULUM

<b>Name of the Program:</b>		MBA Pharma			<b>Semester : I</b>		<b>Level: PG</b>
<b>Course Name</b>		Pharmaceutical Business Environment			<b>Course Code/ Course Type</b>		PMP105/MAJM
<b>Course Pattern</b>		2025			<b>Version</b>		1.0
<b>Teaching Scheme</b>					<b>Assessment Scheme</b>		
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>
3	-	-	3	3	40	60	-
<b>Pre-Requisite:</b> Basic terms of Pharma							
Course Objectives (CO):				The objectives of Pharmaceutical Business Environment are: <ul style="list-style-type: none"> <li>1. To comprehend several factors affecting business.</li> <li>2. To Learn about various business policies and business ethics</li> <li>3. To recognize different factors responsible for changing dimensions of corporate environment</li> <li>4. To apply knowledge for various business strategies in pharmaceutical sector</li> <li>5. To create various new strategies for starting new pharma business</li> </ul>			
Course Learning Outcomes (CLO):				Students would be able to: <ul style="list-style-type: none"> <li>1. Define key terms related to Business Environment.</li> <li>2. Explain concepts of pharmaceutical business environment.</li> <li>3. Discuss various models of environmental analysis.</li> <li>4. Analyze emerging trends in pharmaceutical sector.</li> <li>5. Propose strategies for various pharma research and development.</li> </ul>			

### Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction to Business Environment:</b> Meaning & Importance of Business Environment Dimensions of Business Environment, Impact of Internal & External Environment of Business on Pharmaceutical Industry.	<b>CLO 1</b>	<b>9</b>
<b>UNIT II</b>		
<b>Environmental, Political, Social and Economical cultural environment of pharmaceutical business:</b> Various Processes for Environmental Analysis, PEST Model, Structural Industry Analysis (Porter's Five Forces), SWOT Analysis, Changing Market Access Strategies in Pharmaceutical Industry Concept of Economic Environment of Business, Component (fiscal and monetary policy) and development (pre-globalization), Political legal environment for pharmaceutical business	<b>CLO 2</b>	<b>9</b>
<b>UNIT III</b>		
<b>Evolution of Indian Pharmaceutical Industry Global Pharmaceutical Business Environment:</b> Different Evolution Phases of Indian Pharmaceutical Industry, Present status of Indian Pharma Industry (Present value, Key Players, Indian Bulk Drug Market).	<b>CLO3</b>	<b>9</b>
<b>UNIT IV</b>		

<b>International and technological environment:</b> Global Pharma Developments, Multinational Corporation, Mergers & Acquisitions of pharmaceutical industry at global level & India level, International Financial Environment (FDI, FDI in Drugs & Pharmaceuticals)	<b>CLO4</b>	<b>9</b>
<b>UNIT V</b>		
<b>Strategies &amp; Trends – Research &amp; Development in Pharmaceutical Industries:</b> Various types of Research, R& D Funds, and pharmaceutical research and development support fund (PRDSF), R&D Opportunities, and Contract research Opportunities, Research in generics, changing the conventional façade of drug discovery research, Six Sigma and its approach to drug discovery.	<b>CLO5</b>	<b>9</b>
<b>Total</b>		<b>45</b>

### Learning resources

#### Textbooks:

1. 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

#### Reference Books:

1. Business Laws by N D Kapoor, 2019
2. Business Policy and Strategic Management by W F Glueck and Jauch, 1988
3. Pharmaceutical Industrial Management, Shah, 2010
4. Pharmaceutical Marketing in India, Subba Rao, 2018

#### Online Resources/E-Learning Resources

1. [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3926255](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3926255)
2. <https://www.pfizer.com/about/responsibility/environmental-sustainability/pharmaceuticals-in-the-environment>
3. <https://www.pharmaceutical-technology.com/features/pharma-and-the-environment-pollution-trend/>
4. [https://www.researchgate.net/publication/354658964\\_Business\\_Environment\\_Indian\\_Pharma\\_Sector](https://www.researchgate.net/publication/354658964_Business_Environment_Indian_Pharma_Sector)

## COURSE CURRICULUM

<b>Name of the Program:</b>		MBA Pharma			<b>Semester: I</b>		<b>Level: PG</b>
<b>Course Name</b>		Pharmaceutical Production Operations & Quality Management			<b>Course Code/ Course Type</b>		PMP106/MAJM
<b>Course Pattern</b>		2025			<b>Version</b>		1.0
<b>Teaching Scheme</b>					<b>Assessment Scheme</b>		
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>
3	-	-	3	3	40	60	-
<b>Pre-Requisite:</b> Basic terms of Pharma							
Course Objectives (CO):					<p>The objectives of the course are:</p> <ol style="list-style-type: none"> <li>1. Comprehend knowledge base to promote the use of best practices and operational excellence within pharmaceutical operations management.</li> <li>2. Learn about introduction to operations management, facilities planning, production planning, and selection of raw materials through to the quality aspect of final product.</li> <li>3. Comprehend different factors responsible for changing dimensions of pharma business environment.</li> <li>4. Comprehend various formation of drugs.</li> <li>5. Apply knowledge to solve various problems related to quality control and rejection of drugs</li> </ol>		
Course Learning Outcomes (CLO):					<p>Students would be able to:</p> <ol style="list-style-type: none"> <li>1. Define key terms related to Production Operations &amp; Quality Management</li> <li>2. Explain concepts of production and operations management</li> <li>3. Apply different planning and resources methods.</li> <li>4. Analyze emerging trends in pharmaceutical production.</li> <li>5. Evaluate and interpret various case studies</li> </ol>		

### Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction to Production and Operations Management:</b> 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	<b>CLO 1</b>	<b>9</b>
<b>UNIT II</b>		
<b>Facilities Planning, Layout Planning:</b> Product selection and design, service design, Process and technology, selection, Location of manufacturing/service facility, Center of gravity and median models, dimensional analysis, Brown and Gibson model. Product layout, process layout, fixed position and group layout, layout design, Relationship based and load-distance cost matrix, Materials handling concepts	<b>CLO 2</b>	<b>9</b>
<b>UNIT III</b>		
<b>Production Planning, Materials Planning and Control:</b> Need and definition, factors affecting planning- external and internal, dependent and independent demand system, techniques of planning, Materials Requirement Planning,	<b>CLO 3</b>	<b>9</b>



Aggregate production planning, Operations Scheduling and Production activity control for mass manufacturing, batch processing		
<b>UNIT IV</b>		
<b>Drug and Pharmaceutical Plants, Resources Requirement Planning:</b> Building layout, equipment layout, regulatory requirements for the same, GMP and cGMP Capacity Planning, Labour Planning etc.	<b>CLO 4</b>	<b>9</b>
<b>UNIT V</b>		
<b>Inventory Control &amp; Quality Control &amp; Management:</b> Importance and scope, costs, economic order quantity, Inventory control techniques. Quality control functions, Acceptance sampling, Statistical Process control, Application of control charts, Operating characteristic curve and its applications, Total Quality improvement, Six sigma.	<b>CLO 5</b>	<b>9</b>
<b>Total Hours</b>		<b>45</b>

### Learning resources

#### Textbooks:

1. Operations Management by Bernard Taylor, 2011
2. Production and Operations Management by Adam, Ronald and Ebert, 1992
3. Production and Operations Management by Aswath Appa and Bhat, 2010

#### Reference Books:

1. Pharmaceutical Operations Management: Manufacturing for Competitive Advantage, 2016
2. Pharmaceutical Quality Assurance, 2006
3. Concepts of Quality Management in Pharmaceutical Industry, 2017
4. Concepts of Quality Management in Pharmaceutical Industry (Manohar A. Potdar), 2016

#### Online Resources/E-Learning Resources:

1. Pharmaceutical Production & Operation Management, <https://royed.in/course/pharmaceutical-production-and-operation-management/>
2. Pharma Quality Management Systems online course, <https://www.inspiredpharma.com/pharma-quality-management-systems-online-course/>
3. Quality Management System (QMS) in Pharmaceutical Industry, <https://www.udemy.com/course/quality-management-system-qms-in-pharmaceutical-industry/?couponCode=ST8MT40924>

## COURSE CURRICULUM

<b>Name of the Program:</b>		MBA Pharma			<b>Semester: I</b>		<b>Level: PG</b>
<b>Course Name</b>		Marketing Management			<b>Course Code/ Course Type</b>		PMP121A/Elective
<b>Course Pattern</b>		2025			<b>Version</b>		1.0
<b>Teaching Scheme</b>					<b>Assessment Scheme</b>		
<b>Theory</b>	<b>Practical I</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>
3	-	-	3	3	40	60	-
<b>Pre-Requisite:</b>							
Course Objectives (CO):					<p>The objectives of Marketing Management are:</p> <ol style="list-style-type: none"> <li>To recall the goals of this programme are to motivate the students and to help them inculcate some of the fundamentals of marketing and applications</li> <li>To recognize what marketing is all about and how it has impacted the world and their country</li> <li>Apply some of the major marketing concepts, sales &amp; promotion strategies, communication tools, pricing strategies and methods</li> <li>Analyze leveraging of effective communication channels in Marketing</li> <li>Evaluate the global trends and derive specific strategies to stay competitive</li> </ol>		
Course Learning Outcomes (CLO):					<p>Students would be able to:</p> <ol style="list-style-type: none"> <li>To identify scope of marketing and consumer behavior patterns</li> <li>Explain an understanding of fundamental and major concepts of marketing and research</li> <li>To apply the Ps of marketing and formulate strategies for the market</li> <li>Analyze the communication &amp; promotion strategies</li> <li>Analyze the emerging issues in marketing</li> </ol>		

### Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
<b>Module I</b>		
<b>Module 1: Foundations of Marketing</b> – Introduction to Marketing, Fundamental Concepts in Marketing, Case Study Discussions, Marketing in the Service Industry, The Evolution of Marketing Practices, Modern Marketing Trends and Challenges	<b>CLO 1</b>	<b>9</b>
<b>Module II</b>		
<b>Module 2: Marketing Strategy &amp; Competitive Analysis</b> – Understanding Competitor Analysis, Setting Marketing Objectives, Strategy Development and Core Competencies, Overview of the PESTEL Framework, Competitive Market Analysis, Case Study Exploration	<b>CLO 2</b>	<b>9</b>
<b>Module III</b>		
<b>Module 3: Marketing Research &amp; Consumer Insights</b> – Introduction to Marketing Information Systems, Key Components of a Marketing Information System, Steps in the Marketing Research Process, Market Decision Problems & Research Problems (MDP & MRP), Basics of Exploratory Research, Advanced Exploratory Research, Causal Research Methods, Measurement and Scaling Techniques, Designing Questionnaires and Sampling Methods, Various	<b>CLO 3</b>	<b>9</b>

Sampling Techniques in Marketing Research, Data Collection, Processing, and Analysis, Multivariate Analysis in Marketing Research		
<b>Module IV</b>		
<b>Module 4: Consumer Behavior &amp; Decision-Making</b> – Introduction to Consumer Behavior & Need Recognition, Information Search Process in Consumer Decision Making, Socio-Cultural Factors Affecting Consumer Behavior, Psychological Influences on Consumer Choices, Evaluating Alternatives Before Purchase, Consumer Purchase and Post-Purchase Behavior, Understanding Service Consumption, Structural Models of Consumer Attitude	<b>CLO 4</b>	<b>9</b>
<b>Module V</b>		
<b>Module 5: Market Segmentation, Positioning &amp; Strategy</b> – Industrial Buying Behavior - Part I, Industrial Buying Behavior - Part II, Industrial Marketing and the Buying Process, Three Key Aspects of Industrial Buyer Behavior, Revisiting the Consumer Decision-Making Process, Identifying and Evaluating Market Opportunities, Market Segmentation - Part II, Target Market Selection and Segmentation, Strategies for Post-Segmentation Marketing, Fundamentals of Marketing Strategy, Positioning Strategies in Marketing, B2B Market Segmentation and Targeting, Effective Positioning and Branding Strategies	<b>CLO 5</b>	<b>9</b>
<b>Total Hours :</b>		<b>45</b>

### Learning resources

#### Textbooks:

1. Principles of Marketing" by Philip Kotler and Gary Armstrong (17th Edition)
2. "Marketing: An Introduction" by Gary Armstrong and Philip Kotler (14th Edition)
3. "Marketing Management" by Philip Kotler and Kevin Lane Keller (15th Edition)

#### Reference Books:

1. "Marketing: A Love Story: How to Matter to Your Customers" by Bernadette Jiwa
2. "Influence: The Psychology of Persuasion" by Robert Cialdini (Revised Edition)
3. "Contagious: How to Build Word of Mouth in the Digital Age" by Jonah Berger

#### Online Resources/E-Learning Resources:

1. <https://old.mu.ac.in/wp-content/uploads/2020/09/Marketing-Management-Paper-III-Eng.pdf>
2. <https://josephcollege.ac.in/lms/Uploads/pdf/material/MM.pdf>
3. <https://drnishikantjha.com/papersCollection/Marketing%20Management.pdf>

## COURSE CURRICULUM

<b>Name of the Program:</b>		MBA Pharma		<b>Semester : I</b>		<b>Level: PG</b>	
<b>Course Name</b>		International Business		<b>Course Code/ Course Type</b>		PMP 121B/ Elective	
<b>Course Pattern</b>		2025		<b>Version</b>		1.0	
<b>Teaching Scheme</b>				<b>Assessment Scheme</b>			
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>
3	0	0	3	3	40	60	NA
<b>Pre-Requisite: Bachelor's Degree</b>							
Course Objectives (CO):				The objectives of International Business are: <ul style="list-style-type: none"> <li>1. Provide foundational understanding of international business and its dynamic environment.</li> <li>2. Develop analytical tools for decision-making in global trade and investment.</li> <li>3. Introduce the role of MNCs, trade agreements, and economic institutions in shaping international markets.</li> <li>4. Examine ethical, ecological, and cultural aspects of operating in international environments.</li> <li>5. Prepare students for strategic thinking and adaptability in a globalized business world.</li> </ul>			
Course Learning Outcomes (CLO):				Students would be able to: <ul style="list-style-type: none"> <li>1. Describe key concepts, drivers, and modes of entry into international business, and explain the impact of globalization and MNCs.</li> <li>2. Explain the impact of international economic, political, legal, technological, and cultural environments on business decisions.</li> <li>3. Apply theories of international trade, FDI, and investment strategies to real-world business scenarios.</li> <li>4. Analyze the functions and roles of international institutions and trade agreements in shaping global business environments.</li> <li>5. Evaluate emerging issues like sustainability, digitalization, global value chains, and crises to formulate responsible global business responses.</li> </ul>			

### Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
<b>Unit 1</b>		
<b>Introduction to International Business:</b> Nature, scope, and importance of international business. Globalization and its implications. Modes of entry into international markets. Internationalization process. Multinational Corporations (MNCs): evolution, features, roles, and impacts. Reverse globalization and current global trade trends.	<b>CLO 1</b>	<b>9</b>
<b>Unit 2</b>		
<b>International Business Environment:</b> Nature and significance of international environment. Interconnectedness of global and local factors. Types of political systems. Political risks and risk mitigation. Government interventions and protectionism. Market economies vs. planned economies. Emerging vs. developed markets. Role of economic indicators (GDP, inflation, interest rates, etc.) Key international business laws. Regulatory challenges for MNCs. Dispute resolution mechanisms (e.g., ICSID, WTO dispute settlement). Hofstede's Dimensions,	<b>CLO 2</b>	<b>9</b>

Trompenaars Model. Cross-cultural negotiations and communication. Cultural intelligence in international marketing. Global tech trends affecting trade and marketing. Role of e-commerce and AI in global expansion. Environmental Scanning & Analysis Tools		
<b>Unit 3</b>		
International Trade and Investment - Theories of international trade. Foreign Direct Investment (FDI) vs. Foreign Portfolio Investment (FPI). Motives and modes of FDI: Greenfield, Brownfield, M&A. IPR issues and technology transfer. Basics of forex market and trade financing.	<b>CLO3</b>	<b>9</b>
<b>Unit 4</b>		
International Institutions and Agreements - WTO, IMF, World Bank, UNCTAD – functions and relevance. Trade barriers – tariffs and non-tariff barriers. Balance of Payment – components and significance. Regional trade blocs (EU, ASEAN, NAFTA/USMCA, etc.). Introduction to International Financial Reporting Standards (IFRS)	<b>CLO4</b>	<b>9</b>
<b>Unit 5</b>		
Contemporary Issues in International Business - Ecological and sustainability concerns. Outsourcing and global value chains. Impact of digitization and AI in international trade. Labor standards and environmental issues. Effects of global crises (e.g., COVID-19 pandemic) on global business	<b>CLO5</b>	<b>9</b>
<b>Total Hours</b>		<b>45 hours</b>

### Learning resources

#### Textbooks:

- Global Business Management by Adhikary, Manab, Macmillan Publishers, New Delhi.
- International Business Environment by Black and Sundaram, Prentice Hall of India, New Delhi
- Economic Environment Of Business by Gosh, Biswanath, South Asia Book, New Delhi.
- International Business by Aswathappa Tata Mc Graw Hill publications, New Delhi.

#### References:

- International Economies by D.N. Krithani.
- International Business by Roger Bennett
- Business Environment by C.B. Gupta
- International Business by Francis Cherunillam

## COURSE CURRICULUM

<b>Name of the Program:</b>		MBA Pharma			<b>Semester : I</b>		<b>Level: PG</b>	
<b>Course Name</b>		Minor Project (Start-up)			<b>Course Code/ Course Type</b>		PMP120/ FP	
<b>Course Pattern</b>		2025			<b>Version</b>		1.0	
<b>Teaching Scheme</b>					<b>Assessment Scheme</b>			
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment )</b>	<b>Practical/Oral</b>	
1	1	-	2	3	50	0	0	
<b>Pre-Requisite: Bachelor's Degree</b>								
Course Objectives (CO):					<p>The objectives of Minor Project (Start-up) are:</p> <ol style="list-style-type: none"> <li>1. Recall key entrepreneurial concepts, market trends, and business planning frameworks.</li> <li>2. Recognize market opportunities, gaps, and customer needs through analysis and research.</li> <li>3. Apply entrepreneurial skills to generate ideas, validate concepts, and develop business plans.</li> <li>4. Evaluate the effectiveness and viability of start-up ideas and plans through feedback and validation.</li> <li>5. Design and implement innovative solutions, business plans, and prototypes for start-up ventures.</li> </ol>			
Course Learning Outcomes (CLO):					<p>Students would be able to:</p> <ol style="list-style-type: none"> <li>1. Apply knowledge of theoretical concepts in entrepreneurship to real-world start-up scenarios.</li> <li>2. Apply knowledge of market analysis techniques to identify opportunities and inform decision-making.</li> <li>3. Analyze market data and feedback to make informed decisions in start-up ventures.</li> <li>4. Evaluate the start-up ideas and plans for feasibility and effectiveness.</li> <li>5. Create innovative solutions for start-up concepts and prototypes to address market needs.</li> </ol>			

### Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction to Start-up Ecosystem:</b> Overview of entrepreneurship and start-up culture. Entrepreneurship Fundamentals. Characteristics of Successful Entrepreneurs. Types of start-ups: technology-based & social enterprises. Identifying market gaps and opportunities. Role of innovation in start-up success. Ethical considerations in start-up development. Start-Up Ecosystem	<b>CLO 1</b>	<b>3</b>
<b>UNIT II</b>		
<b>Ideation and Opportunity Recognition:</b> Ideation techniques: brainstorming, mind mapping, etc. Identifying customer pain points and unmet needs. Developing a unique value proposition (UVP). Creativity and design thinking in start-up ideation. Creativity and Innovation. Market Research and Analysis. Idea Generation and Screening.	<b>CLO 2</b>	<b>3</b>
<b>UNIT III</b>		

<b>Market Research and Customer Validation:</b> Importance of market research for start-ups. Conducting primary and secondary research. Identifying target customer segments. Customer validation techniques: surveys, interviews, etc. Analyzing competition and market trends. Ethical considerations in gathering and using market research data. Financial modeling and projections for start-ups.	<b>CLO 3</b>	<b>3</b>
<b>UNIT IV</b>		
<b>Business Plan Development:</b> Structure and components of a start-up business plan. Writing a compelling executive summary. Defining the start-up's mission, vision, and values. Marketing strategies and go-to-market plan. Business Model Canvas. Operational planning and team structure. Ethical considerations in business plan presentation and transparency.	<b>CLO 4</b>	<b>3</b>
<b>UNIT V</b>		
<b>Understanding User-Centric Design and Prototyping:</b> Understanding user-centric design revolves around prioritizing user needs, preferences, and behaviors in the design process. Low-fidelity prototypes for early-stage exploration, high-fidelity prototypes for detailed testing. Analyze user feedback to identify strengths, weaknesses, and areas for improvement in the prototype.	<b>CLO 5</b>	<b>3</b>
<b>Total Hours</b>		<b>15 Hours</b>

### Practical Plan

Sr. No	Assignment/Practical/Activity Title	Week Number/Turn	Details	CLO	Hours
1.	Practical 1: Exploring Entrepreneurial Opportunities	Week 1	Idea Generation Session: Brainstorm potential business ideas individually or in groups by considering interests, skills, and market trends.	CLO1	2
		Week 2	Research and analyze market trends to identify gaps and opportunities in specific industries or niches.		2
		Week 3	Invite a successful entrepreneur or industry expert to share their experiences, insights, and challenges faced during their entrepreneurial journey.		2
2.	Practical 2: Customer Discovery and Validation	Week 4	Design surveys to gather insights from potential customers regarding their preferences, needs, and pain points related to specific products or services.	CLO 2	2
		Week 5	Conduct interviews to identify real-world problems or pain points faced by target customers through surveys, interviews, or observation and validate business ideas by gathering feedback.		2
		Week 6	Based on the identified pain points, develop potential solutions or product/service offerings to address the identified needs.		2
3.	Practical 3: Strategic Planning and Business Model Development	Week 7	Use various techniques such as SWOT analysis, PESTEL analysis, and Porter's Five Forces to validate	CLO 3	2

			the opportunities identified in the market.		
		Week 8	Work on structuring and writing a comprehensive business plan, including defining the mission, vision, and values, outlining marketing strategies, revenue models, and operational planning.		2
		Week 9	Use the Business Model Canvas framework to visualize and iterate their business models, focusing on key elements such as value proposition, customer segments, channels, and revenue streams.		2
4.	Practical 4: Innovative Product Development and Pitch Presentation	Week 10	Present business plans in a simulated investor pitch scenario, where they showcase their start-up ideas, value propositions, revenue models, and operational plans.	CLO 4	2
		Week 11	Conceptualize product ideas using methods like sketching, modeling, or creating physical mock-ups with readily available materials.		2
		Week 12	Create low-fidelity prototypes of their product using basic materials like cardboard, foam, or clay, focusing on representing the core functionalities and features of the product.		2
5.	Practical 5: User Feedback and Prototype Iteration	Week 13	Conduct user feedback sessions by presenting prototypes to peers or potential users from diverse backgrounds and gather feedback on usability, functionality, and overall user experience, and make notes for iteration.	CLO 5	2
		Week 14	Iterate and improve prototypes to address any usability issues, enhance functionality, or incorporate new features based on user preferences.		2
		Week 15	Prepare comprehensive presentations showcasing their start-up ideas, product prototypes, business plans, and market validation findings.		2
Total Hours					30

### **Textbooks:**

1. "Startup Opportunities: Know When to Quit Your Day Job" by Sean Wise and Brad Feld, Wiley, 2nd Edition.
2. "Disciplined Entrepreneurship: 24 Steps to a Successful Startup" by Bill Aulet, Wiley, 2nd Edition, 2024.
3. "The Art of Startup Fundraising: Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know" by Alejandro Cremades, John Wiley & Sons Inc, 1st edition (22 April 2016)

**Reference Books:**

1. "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries, Crown Currency; Illustrated edition (13 September 2011).
2. "Zero to One: Notes on Startups, or How to Build the Future" by Peter Thiel and Blake Masters, Random House; 2014th edition (18 September 2014).
3. "Entrepreneurship Development" by S Anil Kumar, S C Poornima, M K Abraham, K Jayashree, NEW AGE International Pvt Ltd; Second edition (11 September 2023).

**Online Resources/E-Learning Resources:**

1. "Becoming an Entrepreneur" by Massachusetts Institute of Technology (edX)
2. "Thinking & Acting like an Entrepreneur" by RWTH Aachen University (edX)
3. "The Entrepreneurial Mindset" by Babson College (edX)

## COURSE CURRICULUM

<b>Name of the Program:</b>		MBA Pharma			<b>Semester : I</b>		<b>Level: PG</b>	
<b>Course Name</b>		Business Fundamentals in Contemporary world			<b>Course Code/ Course Type</b>		PMP125/ MOOC	
<b>Course Pattern</b>		2025			<b>Version</b>		1.0	
<b>Teaching Scheme</b>					<b>Assessment Scheme</b>			
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment )</b>	<b>Practical/Oral</b>	
4	-	-	4	4	40	60	-	
<b>Pre-Requisite: Bachelor's Degree</b>								
<b>Course Objectives (CO):</b>		<p>The objectives of course -</p> <ol style="list-style-type: none"> <li><b>1. Understand Core Business Principles:</b> Gain foundational knowledge of key business functions such as marketing, finance, operations, and management.</li> <li><b>2. Analyze Global Business Dynamics:</b> Explore how globalization, economic trends, and cultural factors influence business strategies in a contemporary context.</li> <li><b>3. Embrace Ethical and Sustainable Practices:</b> Recognize the importance of ethics, sustainability, and corporate social responsibility in modern business decision-making.</li> <li><b>4. Leverage Technology and Innovation:</b> Understand the impact of digital transformation, big data, and emerging technologies on business operations and competitive advantage.</li> <li><b>5. Develop Strategic Thinking Skills:</b> Enhance problem-solving and decision-making abilities to address complex challenges in today's dynamic business environment.</li> </ol>						
<b>Course Learning Outcomes (CLO):</b>		<p>Students would be able to:</p> <ol style="list-style-type: none"> <li>Recall fundamental business concepts and terminology across key domains such as marketing, finance, and management.</li> <li>Explain how global economic, social, and technological trends influence contemporary business practices.</li> <li>Apply business theories and tools to solve real-world case studies and develop actionable strategies.</li> <li>Analyze complex business scenarios to identify challenges, assess risks, and evaluate opportunities.</li> <li>Critically evaluate the ethical and sustainability implications of business decisions in diverse contexts.</li> </ol>						

### **Course Contents/Syllabus:**

<b>Descriptors/Topics</b>	<b>Level</b>	<b>Hours</b>
<b>Module I</b>		
<i>Power BI Fundamentals Offered by Corporate Finance Institute by Coursera</i>	<b>Beginner</b>	<b>9</b>
<b>Module II</b>		
<i>Foundation of Project Management Offered by Google on Coursera</i>	<b>Beginner</b>	<b>18</b>
<b>Module III</b>		
<i>Entrepreneurial Mindset Offered by Tecnológico de Monterrey on Coursera</i>	<b>Beginner</b>	<b>16</b>
<b>Module IV</b>		
<i>Launch Your Online Business Offered by The State University of New York</i>	<b>Beginner</b>	<b>17</b>
<b>Total Hours</b>		<b>30 Hours</b>

### Learning resources

#### Online Resources/E-Learning Resources:

1. Coursera

# Semester II

## COURSE CURRICULUM

<b>Name of the Program:</b>		MBA (Pharma)			<b>Semester: II</b>		<b>Level: PG</b>
<b>Course Name</b>		<b>Basics of Finance</b>			<b>Course Code/ Course Type</b>		PMP114/ MAJM
<b>Course Pattern</b>		2025			<b>Version</b>		1.0
<b>Teaching Scheme</b>					<b>Assessment Scheme</b>		
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>
3	0	0	3	3	40	60	0
<b>Pre-Requisite :</b>							
<b>Course Objectives (CO):</b>				The objectives of <b>Basics of Finance</b> are:			
				<ol style="list-style-type: none"> <li>1. To comprehend the fundamentals of finance and financial analysis and agency problems issues in corporate governance.</li> <li>2. To acquire knowledge about various techniques used for analyzing various long-term projects.</li> <li>3. To comprehend various capital structure techniques and selecting the best source of finance.</li> <li>4. To comprehend various dividend models and its applicability.</li> <li>5. To develop a comprehensive understanding of working capital management.</li> </ol>			
<b>Course Learning Outcomes (CLO):</b>				Students would be able to:			
				<ol style="list-style-type: none"> <li>1. Comprehend the different basic concept of financial management, financial analysis, and Corporate Governance</li> <li>2. Evaluate long term investment decisions.</li> <li>3. Develop analytical skills to select the best source of capital, structure, and leverage.</li> <li>4. Comprehend the use and application of different models for a firm's optimum dividend pay-out and working capital management.</li> <li>5. Students will be able to analyze, manage, and optimize working capital components.</li> </ol>			

### Course Contents/Syllabus:

<b>Descriptors/Topics</b>	<b>CLO</b>	<b>Hours</b>
<b>UNIT I</b>		
<b>Introduction to Financial Management:</b> Definition, Scope, and Objectives, Capitalization, Functions of Finance Manager in Modern Age, Corporate Governance and Agency Problem, Time Value of Money:	<b>CLO 1</b>	<b>9</b>
<b>UNIT II</b>		
<b>Capital Budgeting Decision:</b> Definition, features, challenges, types and assumptions of Capital budgeting decisions,	<b>CLO 2</b>	<b>9</b>

UNIT III		
<p><b>Concept of Cost of Capital:</b> Cost of Equity, Cost of Debt, Cost of Preference, Cost of Reserves / Retained earnings and Weighted average cost of capital.</p> <p><b>Capital Structure Decision:</b> Capital Structure: Meaning and Factors determining Capital Structure, Different sources of finance.</p>	<b>CLO 3</b>	<b>9</b>
UNIT IV		
<p><b>Dividend Decision:</b> - Dividend Meaning Forms / types. Significance of dividend; Factors affecting Dividend Policy; Types of Dividend Policies; Walter Dividend Model; Gordon Dividend Model; MM Dividend Hypothesis; Stock Splits and Share Buyback; Comprehensive Numerical on Dividend policy</p>	<b>CLO 4</b>	<b>9</b>
UNIT V		
<p><b>Working Capital:</b> Meaning, Gross and net working capital, operating cycle Determinants of working capital requirement classification of working capital Sources of working Capital finance Management of cash receivable and inventory</p>	<b>CLO 5</b>	<b>9</b>
<b>Total Hours</b>		<b>45</b>

### Learning resources

#### Text Books:

1. Financial Management, Shashi K. Gupta and R.K. Sharma (Kalyani Publication)
2. Financial Management, Rajiv Srivastava and Anil Misra (OXFORD University Press)
3. Financial Management, Ravi Kishore (Taxmann)

#### Reference Books:

1. Taxmann's Basic Accounting – Simple Explanation Guide
2. Basic Accounting (NEP-based BBA Semester 1 – Dr. S.K. Singh)
3. Financial management, V.K. Bhalla (S. Chand)
4. Financial Management, Jonathan Berk, Peter DeMarzo and Ashok Thampy (Pearson Publication)
5. Basics of Financial Management, V.K. Saxena and C.D. Vashist (Sultan Chand & Sons)
6. Financial Management, A Contemporary Approach, Rajesh Kothari (SAGE)
7. Financial Management, Dr. Mahesh Abale & Dr. Shriprakash Soni (Himalaya Publishing House Pvt. Ltd.)
8. Working Capital Management, Theory and Practice, Dr. P. Periasamy (Himalaya Publishing House)
9. Financial Management, I M Pandey (Vikas Publishing House Pvt. Ltd)
10. Fundamentals of Financial Management, A.P. Rao (Everest Publishing House)
11. Advanced Financial management, N.M. Vechalekar

#### Online Resources/E-Learning Resources:

1. <https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/templates-business-guides/glossary/weighted-average-cost-of-capital>
2. <https://aits-tpt.edu.in/wp-content/uploads/2018/08/Capital-Budgeting.pdf>
3. <https://corporatefinanceinstitute.com/resources/valuation/time-value-of-money/>

## COURSE CURRICULUM

<b>Name of the Program:</b>		MBA (Pharma)			<b>Semester : II</b>		<b>Level: PG</b>
<b>Course Name</b>		Operations and Supply Chain Management			<b>Course Code/ Course Type</b>		PMP110/MAJM
<b>Course Pattern</b>		2025			<b>Version</b>		1.0
<b>Teaching Scheme</b>					<b>Assessment Scheme</b>		
<b>Theor y</b>	<b>Practical</b>	<b>Tutoria l</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>
3	-	-	3	3	40	60	-
<b>Pre-Requisite:</b>							
Course Objectives (CO):		<p>The objectives of Operations and Supply Chain Management are:</p> <ol style="list-style-type: none"> <li>1. Recall definitions, significance, and historical evolution.</li> <li>2. Recognize different types of operations processes and layouts.</li> <li>3. Apply concepts of demand forecasting and capacity planning methods.</li> <li>4. Evaluate SCM models and customer service metrics.</li> <li>5. Design and create integrated solutions considering key enablers and challenges.</li> </ol>					
Course Learning Outcomes (CLO):		<p><b>Students would be able to:</b></p> <ol style="list-style-type: none"> <li>1. Apply knowledge of operations and SCM to optimize business processes.</li> <li>2. Analyze operational data to identify patterns, trends, and areas for improvement.</li> <li>3. Apply inventory planning and control methods such as EOQ, ABC analysis, and inventory turns ratios.</li> <li>4. Evaluate the effectiveness of supply chain management strategies in terms of collaboration, responsiveness, and customer service.</li> <li>5. Create solutions for supply chain challenges by integrating facilities, inventory, transportation, information, sourcing, and pricing effectively.</li> </ol>					

### Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction to Operations and Supply Chain Management:</b> Definition, Concept, Significance and Functions of Operations and SCM. Evolution from manufacturing to operations management, Physical distribution to Logistics to SCM, Physical Goods and Services Perspectives. Quality: Definitions from various Perspectives, Customers view and Manufacturer's view, Concept of Internal Customer, Overview of TQM and LEAN Management, Impact of Global Competition, Technological Change, Ethical and Environmental Issues on Operations and Supply Chain functions.	<b>CLO 1</b>	<b>9</b>
<b>UNIT II</b>		
<b>Operations Processes:</b> Process Characteristics in Operations: Volume Variety and Flow. Types of Processes and Operations Systems - Continuous Flow system and intermittent flow systems. Process Product Matrix: Job Production, Batch Production, Assembly line and Continuous Flow, Process and Product Layout. Service System. Design Matrix: Design of Service Systems, Service Blueprinting.	<b>CLO 2</b>	<b>9</b>
<b>UNIT III</b>		

<b>Production Planning &amp; Control (PPC):</b> Role and Functions of PPC Demand Forecasting: Forecasting as a Planning Tool, Forecasting Time Horizon, Sources of Data for forecasting, Accuracy of Forecast, Capacity Planning. Production Planning: Aggregate Production Planning, Alternatives for Managing Demand and Supply, Master Production Schedule, Capacity Planning - Overview of MRP, CRP, DRP, MRP II. Production Control: Scheduling, Loading, Scheduling of Job Shops and Floor Shops, Gantt Charts.	<b>CLO 3</b>	<b>9</b>
<b>UNIT IV</b>		
<b>Inventory Planning and Control:</b> Continuous and intermittent demand system, concept of inventory, need for inventory, and types of inventory - seasonal, decoupling, cyclic, pipeline, and safety - Implications for Inventory Control Methods. Inventory Costs - Concept and behaviour of ordering cost, carrying cost, and shortage cost. EOQ – definition, Basic EOQ Model, EOQ with discounts. Inventory control - Classification of material - ABC Analysis -VED, HML, FSN, GOLF, SOS. (Numerical expected on Basic EOQ, EOQ with discounts & ABC), Inventory turns ratios, Fixed Order Quantity Model - Periodic Review and Re-order Point	<b>CLO 4</b>	<b>9</b>
<b>UNIT V</b>		
<b>Supply Chain Management:</b> Generalized Supply Chain Management Model – Key Issues in SCM – Collaboration, Enterprise Extension, responsiveness, Cash-to-Cash Conversion. Customer Service: Supply Chain Management and customer service linkages, Availability service reliability, perfect order, customer satisfaction. Enablers of SCM - Facilities, Inventory, Transportation, Information, sourcing, Pricing.	<b>CLO 5</b>	<b>9</b>
<b>Total Hours</b>		<b>45</b>

## Learning resources

### Textbooks:

1. Operations Management Theory & Practice, B. Mahadevan , Pearson.
2. Operations Now - Supply Chain Profitability & Performance, Byron J. Finch, McGraw Hill.
3. Production and Operations Management, R B Khanna, PHI, New Delhi.

### Reference Books:

1. Supply Chain Logistics Management, Donald Bowersox, David Closs, M Bixby Cooper, Tata McGraw Hill.
2. Operations Management, William J. Stevenson, TMGH.
3. Operations Management, Lee Krajewski, Larry Ritzman, Manoj Malhotra, Pearson Education.
4. Introduction to Materials Management, J.R. Tony Arnold, Stephen Chapman, Ramakrishnan, Pearson.

### Online Resources/E-Learning Resources

1. Swayam MOOC Course: Supply Chain Analytics by IIT Roorkee ([Course Link](#))
2. Online Book: Supply Chain Management: Strategy, Planning, and Operation. Author Sunil Chopra (Kellogg School of Management, Northwestern University), Peter Meindl (Stanford University). Pearson Publication ([Book Link](#))
3. MOOC Course: Operations And Supply Chain Management- IIT Madras ([Course Link](#))
4. MOOC Course: Supply Chain Management and Capacity Planning ([Course Link](#))

## COURSE CURRICULUM

<b>Name of the Program:</b>		MBA Pharma			<b>Semester : II</b>		<b>Level: PG</b>	
<b>Course Name</b>		Pharma Market Research			<b>Course Code/ Course Type</b>		PMP111/MAJM	
<b>Course Pattern</b>		2025			<b>Version</b>		1.0	
<b>Teaching Scheme</b>					<b>Assessment Scheme</b>			
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>	
3	-	-	3	3	40	60	-	
<b>Pre-Requisite:</b> Pharma Graduation								
<b>Course Objectives (CO):</b>		<p>The objectives of <b>Pharma Market Research</b> are:</p> <ol style="list-style-type: none"> <li>1. Recall several key terms of Market Research</li> <li>2. Understand various primary and secondary data collection methods.</li> <li>3. Apply pharma market research processes, methodologies, segmentation analysis, and competitive profiling</li> <li>4. Analyze market estimation models</li> <li>5. Evaluate and construct comprehensive research reports</li> </ol>						
<b>Course Learning Outcomes (CLO):</b>		<p>Students would be able to:</p> <ol style="list-style-type: none"> <li>1. Define basic terms related to market research.</li> <li>2. Explain primary and secondary data collection methods.</li> <li>3. Analyze pharma market research techniques.</li> <li>4. Elaborate on different strategies for forecasting in the Pharma industry.</li> <li>5. Create research reports and deliver structured presentations</li> </ol>						

### Course Contents/Syllabus:

<b>Descriptors/Topics</b>	<b>CLO</b>	<b>Hours</b>
<b>UNIT I</b>		
<b>Market Research:</b> Definition, Importance, Primary & Secondary Research, Qualitative & Quantitative Research, Syndicated research & Custom research	<b>CLO 1</b>	<b>9</b>
<b>UNIT II</b>		
<b>Data Collection</b> – Primary - Data Collection Methods, Interviews, Structured Interviews and Unstructured Interviews, Face to face and Telephone Interviews. Observational Surveys, Questionnaire Construction, Organizing Questions, Structured and Unstructured Questionnaires, Guidelines for Construction of Questionnaire. Secondary Data collection, Issues in collecting Primary and Secondary data	<b>CLO 2</b>	<b>9</b>
<b>UNIT III</b>		
<b>Pharma Market Research:</b> Basic Concepts, PMR Process, Research Methodology, Market Dynamics - Market Segmentation Analysis. <b>Competitive Landscaping:</b> Company Profiling, Company Share Analysis	<b>CLO3</b>	<b>9</b>
<b>UNIT IV</b>		
<b>Estimation Models &amp; Market Size Estimation:</b> Revenue Based Modelling, Bottom-Up Approach, Top-Down Approach, Data Triangulation, Past & Present Market Size Derivation, Industry Trend Analysis, Porter's Five Forces Analysis, Market Attractiveness. <b>Forecasting in Pharma Industry:</b> Forecasting Process, New Product Forecasting, In-Market Product Forecasting	<b>CLO4</b>	<b>9</b>
<b>UNIT V</b>		
<b>The Research Report:</b> Research Reports, Components, The Title Page-Table of Contents, The Executive Summary, The Introductory Section, The Body of	<b>CLO5</b>	<b>9</b>

the Report, The Final Part of the Report, Acknowledgements, References, Appendix, Guidelines for Preparing a Good Research report Oral Presentation, Deciding on the Content, Visual Aids, The Presenter, The Presentation and Handling Questions		
<b>Total</b>		<b>45</b>

## **Learning resources**

### **Textbooks:**

1. "Marketing Research: An Applied Orientation" by Naresh K. Malhotra and Naresh K. Malhotra
2. "Research Methodology: A Step-by-Step Guide for Beginners" by Ranjit Kumar
3. Market Research Handbook: Measurement, Approach and Practice, by Jie Xu
4. Market Research Essentials You Always Wanted to Know: A Comprehensive Guide to Market Research Methods, Data Types, Strategies, and Emerging Trends, by Samara Omundson, Emily Wheeler, Vibrant Publishers

### **Reference Books:**

1. "The Market Research Toolbox: A Concise Guide for Beginners" by Edward F. McQuarrie and David L. Mothersbaugh
2. "Consumer Behavior" by Michael R. Solomon and Gregory W. Marshall
3. "Marketing Research: An Integrated Approach" by Malhotra and Birks.

### **Online Resources/E-Learning Resources**

1. <https://www.lifesciencedynamics.com/practice-areas/market-research/>
2. <https://researchamericainc.com/industries/pharmaceutical-market-research.php>
3. <https://www.greenbook.org/market-research-firms/pharmaceutical-prescription>
4. <https://www.linkedin.com/pulse/role-market-research-programs-pharmaceutical-tadjc/>
5. <https://www.mymarketresearchmethods.com/market-sizing/>

## COURSE CURRICULUM

<b>Name of the Program:</b>		MBA Pharma			<b>Semester: II</b>		<b>Level: PG</b>	
<b>Course Name</b>		Pharmaceutical Product & Brand Management			<b>Course Code/ Course Type</b>		PMP112/MAJM	
<b>Course Pattern</b>		2025			<b>Version</b>		1.0	
<b>Teaching Scheme</b>					<b>Assessment Scheme</b>			
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>	
3	-	-	3	3	40	60	-	
<b>Pre-Requisite:</b> Basic knowledge of pharma marketing								
<b>Course Objectives (CO):</b>		<p>The objectives of the course are:</p> <ol style="list-style-type: none"> <li>1. Recall and identify pharma product and brand management skills and techniques commonly applied in the industry.</li> <li>2. Explain the role of a product, describe its current situation in the Indian context, and distinguish between product and brand.</li> <li>3. Apply conceptual and practical knowledge of pharma products and brands to develop and nurture ideas across the entire product lifecycle.</li> <li>4. Analyze brand management practices.</li> <li>5. Evaluate and justify the use of various product and brand management techniques in the pharmaceutical industry.</li> </ol>						
<b>Course Learning Outcomes (CLO):</b>		<p>Students would be able to:</p> <ol style="list-style-type: none"> <li>1. Identify and recall basic concepts of a product and a brand.</li> <li>2. Examine and discuss various strategies in branding.</li> <li>3. Apply the process for creation of a brand.</li> <li>4. Develop strategies to be adopted for the product, pricing and distribution aspects of the brand.</li> <li>5. Propose strategies for various product and brand management in pharma sector.</li> </ol>						

### Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction to Product Management:</b> Definition, role of product management and scope of product management, Brand Manager- Roles, Responsibilities and Objectives , Importance of Brand management product levels, societal classification of the product by Kotler, classification of pharma products, market research and its contribution in product development and management	<b>CLO 1</b>	<b>9</b>
<b>UNIT II</b>		
<b>New Product Development, Product Mix and Product life- cycle:</b> Product Development Traditional Thinking & New Thinking, Definition of new product, type of new products, product innovation, Roger's diffusion of innovation curve, technology product life cycle management, product portfolio management strategies, product mix and product line strategies, product life cycle concept and its linkage with the pharmaceutical industry. BCG Model	<b>CLO 2</b>	<b>9</b>
<b>UNIT III</b>		
<b>Product Planning and Pricing Strategies:</b> Introduction, objectives of product planning, components of product planning, product portfolio planning, product-line decisions, product mix decisions, pricing, importance of price, objectives of pricing, factors influencing the price determination, pricing policies, pricing methods or determination or the price of pharma product. Role of NPPA and DPCO, Ceiling and non-ceiling price, Pricing strategies, Factors influencing pricing decisions .	<b>CLO 3</b>	<b>9</b>

UNIT IV		
<b>Branding of the Pharma Products:</b> What is a Brand: History, branding elements, brand identity, brand personality, brand communication, Brand Name, Brand Image, Brand Value and Brand Awareness, Concept of Brand Equity, Benefits of building Brand Equity, Five dimensions of Brand Equity, difference with brand valuation, key influencers of each dimension, prescription loyalty, prescriber coverage frequency, brand exposure through field-force promotion, Quality indicators, Promotional-mix, brand positioning and difference with consumer brands, Branding process, pharma branding process and strategies, OTC generic and prescription product branding, reinforcing and revitalizing pharmaceutical brands. Introduction to brand elements, Brand naming strategies, UCPMP guidelines, Brand plan – definition, constituents, marketing strategy, promotogram, preparation of brand plan	<b>CLO 4</b>	<b>9</b>
UNIT V		
<b>Pharma Product Promotion:</b> Defining promotion, promotional strategies, and issues in pharma product promotion, approaches for pharma product promotion Product-mix Optimization; Promotional-mix Optimization: Portfolio Analysis by factoring key determinants, brand building decisions; leveraging the Promotional-mix for Brand Building.	<b>CLO 5</b>	<b>9</b>
<b>Total Hours</b>		<b>45</b>

### Learning resources

#### Textbooks:

1. Lehmann, Donald R. & Winer, Russell S., Product Management
2. Chunawalla, S. A., Product Management, Himalaya Publishing House
3. Keller, Kevin Lane & Swaminathan, Vanitha, Strategic Brand Management, 5th Global Edition, Pearson,
4. P. Kotler, K. Keller, A. Koshy, and M. Jha, Marketing Management, 13th Edition, Pearson.
5. Gupta, Dr. S. L., Brand Management, Latest Ed., Himalaya Publishing House
6. C. Lamb, J. Hair, C. McDaniel, and P. Sharma, Marketing, Cengage Learning,

#### Reference Books:

1. Product And Brand Management, DR. S.V. Saravanan , Dr. Kadhivel Ramasamy , T. Krishnakumar
2. Anandan, Dr. C., Product Management, 33rd Edition, Vijay Nicole Imprints
3. Mathur, U.C., Product & Brand Management
4. Pati, Debashish, Branding: Concepts and Process, 1st Edition, Laxmi Publications

#### Online Resources/E-Learning Resources:

1. Pharmaceutical Brand Management, <https://courseware.cutm.ac.in/courses/pharmaceutical-brand-management/>
2. Pharma Product Management, self-paced, online, <https://royed.in/course/pg-certification-in-pharma-productmanagement/>
3. Excellence in pharma brand management, e-workshop series, <https://pharmastate.academy/courses/excellence-inpharma-brand-management/>
4. Learn Brand & Product Management Online, <https://www.coursera.org/courses?query=brand%20and%20product%20management>

## COURSE CURRICULUM

<b>Name of the Program:</b>		MBA Pharma			<b>Semester : II</b>		<b>Level: PG</b>
<b>Course Name</b>		<b>Human Resource Management</b>			<b>Course Code/ Course Type</b>		PMP113/MAJM
<b>Course Pattern</b>		2025			<b>Version</b>		1.0
<b>Teaching Scheme</b>					<b>Assessment Scheme</b>		
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>
3	-	-	3	3	40	60	-
<b>Pre-Requisite:</b>							
<b>Course Objectives (CO):</b>		<p>The objectives of Human Resource Management are:</p> <ol style="list-style-type: none"> <li>1. Recall key concepts in Human Resource Management</li> <li>2. Recognise emerging trends and practices in HRM, recognizing their impact on organizational and employee management.</li> <li>3. Apply methods for Human Resource Acquisition and Retention, covering HR planning, job analysis, recruitment, selection, and career planning.</li> <li>4. Evaluate and interpret contemporary job descriptions and specifications, demonstrating proficiency in the job analysis process.</li> <li>5. Design and create comprehensive training and development program to enhance employee skills and competencies aligned with organizational objectives.</li> </ol>					
<b>Course Learning Outcomes (CLO):</b>		<p>Students would be able to:</p> <ol style="list-style-type: none"> <li>1. Apply knowledge of fundamental principles of Human Resource Management.</li> <li>2. Analyze HR planning and acquisition processes.</li> <li>3. Evaluate performance appraisal and training effectiveness using the Kirkpatrick Model.</li> <li>4. Assess various forms, components, and theories of compensation management, and analyze factors influencing remuneration decisions.</li> <li>5. Create HRD strategies integrating technology and learning initiatives.</li> </ol>					

### Course Contents/Syllabus:

<b>Descriptors/Topics</b>	<b>CLO</b>	<b>Hours</b>
<b>UNIT I</b>		
<b>Introduction to Human Resource Management:</b> Comprehending HRM: Definition, Objectives, and Scope. Structure of HR Department. Analyzing the Core Functions & Challenges in HRM. Comprehending Personnel Management (PM): Definition, Difference between HRM and PM. Introduction to Strategic Human Resource Management (SHRM): Definition and Significance of SHRM. Nature of SHRM. Comprehending the Harvard Model in HRM. Exploring the SHRM Matching Model	<b>CLO 1</b>	<b>9</b>
<b>UNIT II</b>		
<b>HR Acquisition &amp; Retention:</b> Definition of HRP. Identifying Needs, Significance and Benefits of HRP. Exploring the Steps and Process of HRP. Techniques of HR Demand Forecasting. Methods of HR Supply Forecasting. Challenges in HRP. Process of Job Analysis. Defining & distinguishing between Job Description and Job Specification. Defining Job Design (JD). Process of JD. Comprehending Job Enrichment. Comprehending Recruitment. Exploring Various Sources & Methods of Recruitment. Differentiating Between Recruitment and Selection. Process of Selection. Comprehending Career, Career stages and Career Anchors. Objective & Process of Career Planning. Analysing the Steps in Career Planning. Roles of employer and employee in Career Management. Comprehending the Succession Planning Objective & Process.	<b>CLO 2</b>	<b>9</b>

<b>UNIT III</b>		
<b>Managing Employee Performance and Training:</b> Definition, Objectives, Process & Methods of Performance Appraisal. Concept, Purpose & Techniques of Potential Appraisal. Definition, Need, Process of Training. Methods of Training. Concept & Need of Development. Difference between Training and Development. Defining Competency mapping and comprehending its benefits. Developing competency model. Comprehending Assessment centers. Measure of Tools. Evaluation of Training Effectiveness via Kirkpatrick Model.	<b>CLO 3</b>	<b>9</b>
<b>UNIT IV</b>		
<b>Compensation Management:</b> Concept, Different forms, Significances, Components, Theories of Compensation Management. Compensation Administration Process. Key factors influencing Remuneration. Wage/ Salary Differentials and Components of Salary. Overview of Fringe Benefits & Fringe Benefits Tax (FBT). Concept of Incentive and Bonus. Employee Stock Options (ESOPS). Retirement, Termination, VRS (Voluntary Retirement Scheme), Golden Handshake. Suspension: Concepts and Methods. Grievance Procedure in Indian Industry	<b>CLO 4</b>	<b>9</b>
<b>UNIT V</b>		
<b>Human Resource Development (HRD):</b> Meaning of HRD. Need, Objectives & Scope of HRD. Functions and Process of HRD. Integration of technology in HRD processes. E-learning and virtual training platforms. Challenges and opportunities posed by digital transformation. Reskilling and up skilling initiatives for employees in response to technological advancements. Leveraging digital tools for personalized learning and development opportunities	<b>CLO 5</b>	<b>9</b>
<b>Total Hours</b>		<b>45</b>

### Learning resources

#### Textbooks:

1. Human Resource Management, Deepak Bhattacharya, Sage Publishing Ltd.
2. Human Resource Management, Arun Monppa , Tata McGraw Hill Publishing Company
3. Human Resource Management, Dr. P.C. Pardeshi , Niramli Publication

#### Reference Books:

1. Human Resource Management in Organizations, Izabela Robinson, Jaico Publishing House.
2. Armstrong's Essential Human Resource Management Practice - A guide to people management, Michael Armstrong, Koganpage.
3. Applied Psychology in Human Resource Management, Cascio & Aguins, PHI.

#### Online Resources/E-Learning Resources

1. Online Book: Human Resources Management (<https://open.umn.edu/opentextbooks/textbooks/71>)
2. MOOC Course: Human Resources Management (<https://www.mygreatlearning.com/academy/learn-for-free/courses/human-resource-management> )
3. MOOC Course: Human Resources Management by Oxford Home Study (<https://www.oxfordhomestudy.com/courses/hr-courses-online/human-resources-certification-online-free>)

## COURSE CURRICULUM

<b>Name of the Program:</b>		<b>MBA (Pharma)</b>			<b>Semester : II</b>		<b>Level: PG</b>	
<b>Course Name</b>		<b>Research Methodology &amp; Intellectual Property Rights</b>			<b>Course Code/ Course Type</b>		PMP126/MAJM	
<b>Course Pattern</b>		2025		<b>Version</b>		1.0		
<b>Teaching Scheme</b>					<b>Assessment Scheme</b>			
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>	
3	-	-	3	3	40	60	-	
<b>Pre-Requisite:</b>								
Course Objectives (CO):				CO1. To Understand the knowledge on basics of research and its types. CO2. To Learn the concept of Literature Review, Technical Reading, Attributions and Citations. CO3. To learn Ethics in Engineering Research. CO4. To Discuss the concepts of Intellectual Property Rights in engineering. CO5. Define and develop a possible research interest area to be taken ahead in their business research projects later to conduct an independent publishable research project				
Course Learning Outcomes (CLO):				CLO1: Understand advanced design, methodologies and analysis in business research methods CLO2: Generate ideas and identify core business problem and distil into a research problem & relate to constructs CLO3: Analyze past literature for in-depth understanding on how the identified problem could be addressed CLO4: Evident, analyze, and support the association of variables attributed in the conceptual model with theory CLO5: Evaluate outcomes of the relevant				

### Course Contents/Syllabus:

<b>Descriptors/Topics</b>	<b>CLO</b>	<b>Hours</b>
<b>UNIT I</b>		
<b>UNIT I – Foundations of Business Research:</b> Introduction to Business Research, Nature and Scope of Business Research, Types of Business Research used in management studies, Scientific Investigation in Business, Concepts and Constructs, Definitions and Variables, Propositions and Hypotheses, Theory Building and Models, Information Needs of Managers, Technology Applications in Business Research including Internet, E-mail, Browsers and Websites, Role of Research in Managerial Decision-Making, Ethical Issues in Business Research.	<b>1</b>	<b>9</b>
<b>UNIT II</b>		
<b>Research Design and Research Approach:</b> Meaning and Purpose of a Research Design, Elements of a Research Design, Types of Research Designs commonly used	<b>2</b>	<b>9</b>

in universities (Exploratory, Descriptive, Causal), Formulation of the Research Problem, Developing the Problem Statement, Hypothesis Formulation and Characteristics of a Good Hypothesis, Testing of Hypothesis (basic framework), Selection of Appropriate Research Approach, Importance of Research Design in Business Studies.		
<b>UNIT III</b>		
<b>UNIT III – Sampling Design, Measurement and Scaling</b> Concept of Sampling and Sample Design, Probability and Non-Probability Sampling Methods, Determination of Sample Size, Concept of Measurement in Business Research, Levels of Measurement (Nominal, Ordinal, Interval, Ratio), Thurstone Scale, Likert Scale, Guttman Scale and Semantic Differential Scale, Reliability of Measurement, Validity of Measurement.	<b>3</b>	<b>9</b>
<b>UNIT IV</b>		
<b>UNIT IV – Data Collection Methods and Instruments</b> Sources of Data (Primary and Secondary), Methods of Primary Data Collection used in academic research such as Interviews, Surveys, Observations and Experiments, Structured and Unstructured Interviews, Face-to-Face and Telephone Interviews, Observation Methods, Design and Construction of Questionnaires, Principles of Question Wording, Question Sequencing, Structured and Unstructured Questionnaires, Guidelines for Developing Valid and Reliable Questionnaires. <b>Research Report Writing and Presentation</b> Meaning, purpose, and importance of research reports, types of research reports; components of a standard report, and basic formatting guidelines. Oral presentation of research: designing presentation content, use of visual aids, role of the presenter, effective delivery, and handling audience questions.	<b>4</b>	<b>9</b>
<b>UNIT V</b>		
<b>UNIT V – IPR</b> Intellectual Property Rights (IPR), Trade Secrets: Confidential business information; no registration. Utility Models, IPR & Biodiversity, Right of Property, IPR Agreements & Global Institutions, Trademark, Role of WIPO, Role of WTO, Role of WIPO, Patents, Patent Filing & Examination Process.	<b>5</b>	<b>9</b>
<b>Total Hours:</b>		<b>45</b>

### Learning resources

#### Textbooks:

1. Research Methodology, CR Kothari & Gaurav Garg (Methods & Techniques), New Age International Publishers
2. Schindler, Business Research Methods, McGraw Hill Education, 13th Edition
3. Research Methods for Business: A Skill Building Approach, 7th Edition, Uma Sekaran, Roger Bougie
4. Research Methodology, Methods & Techniques, CR Kothari, Gaurav Garg
5. Business Research Methods International Edition-2020, Bill Harley Emma Bell, Alan Bryman
6. **Law Relating to Intellectual Property Rights (IPR) – M.K. Bhandari**
7. **Text Book of Intellectual Property Rights – N.K. Acharya**

#### Reference Books:

1. Zikmund, W. G., Carr, J. C., & Griffin, M. (2013). Business Research Methods. Cengage Learning
2. Bryman, Alan & Bell, Emma (2015). Business Research Methods (Fourth Edition), Oxford University Press
3. Press

4. G.C. Beri, Marketing Research, Tata McGraw- Hill Publishers
5. Tull Donald and Hawkins De, Marketing Research, PHI
6. Green and Tull, Research Markets Decisions, PHI
7. **Intellectual Property Rights Manual** – *Sumeet Malik* (

### **Online Resources/E-Learning Resources**

1. [https://www.youtube.com/watch?v=5pPsU7ZIUks&utm\\_source=](https://www.youtube.com/watch?v=5pPsU7ZIUks&utm_source=)
2. <https://www.youtube.com/watch?v=eDw-Xhnx6tU>
3. <https://www.youtube.com/watch?v=iSHcC-QNCP4>
4. [https://swayam.gov.in/?utm\\_source=](https://swayam.gov.in/?utm_source=)
5. [https://nptel.ac.in/?utm\\_source=](https://nptel.ac.in/?utm_source=)
6. **Patent It Yourself** – *David Pressman* (practical patent guide)
7. **Terrell on the Law of Patents** – UK classic on patent law principles

## Professional Elective 2

### COURSE CURRICULUM

<b>Name of the Program:</b>		MBA Pharma			<b>Semester : II</b>		<b>Level: PG</b>	
<b>Course Name</b>		Pharmaceutical Marketing			<b>Course Code/ Course Type</b>		PMP122A/MAJE	
<b>Course Pattern</b>		2025			<b>Version</b>		1.0	
<b>Teaching Scheme</b>					<b>Assessment Scheme</b>			
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>	
3	-	-	3	3	40	60	-	
<b>Pre-Requisite:</b> Basic knowledge of pharma marketing								
<b>Course Objectives (CO):</b>		<p>The objectives of Pharmaceutical Marketing are:</p> <ol style="list-style-type: none"> <li>1. Recall key pharma marketing concepts.</li> <li>2. Understand innovative marketing approaches and interpret strategies.</li> <li>3. Apply concepts of marketing channels and physical distribution to manage sales representatives and optimize pharma detailing activities.</li> <li>4. Analyze different market entry modes and examine the influence of digital and international marketing on strategic decisions.</li> <li>5. Evaluate marketing plans, justify strategic choices, and assess global marketing approaches in pharmaceuticals and cosmetics.</li> </ol>						
<b>Course Learning Outcomes (CLO):</b>		<p>Students would be able to:</p> <ol style="list-style-type: none"> <li>1. Explain the terms related to marketing.</li> <li>2. explain the logic of innovative marketing.</li> <li>3. Apply distribution practices, and demonstrate how sales representatives' roles support pharma marketing.</li> <li>4. Analyze entry strategies, risks and control requirements</li> <li>5. Evaluate effectiveness of marketing plans, justify selected strategies in pharma</li> </ol>						

### Course Contents/Syllabus:

<b>Descriptors/Topics</b>	<b>CLO</b>	<b>Hours</b>
<b>UNIT I</b>		
<b>Introduction to Marketing:</b> Meaning, Classification, product line and product mix decisions, product life cycle, product portfolio analysis; new product decisions; Product branding, packaging and labelling decisions, Product management in pharmaceutical industry. Pré and Post marketing Clinical trial surveillance. Factors That Motivate a Prescription, Pharma market segmentation & targeting; Analysing the Market, Role of market research	<b>CLO 1</b>	<b>9</b>
<b>UNIT II</b>		
<b>Innovative Marketing:</b> strategic marketing in the new normal, Market-Innovation Strategy: Pioneering New Markets (types), Defending Market Position: not taking action, repositioning the existing offerings	<b>CLO 2</b>	<b>9</b>
<b>UNIT III</b>		
<b>Pharmaceutical marketing channels:</b> Designing channel, channel members, selecting the appropriate channel, conflict in channels Duties of Physical Sales Representative, purpose of detailing, selection and training, supervising, motivating, evaluating, compensation and future prospects of the Physical Sales Representative Customer & Consumer Profile; Motivation and prescribing habits of the physician; patients' choice of physician and retail pharmacist. Analyzing the Market.	<b>CLO3</b>	<b>9</b>
<b>UNIT IV</b>		

<b>Market Entry Modes:</b> Exporting, licensing, franchising, joint ventures, and wholly-owned subsidiaries. Factors Influencing Entry Strategy: Cost, control, risk, and market characteristics. Role and Significance of Digital Marketing and International Marketing.	<b>CLO4</b>	<b>9</b>
<b>UNIT V</b>		
<b>Marketing Plan:</b> Formulation, reformulation of marketing strategies, the control process. Preparing marketing plan for Pharmaceuticals and Cosmetics. Presenting Marketing Plan, Marketing decision making with reasons, Marketing Strategies to compete globally.	<b>CLO5</b>	<b>9</b>
<b>Total</b>		<b>45</b>

### Learning resources

#### Textbooks:

1. Philip Kotler and Kevin Lane Keller: Marketing Management, Prentice Hall of India, New Delhi, Fifteen edition, 2017
2. Walker, Boyd and Larreche: Marketing Strategy- Planning and Implementation, Tata McGraw Hill, New Delhi, 2017
3. Dhruv Grewal and Michael Levy: Marketing, Tata McGraw Hill, 1994
4. Arun Kumar and N Menakshi: Marketing Management, Vikas Publishing, India, January 2016

#### Reference Books:

1. Rajan Saxena: Marketing Management; Tata MC Graw-Hill (India Edition), 1 July 2017.
2. Ramaswamy, U.S & Nanakamari, S: Marketing Management: Global Perspective, Indian Context, Macmillan India, New Delhi, June 2012.
3. Shanker, Ravi: Service Marketing, Excell Books, New Delhi, July 2017
4. Subba Rao Changanti, Pharmaceutical Marketing in India (GIFT – Excel series) Excel Publications, October 2018.

#### Online Resources/E-Learning Resources:

1. [https://en.wikipedia.org/wiki/Pharmaceutical\\_marketing](https://en.wikipedia.org/wiki/Pharmaceutical_marketing)
2. <https://pubmed.ncbi.nlm.nih.gov/8012620/>
3. <https://www.sermonline.com/blog/sermonline-speaks/pharmaceutical-marketing-strategies/>
4. <https://www.colormatics.com/article/pharmaceutical-marketing-how-to-successfully-market>
5. <https://www.orientation.agency/insights/pharmaceutical-marketing-managemen>

## COURSE CURRICULUM

<b>Name of the Program:</b>		MBA Pharma			<b>Semester: II</b>		<b>Level: PG</b>
<b>Course Name</b>		<b>Pharma Industry in International Marketing</b>			<b>Course Code/ Course Type</b>		PMP122B/MAJE
<b>Course Pattern</b>		2025			<b>Version</b>		1.0
<b>Teaching Scheme</b>					<b>Assessment Scheme</b>		
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>
3	-	-	3	3	40	60	-
<b>Pre-Requisite:</b> Basic knowledge of pharma marketing							
<b>Course Objectives (CO):</b>				The objectives of the course are:			
				<ol style="list-style-type: none"> <li>1. Comprehend basic terms in international marketing.</li> <li>2. Comprehend major issues related to international marketing and also enabled to develop skills in researching and analyzing trends in global markets and in modern marketing practice.</li> <li>3. Learn an organization's ability to enter and compete in international markets.</li> <li>4. To familiarize with the special characteristics of services relevant for marketing</li> <li>5. To comprehend process of decision making</li> </ol>			
<b>Course Learning Outcomes (CLO):</b>				Students would be able to:			
				<ol style="list-style-type: none"> <li>1. Comprehend basic concepts international marketing.</li> <li>2. Apply knowledge of international marketing in the corporate world</li> <li>3. Explore the international market research.</li> <li>4. Analyze process of decision making</li> <li>5. Learn how to analyze customers, competitors, and product markets in different countries and how to apply this analysis to developing international and global marketing strategies</li> </ol>			

### Course Contents/Syllabus:

<b>Descriptors/Topics</b>	<b>CLO</b>	<b>Hours</b>
<b>UNIT I</b>		
<b>Basics of International Pharmaceutical Marketing:</b> Introduction to Pharmaceutical Marketing, Scope of International Pharmaceutical Marketing, International Marketing vs. Domestic Marketing, Principles of International Marketing, Competitive or differential advantage, Management Orientations, MNCs and TNCs, Benefits of international marketing	<b>CLO 1</b>	<b>9</b>
<b>UNIT II</b>		
<b>International Marketing Environment:</b> Introduction, Political Environment, Political systems, legal and Regulatory Environment, Socio-cultural Environment, Economic Environment, Technological Environment, Challenges in Global Marketing	<b>CLO 2</b>	<b>9</b>
<b>UNIT III</b>		
<b>International Trade Organization (GATT, WTO):</b> Introduction, classical trade theories, modern trade theories, trade barriers, quotas, Implications of Tariffs, Types of Agreements, General Agreement on Tariffs and Trade (GATT), Functions and Objectives of WTO, Implication of WTO on International Marketing, India's Role in International Trade theories	<b>CLO 3</b>	<b>9</b>

<b>UNIT IV</b>		
<b>International Marketing Research:</b> Introduction, Concept of Marketing Research, Need for Marketing Research, Approach to Marketing Research, Scope of International Marketing Research, International Marketing Research Process, market surveys, marketing information system	<b>CLO 4</b>	<b>9</b>
<b>UNIT V</b>		
<b>International Pricing Policy, Negotiation and Decision Making:</b> Introduction, Price and Non-Price Factors, Methods of Pricing, International Pricing Strategies, Dumping and Price Distortion, Counter Trade Negotiating with Intentional Customers, Partners, and Regulators, Global E-marketing	<b>CLO 5</b>	<b>9</b>
<b>Total Hours</b>		<b>45</b>

### Learning resources

#### Textbooks:

1. International Marketing, 6th edition, ISBN 981-240-244-6, by Subhash C. Jain. 1994
2. Masaaki Kotabe, Kristian Helsen “Global Marketing Management” 2000
3. Joshi, Rakesh Mohan – International Marketing, November 2014

#### Reference Books:

1. Simon Majaro- International Marketing, 2013
2. Export Marketing by B.S. Rathore, 1993
3. Export Procedures and Documents by S.C. Jain, 2011.
4. Global Marketing by Keegan, 2013

#### Online Resources/E-Learning Resources:

1. Build Essential Pharmaceutical Skills, <https://www.coursera.org/courses?query=pharmaceutical>
2. Pharma Marketing: How to Successfully Market in the Pharma Industry, <https://healthcareweekly.com/pharma-marketing/>

## COURSE CURRICULUM

<b>Name of the Program:</b>		MBA Pharma		<b>Semester : II</b>		<b>Level: PG</b>	
<b>Course Name</b>		Strategic Corporate Communication		<b>Course Code/ Course Type</b>		PMP116/AEC	
<b>Course Pattern</b>		2025		<b>Version</b>		1.0	
<b>Teaching Scheme</b>				<b>Assessment Scheme</b>			
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment )</b>	<b>Practical/Oral</b>
2	-	-	2	2	50	-	-
<b>Pre-Requisite: Bachelor's Degree</b>							
<b>Course Objectives (CO):</b>		<p>The objectives of Strategic Corporate Communication are:</p> <ol style="list-style-type: none"> <li>To recall key concepts and theories related to corporate communication, including definitions, scope, and historical development.</li> <li>To recognize the importance of effective corporate communication strategies in organizational success and comprehend the objectives behind various communication practices.</li> <li>To apply theoretical knowledge of corporate communication to real-world scenarios, such as developing communication strategies, conducting stakeholder analyses, and crafting messages.</li> <li>To analyze corporate communication practices and their impact on organizational culture, reputation, and stakeholder engagement.</li> <li>To evaluate corporate communication strategies in diverse contexts, including crisis management, internal communication, and CSR initiatives.</li> </ol>					
<b>Course Learning Outcomes (CLO):</b>		<p>Students would be able to:</p> <ol style="list-style-type: none"> <li>Apply corporate communication theories to develop effective strategies for stakeholders and crises.</li> <li>Apply audience segmentation for tailored communication.</li> <li>Analyze corporate communication data for organizational impact.</li> <li>Evaluate communication strategies for success metrics.</li> <li>Create comprehensive communication plans for organizational enhancement.</li> </ol>					

### Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Unit 1: Introduction to Corporate Communication:</b> Definition, scope & evolution of corporate communication. Importance and objectives of corporate communication. Evolution and trends in corporate communication. Internal vs. external communication. Role of communication in organizational culture. Ethical considerations in corporate communication	<b>CLO 1</b>	<b>6</b>
<b>UNIT II</b>		
<b>Corporate Communication Strategy:</b> Developing a corporate communication strategy. Stakeholder identification, analysis, and engagement strategies. Setting communication objectives and goals. Setting SMART communication objectives. Target audience segmentation and personalized messaging. Crisis communication preparedness and response strategies. Integrating digital communication channels into the strategy.	<b>CLO 2</b>	<b>6</b>
<b>UNIT III</b>		
<b>Corporate Branding and Reputation Management:</b> Strategies for building and managing corporate brand identity. Proactive reputation management techniques. Case studies on successful reputation recovery after crises. Leveraging storytelling	<b>CLO 3</b>	<b>6</b>

and narrative in branding efforts. Online reputation management tactics and tools. Employee advocacy programs and their impact on brand reputation.		
<b>UNIT IV</b>		
<b>Internal Communication and Employee Engagement:</b> Advanced techniques for fostering effective internal communication. Innovative employee engagement strategies and best practices. Creating a positive communication climate and culture. Addressing resistance to change through strategic communication. Implementing effective feedback mechanisms and communication forums. Harnessing technology for internal communication enhancement.	<b>CLO 4</b>	<b>6</b>
<b>UNIT V</b>		
<b>Corporate Social Responsibility (CSR) Communication:</b> In-depth comprehending of CSR and its significance in corporate communication. Crafting impactful CSR messages for internal and external stakeholders. Measuring and evaluating the effectiveness of CSR communication initiatives. Exploring cultural nuances in CSR communication across different regions. Strategies for meaningful stakeholder engagement in CSR activities. Compliance with CSR reporting standards and frameworks.	<b>CLO 5</b>	<b>6</b>
<b>Total Hours</b>		<b>45</b>

### Learning resources

#### Textbooks:

1. Strategic Corporate Communication, Paul Argenti, Sage Publications
2. Present-Day Corporate Communication, Rudolf Beger, Springer Publication
3. Corporate Communication: A guide to theory and practice Joep Cornelissen Sage Publications Ltd

#### Reference Books:

1. "Corporate Communication: Principles, Techniques and Strategies", Kogan Page
2. "Strategic Corporate Social Responsibility: Sustainable Value Creation" David Chandler and William B. Werther Jr. SAGE Publications Inc.
3. "Strategic Communication at Work: The Impact Paradigm", by Diane Lennard, Publisher Routledge.

#### Online Resources/E-Learning Resources:

1. Corporate Social Responsibility (CSR): A Strategic Approach by PennX (edX)
2. Professional Communication and Office Management, University of Cape Town (edX)
3. Internal Communication Case Studies: The Terrible & The Terrific <https://www.talkfreely.com/blog/internal->

## COURSE CURRICULUM

<b>Name of the Program:</b>		<b>Foreign Language</b>		<b>Semester :II</b>		<b>Level: PG</b>	
<b>Course Name</b>		<b>German A1.1</b>		<b>Course Code/ Course Type</b>		PFIL101A/ AEC	
<b>Course Pattern</b>		<b>2025</b>		<b>Version</b>		1.0	
<b>Teaching Scheme</b>				<b>Assessment Scheme</b>			
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment )</b>	<b>Practical/Oral</b>
2	0	0	0	2	50	0	0
<b>Pre-Requisite:</b>							
Course Objectives (CO):				The objectives of (German A1.1) are: <ol style="list-style-type: none"> <li>To remember new words and their spellings.</li> <li>To analyze the new concepts.</li> <li>To apply the basic vocab and grammar concepts.</li> <li>To comprehend the German text.</li> <li>To create basic sentences in German.</li> </ol>			
Course Learning Outcomes (CLO):				Students would be able to: <ol style="list-style-type: none"> <li>Spell simple words in German</li> <li>Can understand everyday expressions.</li> <li>Able to frame simple sentences in German language.</li> <li>Can introduce themselves and others.</li> <li>Can answer questions about themselves.</li> </ol>			

### Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Guten Tag</b> Speak about yourself and others, Speak about Countries and Languages Grammar — Sentence formation and verbs usage	<b>CLO 1</b>	<b>6</b>
<b>UNIT II</b>		
<b>Freunde, Kollegen und Ich</b> Speak about your Hobbys, To fix a meeting, Speak about work and Profession, To create a profile on Internet Grammar — How to use 'The' in German, Singular and plural forms of Nouns	<b>CLO 2</b>	<b>6</b>
<b>UNIT III</b>		
<b>In der Stadt</b> To get to know about Cities and Places, how to find way and understand directions, learn international words Grammar — Negations (how to use NO in German), Definite articles, indefinite articles	<b>CLO3</b>	<b>6</b>
<b>UNIT IV</b>		
<b>Guten Appetit:</b> To speak about food and food habits, to have a discussion about shopping Grammar — introduction of cases	<b>CLO4</b>	<b>6</b>
<b>UNIT V</b>		
<b>Tag für Tag &amp; Zeit mit Freunden</b> Clock timings, To speak about family and friends, Daily routine To speak about free time activity, to understand the specific information from the text, to order and to pay in a restaurant Grammar — Possessive article, Modal verbs, use of on, at, from...till, Separable verbs and past tense	<b>CLO5</b>	<b>6</b>
<b>Total Hours</b>		<b>30</b>

## **Learning resources**

### **Textbooks:**

1. Netzwerk A1, Emst klett Verlag & Goyal Publishers & Distributors Pvt. Ltd.
2. Studio d A1, Cornelesen Verlag & Goyal Publishers & Distributors Pvt. Ltd.
3. Netzwerk Neu A1, Emst klett Verlag & Goyal Publishers & Distributors Pvt. Ltd

### **Reference Books:**

1. Hallo Deutsch A1, Emst Klett Verlag, Goyal Publishers & Distributors Pvt. Ltd
2. ThemenAktuell 1, Hueber verlag
3. Maximal Emst klett Verlag & Goyal Publishers & Distributors Pvt. Ltd.

### **Online Resources/E-Learning Resources:**

1. Youtube <https://youtube.com/@LeamGermanwithAnja?si=BkJYDPi7TSOfT4lr>
2. <https://youtube.com/@deutschlernenmitheidi?si=TkIClabzioaUoroZ>
3. Instagram: [instagram.com/leamgermanwithanja](https://www.instagram.com/leamgermanwithanja)

## COURSE CURRICULUM

<b>Name of the Program:</b>		<b>MBA</b>		<b>Semester: II</b>		<b>Level: PG</b>	
<b>Course Name</b>		Basic Japanese language skill		<b>Course Code/Course Type</b>		PFIL101B/AEC	
<b>Course Pattern</b>		2025		<b>Version</b>		1.0	
<b>Teaching Scheme</b>				<b>Assessment Scheme</b>			
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/ Oral</b>
2	-	-	2	30	50	--	--
<b>Pre-Requisite:</b> Desire to get acquainted with the Japanese language.							
<b>Course Objectives (CO):</b>				The objectives of Basic Japanese language skill are: <ol style="list-style-type: none"> <li>To meet the needs of ever growing industry, with respect to language support.</li> <li>To get introduced to Japanese society and culture through language.</li> <li>To acquire competitive edge in career choices.</li> <li>To participate effectively &amp; responsibly in a multi-cultural world.</li> <li>To enable learners to communicate effectively in Japanese language.</li> </ol>			
<b>Course Learning Outcomes (CLO):</b>				Students will be able to: <ol style="list-style-type: none"> <li>Read and Write Hiragana script.</li> <li>Write and Speak basic sentences.</li> <li>Comprehend and speak about time, hobbies, likes and dislikes.</li> <li>Write basic kanji.</li> <li>Use the Hiragana script in discussion.</li> </ol>			

### Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction to Japanese Language</b> – Introduction of script, culture, History of script ,Speaking : Self introduction, listening : short video skit on self-introduction	<b>CLO 1</b>	<b>6</b>
<b>UNIT II</b>		
<b>Introduction of Hiragana Script</b> -Writing : Hiragana script, Speak : Basic sentences, General vocabulary : Months , Days of the week ,Basic numbers, colours,	<b>CLO 2</b>	<b>6</b>
<b>UNIT III</b>		
<b>Basic sentence structure</b> : Affirmative and Negative , General vocabulary: about family	<b>CLO 3</b>	<b>6</b>
<b>UNIT IV</b>		
<b>Time and verbs</b> –Talking about routine, Writing: routine using verbs and time, reading : A clock	<b>CLO 4</b>	<b>6</b>
<b>UNIT V</b>		
<b>Introduction of Katakana and basic kanji</b> – Reading : English words, country names Writing : Basic Kanji	<b>CLO 5</b>	<b>6</b>
<b>Total Hours</b>		<b>30</b>

## **Learning resources**

### **Textbook:**

1. Minna no Nihongo , “ Japanese for everyone” ,Elementary Main Textbook , Goyal Publishers & Distributors Pvt. Ltd.

### **Reference books:**

1. Shyoho Volume 1.
2. Genki Japan
3. Haru Vol. 1 & 2

### **Online Resources/E-Learning Resources:**

#### **YouTube links**

- <https://www.youtube.com/watch?v=shdIEapDsP4>
- <https://youtu.be/K-nw5EUxDz0?feature=shared>
- <https://youtu.be/o9sP-vaCEa0?si=l8yOvVKaItBQWXNu>
- <https://youtu.be/JnoZE51WZg4?si=9uq68USOz5plBk2n>
- <https://youtu.be/shdIEapDsP4?si=tC6RGaMtwDJgVu2d>
- <https://youtu.be/9paXgC2U8L0?si=btS1G4mvrkG5C9zi>

#### **Apps**

- A) Learn Japanese - Hiragana APP available on Google play.
- B) Hiragana Pro

# Semester III

## COURSE CURRICULUM

<b>Name of the Program:</b>		MBA Pharma			<b>Semester : III</b>		<b>Level: PG</b>
<b>Course Name</b>		Strategic Management			<b>Course Code/ Course Type</b>		PMP201/ MAJM
<b>Course Pattern</b>		2025			<b>Version</b>		1.0
<b>Teaching Scheme</b>					<b>Assessment Scheme</b>		
<b>Theor y</b>	<b>Practic al</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>
3	-	-	3	3	40	60	-
<b>Pre-Requisite:</b>							
<b>Course Objectives (CO):</b>		<p>The objectives of the course are:</p> <ol style="list-style-type: none"> <li>1. To recall learning about the process of strategic management</li> <li>2. To recognize strategy formulation and implementation</li> <li>3. To apply the knowledge gained in functional areas of management.</li> <li>4. To analyze various forms of competitive strategy</li> <li>5. To evaluate strategies specific to the business vision and mission</li> </ol>					
<b>Course Learning Outcomes (CLO):</b>		<p>Students would be able to:</p> <ol style="list-style-type: none"> <li>1. To identify the concept of Strategic Management, its relevance, Characteristics, process nature and purpose</li> <li>2. To explain how firms successfully institutionalize a strategy process.</li> <li>3. To apply a competitive organizational structure for domestic and overseas operations and gain competitive advantage.</li> <li>4. To analyze how strategy is weaved in the organizational decision-making process.</li> <li>5. To evaluate the strategic drive-in multinational firms and their decisions in different markets</li> </ol>					

### Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

<b>Descriptors/Topics</b>	<b>CLO</b>	<b>Hours</b>
<b>UNIT I</b>		
Concepts of Strategy - Levels at which strategy operates; Approaches to strategic decision making; Mission and purpose, objectives and goals; Strategic business unit (SBD); Functional level strategies	<b>CLO 1</b>	<b>9</b>
<b>UNIT II</b>		
Environmental Analysis and Diagnosis - Environment and its components; Environment scanning and appraisal; Organizational appraisal; Strategic advantage analysis and diagnosis; SWOT analysis	<b>CLO 2</b>	<b>9</b>
<b>UNIT III</b>		
<b>Strategy Formulation and Choice</b> - Modernization, Diversification Integration - Merger, take-over and joint strategies - Turnaround, Divestment and Liquidation strategies -	<b>CLO3</b>	<b>9</b>

Strategic choice - Industry, competitor and SWOT analysis - Factors affecting strategic choice; Generic competitive strategies - Cost leadership, Differentiation, Focus, Value chain analysis, Benchmarking, Service blueprinting		
<b>UNIT IV</b>		
<b>Functional Strategies:</b> Marketing, production/operations and R&D plans and policies Personnel and financial plans and policies	<b>CLO4</b>	<b>9</b>
<b>UNIT V</b>		
<b>Strategy Implementation</b> - Inter - relationship between formulation and implementation -Issues in strategy implementation - Resource allocation - Strategy and Structure - Structural considerations - Organizational Design and change - Strategy Evaluation- Overview of strategic evaluation; strategic control; Techniques of strategic evaluation and control.	<b>CLO5</b>	<b>9</b>
<b>Total Hours</b>		<b>45</b>

### Learning resources

#### Textbooks:

1. Azhar Kazmi, STRATEGIC MANAGEMENT & BUSINESS POLICY, Tata McGraw-Hill Publishing Company Limited, New Delhi 2008 edition.
2. Crafting and Executing Strategy: The Quest for Competitive Advantage – Concepts and Cases Arthur A. Thompson Jr. Margaret A. Peteraf John E. Gamble, A. J. Strickland III, Arun K. Jain, McGraw Hill Education, 16/e 2016
3. Contemporary Strategy Analysis, Robert M. Grant, Wiley India, 10e

#### Reference Books:

1. Amita Mittal, CASES IN STRATEGIC MANAGEMENT, Tata McGraw-Hill Publishing Company Limited, New Delhi 2008 edition
2. Fred R. David, STRATEGIC MANAGEMENT CONCEPT AND CASES, PHI Learning Private Limited, New Delhi, 2008 edition.

#### Online Resources/E-Learning Resources:

1. Adam Brandenburger, “Strategy Needs Creativity,” Harvard Business Review, March-April 2019 edition, at <https://hbr.org/2019/03/strategy-needs-creativity>.

## COURSE CURRICULUM

<b>Name of the Program:</b>		MBA Pharma		<b>Semester : III</b>		<b>Level: PG</b>	
<b>Course Name</b>		Consumer Behaviour		<b>Course Code/ Course Type</b>		PMP202/ MAJM	
<b>Course Pattern</b>		2025		<b>Version</b>		1.0	
<b>Teaching Scheme</b>				<b>Assessment Scheme</b>			
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>
3	-	-	3	3	40	60	-
<b>Pre-Requisite:</b>							
<b>Course Objectives (CO):</b>		<p>The objectives of the course are:</p> <ol style="list-style-type: none"> <li>To recall the factors influencing Consumer's purchase decision making process.</li> <li>To apply concepts of consumer behavior to real world marketing decision making.</li> <li>To analyze the consumer decision making process and the role of different determinants that affect the buying decision process.</li> <li>To evaluate the new trends influencing buyer behavior and its effect on new age Indian Consumer.</li> <li>To Design and create strategies for the consumer and organizational buying behavior process for a variety of products.</li> </ol>					
<b>Course Learning Outcomes (CLO):</b>		<p>Students would be able to:</p> <ol style="list-style-type: none"> <li>Apply consumer behavior concepts to analyze evolving trends and adapt marketing strategies in the Indian economy.</li> <li>Evaluate the influence of personality, perception, learning, attitudes, and motivation on consumer behavior, informing effective marketing strategies.</li> <li>Analyze cultural, social, and group influences on consumer behavior, informing marketing strategies tailored to diverse Indian markets.</li> <li>Analyze consumer decision-making stages to optimize marketing strategies and enhance customer satisfaction.</li> <li>Create effective strategies for influencing organizational buying behavior based on buyer characteristics, decision processes, and purchasing patterns.</li> </ol>					

### Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction to Consumer Behavior:</b> Definition, Consumer and Customers, Buyers and Users, Organizations as Buyers, Use of Market Segmentation in Consumer Behavior, The Changing Patterns of Consumer Behavior in the context of the evolving Indian Economy, The Internet, e-commerce, and information technology and the changing consumer marketplace, New Trends in Consumer Behavior and its Applications in Marketing.	<b>CLO 1</b>	<b>9</b>
<b>UNIT II</b>		
<b>Unit 2: Individual Determinants of Consumer Behavior:</b> <b>(a) Consumer Personality &amp; Perception</b> – Personality, Self-concept, Overview of	<b>CLO 2</b>	<b>9</b>

<p>Personality Theories, Brand Personality, and Emotions. Sensation (Exposure to Stimuli), Factors that Distort Individual Perception, Overview of Price Perceptions, Perceived Product &amp; Service Quality and Consumer Risk Perceptions.</p> <p><b>(b) Consumer Learning, Memory and Involvement</b> - Components of Learning, Behavioural &amp; Cognitive Learning Theory, Concept of Involvement, Dimensions of Involvement, Involvement and Types of Consumer Behavior, Overview and Application of Cognitive Response Model.</p> <p><b>(c) Consumer Attitudes &amp; Motivation</b> - Functions of Attitude, Attitude Models, and Relationship between Attitude, Beliefs, Feelings and Behavior, Learning Attitudes, Changing Attitudes, Attitude Change Strategies for marketers. Motivational Conflict, Defense Mechanisms, Motive Arousal.</p>		
<b>UNIT III</b>		
<p><b>Unit 3: Environmental Influences on Consumer Behavior:</b></p> <p><b>(a) Cultural Influences on Consumer Behavior</b> – Concept of Culture, Values, Sub-cultures, and Influence of Indian Culture on Consumers, Multiplicity of Indian Cultures and their influence on consumer behavior, Cross-cultural Influences. <b>(b) Social Class and Group Influences on Consumer Behavior</b> - Concept of Social Class, Social Sub-Class, Money and Other Status Symbols, AIO classification of Lifestyle, VALS Typology, Source of Group Influences, Types &amp; Nature of Reference Groups, Reference Group Influences and Applications, Group Norms and Behavior, Family Life Cycle Stages, Family Purchases, Family Decision-making, Purchasing Roles within family, Word-of-Mouth Communications within Groups, Opinion Leadership. <b>(c) Indian Consumer: Social classes in India</b> – Overview of old and new Socio-Economic Classes (SEC) in Urban &amp; Rural Markets, Characteristics of BoP Consumers, Gen Z Consumers, HNI Consumers in India.</p>	<b>CLO3</b>	<b>9</b>
<b>UNIT IV</b>		
<p><b>Unit 4: Consumer Decision Making Process:</b> (a) Problem Recognition - Types of consumer decisions, types of Problem Recognition, utilizing problem recognition information (b) Search &amp; Evaluation – Types &amp; Source of information, Search, Experience and Credence Aspects -Marketing Implications, Situational Influences on Purchase Decisions, Nature of Situational Influence &amp; Variables (c) Purchasing Process - Why do people shop? Store &amp; Non-store Purchasing Processes, Purchasing Patterns (d) Post-purchase Evaluation &amp; Behavior - Consumer Satisfaction, Dissatisfaction, Customer Delight, Consumer Complaint Behavior, Post- Purchase Dissonance. (e) Consumer Decision</p> <p><b>Models</b> - Types of Consumer Decisions, Nicosia Model of Consumer Decision-making, Howard-Sheth Model, Engel, Blackwell, Miniard Model</p>	<b>CLO4</b>	<b>9</b>
<b>UNIT V</b>		
<p><b>Unit 5: Organizational Buying Behavior:</b> Introduction, Organizational Buyer Characteristics, Purchase and Demand Patterns, Involvement and Types of Organizational Buying Decisions, Factors Influencing Organizational Buyer Behavior, organizational Buyer Decision Process, Organizational Buying Roles. Organizational Buying Strategies. Emerging Trends in Organizational Buying. Globalization and its implications for B2B markets.</p>	<b>CLO5</b>	<b>9</b>
<b>Total Hours</b>		<b>45</b>

### Learning resources

#### Textbooks:

1. Consumer Behavior, David L. Loudon & Albert J. Della Bitta, Tata McGraw Hill, 4th Edition
2. Consumer Behavior, by Kumar Leon G., Schiffman; Joe, Wisenblit; S. Ramesh, Pearson Education; Twelfth edition (31 December 2018)
3. Consumer Behavior : Building Marketing Strategy, by David L. Mothersbaugh, Del I. Hawkins, Susan Bardi Kleiser, McGraw Hill, 14th Edition – 5 May 2022.

### **Reference Books:**

1. "We are like that only" by Rama Bijapurkar, Portfolio; Revised edition (21 August 2009)
2. "Consumer Behaviour" by Zubin Sethna & Jim Blythe, SAGE Publications India Pvt Ltd, 1 January 2025
3. Consumer Behavior, 13/e Paperback – by Michael R. Solomon & Tapan Kumar Panda, Pearson Education 30 January 2020

### **Online Resources/E-Learning Resources:**

1. "Consumer Behavior" by Indian Institute of Management, Bangalore.
2. "Marketing Analytics: Know Your Customers" by Columbia University.
3. Understanding and shaping consumer behavior in the next normal, McKinsey, July 2020 (

## COURSE CURRICULUM

<b>Name of the Program:</b>		<b>MBA (ABM)</b>		<b>Semester : III</b>		<b>Level: PG</b>	
<b>Course Name</b>		<b>Design Thinking and Innovation</b>		<b>Course Code/ Course Type</b>		PMP204/ MAJM	
<b>Course Pattern</b>		<b>2025</b>		<b>Version</b>		1.0	
<b>Teaching Scheme</b>					<b>Assessment Scheme</b>		
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>
3	0	0	3	3	40	60	-
<b>Pre-Requisite: Bachelor Degree</b>							
<b>Course Objectives (CO):</b>		<p>The objectives of the course are:</p> <ol style="list-style-type: none"> <li>1. Understand the principles and methodologies of design thinking.</li> <li>2. Apply design thinking techniques to solve real-world business challenges.</li> <li>3. Analyze case studies to evaluate the effectiveness of design thinking in different contexts.</li> <li>4. Foster creativity and innovation through the application of design thinking processes.</li> <li>5. Develop strategic thinking skills to integrate design thinking into organizational practices.</li> <li>6. Collaborate effectively in cross-functional teams to implement design thinking solutions.</li> </ol>					
<b>Course Learning Outcomes (CLO):</b>		<ol style="list-style-type: none"> <li>1. Remembering: Students will be able to recall and describe key principles and methods of design thinking.</li> <li>2. Understanding: Students will demonstrate understanding by interpreting case studies and real-world examples of design thinking applications.</li> <li>3. Applying: Students will apply design thinking methodologies to solve complex business problems and challenges.</li> <li>4. Analyzing: Students will analyze and evaluate the effectiveness of different design thinking approaches in various organizational contexts.</li> <li>5. Creating: Students will demonstrate creativity by generating innovative solutions and prototypes using design thinking techniques.</li> </ol>					

### Course Contents/Syllabus:

<b>Descriptors/Topics</b>	<b>CLO</b>	<b>Hours</b>
<b>UNIT I</b>		
<b>Descriptors/Topics</b> <ul style="list-style-type: none"> <li>• Introduction to Design Thinking</li> <li>• Understanding the Design Thinking Process</li> <li>• Empathy Mapping</li> <li>• Problem Definition and Ideation</li> <li>• Prototyping Techniques</li> <li>• Testing and Iteration</li> <li>• Case Studies in Design Thinking</li> <li>• Design Thinking Tools and Software</li> </ul>	<b>CLO 1</b>	<b>9</b>
<b>Unit II</b>		
<b>Descriptors/Topics</b> <ul style="list-style-type: none"> <li>• User-Centered Design</li> <li>• User Research Methods</li> </ul>	<b>CLO 2</b>	<b>9</b>

<ul style="list-style-type: none"> <li>• Persona Development</li> <li>• Journey Mapping</li> <li>• Design Criteria and Constraints</li> <li>• Design for Accessibility</li> <li>• Ethnographic Research in Design Thinking</li> <li>• Usability Testing</li> </ul>		
<b>Unit III</b>		
<ul style="list-style-type: none"> <li>• Innovation and Creativity</li> <li>• Understanding Innovation Models</li> <li>• Techniques for Enhancing Creativity</li> <li>• Design Sprint Methodology</li> <li>• Brainstorming and Idea Generation</li> <li>• Designing for Disruption</li> <li>• Cross-disciplinary Collaboration</li> <li>• Design Thinking in Startups</li> </ul>	<b>CLO3</b>	<b>9</b>
<b>Unit IV</b>		
<b>Descriptors/Topics</b> <ul style="list-style-type: none"> <li>• Design Thinking in Business Strategy</li> <li>• Design Thinking for Strategic Planning</li> <li>• Business Model Innovation</li> <li>• Design Thinking and Agile Methodologies</li> <li>• Design Thinking for Organizational Change</li> <li>• Design Leadership and Culture</li> <li>• Design Thinking in Marketing and Branding</li> <li>• Design Thinking for Social Impact</li> </ul>	<b>CLO4</b>	<b>9</b>
<b>Unit V</b>		
<b>Descriptors/Topics</b> <ul style="list-style-type: none"> <li>• Unit 5: Implementation and Impact</li> <li>• Design Thinking in Product Development</li> <li>• Design Thinking in Service Design</li> <li>• Design Thinking in Healthcare</li> <li>• Measuring Design Thinking Success</li> <li>• Scaling Design Thinking within Organizations</li> <li>• Challenges and Future Trends in Design Thinking</li> <li>• Final Project Presentation and Evaluation</li> </ul>	<b>CLO5</b>	<b>9</b>
<b>Total Hours</b>		<b>45</b>

#### Text Reading:

- "Design Thinking for Strategic Innovation: What They Can't Teach You at Business or Design School" by Idris Mootee  
[https://www.aitskadapa.ac.in/e-books/CSE/DESIGN%20THINKING/Design%20Thinking%20for%20Strategic%20Innovation\\_%20What%20They%20Can\\_t%20Teach%20You%20at%20Business%20or%20Design%20School%20\(%20PDFDrive%20\).pdf](https://www.aitskadapa.ac.in/e-books/CSE/DESIGN%20THINKING/Design%20Thinking%20for%20Strategic%20Innovation_%20What%20They%20Can_t%20Teach%20You%20at%20Business%20or%20Design%20School%20(%20PDFDrive%20).pdf)
- "Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation" by Tim Brown PDF  
<https://digitalcommons.uri.edu/cgi/viewcontent.cgi?article=1125&context=mgdr>
- "Design Thinking: Integrating Innovation, Customer Experience, and Brand Value" by Thomas Lockwood  
<https://tailieutuhoc.com/product/design-thinking-integrating-innovation-customer-experience-and-brand-value-p1249>

#### References:

- "The Design Thinking Playbook: Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems" by Michael Lewrick, Patrick Link, and Larry Leifer  
[https://books.google.co.in/books?id=Wh21tAEACAAJ&printsec=frontcover&source=gbs\\_ge\\_summary\\_r&cad=0#v=onepage&q&f=false](https://books.google.co.in/books?id=Wh21tAEACAAJ&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false)
- **Design Thinking: Understanding How Designers Think and Work Design Expertise**  
<https://pdfcoffee.com/design-thinking-understanding-how-designers-think-and-work-design-expertise-pdf-free.html>

**Additional Reading:**

- "Design Thinking and Innovation for Business" on Coursera by the University of Virginia
- "IDEO U: Foundations of Design Thinking Certificate" on IDEO U

**Any other Study Material (Online Link):**

- "Design Thinking: Prototyping and User Testing" on LinkedIn Learning by Chris Nodder
- "Design Thinking for the Greater Good: Innovation in the Social Sector" on Acumen Academy
- "Innovation by Design: The Intersection of Creativity and Functionality" on Udemy by the University of Colorado Boulder

## COURSE CURRICULUM

<b>Name of the Program:</b>		MBA Pharma		<b>Semester : III</b>		<b>Level: PG</b>	
<b>Course Name</b>		Hospital Management		<b>Course Code/ Course Type</b>		PMP205/ MAJM	
<b>Course Pattern</b>		2025		<b>Version</b>		1.0	
<b>Teaching Scheme</b>				<b>Assessment Scheme</b>			
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>
3	-	-	3	3	40	60	-
<b>Pre-Requisite: Pharma Graduation Degree</b>							
<b>Course Objectives (CO):</b>		<p>The objectives of the course are:</p> <ol style="list-style-type: none"> <li>1. Understand the foundational concepts, philosophy, and objectives of hospitals as organizations.</li> <li>2. Learn the principles, nature, and significance of hospital administration.</li> <li>3. Familiarize with the roles and functions of different administrative and support services in hospitals.</li> <li>4. Explore the organizational structure and management levels within hospitals.</li> <li>5. Evaluate hospital services and understand recent advances in hospital administration.</li> </ol>					
<b>Course Learning Outcomes (CLO):</b>		<p>Students would be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the definition, philosophy, and classification of hospitals, and their role as a system within the community.</li> <li>2. Analyze the principles and differences between hospital administration and management and evaluate the ethical responsibilities of administrators.</li> <li>3. Examine the key administrative, medical, nursing, and support services essential for effective hospital operations.</li> <li>4. Assess the levels, roles, and responsibilities of hospital management to ensure optimal organizational functioning.</li> <li>5. Evaluate hospital services using modern management techniques and identify recent advances in hospital administration.</li> </ol>					

### Course Contents/Syllabus:

<b>Descriptors/Topics</b>	<b>CLO</b>	<b>Hours</b>
<b>UNIT I</b>		
<b>Concept of Hospitals:</b> Definition, philosophy and objectives of Hospital; Classification of Hospitals; Hospital as a System and its peculiarities; Intramural and Extramural Functions of a Hospital; Managerial activities in a Hospital; Relationship between a Hospital and its community.	<b>CLO 1</b>	<b>7</b>
<b>UNIT II</b>		
<b>Introduction to Hospital Administration:</b> Meaning, nature and principles of Administration; Administration vs Management; Meaning and rationale of Hospital Administration; Roles of Hospital Administration; Skills of Hospital Administration; Types of Hospital Administrators; Professional bodies of Hospital Administrators; Code of Ethics for Hospital Administrators.	<b>CLO 2</b>	<b>8</b>

<b>UNIT III</b>		
<b>Overview of Hospital Services:</b> Administrative Services; Medical and Ancillary Services; Nursing Services; Supportive Services: Pharmacy, Medical Stores, Housekeeping, Ward Management, CSSD, Laundry, Dietary, Security, and Transport.	<b>CLO3</b>	<b>10</b>
<b>UNIT IV</b>		
<b>Hospital Management:</b> Levels and Roles: Governing Board; Executive Board and Advisory Board; CEO; Medical Administration Nursing Administration; Hospital Administration; Middle Level Managers in Hospital and their Responsibilities; Structuring Hospital Organization	<b>CLO4</b>	<b>10</b>
<b>UNIT V</b>		
Evaluation of Hospital Services; Management Techniques in Hospitals; Recent Advances in Hospital Administration.	<b>CLO5</b>	<b>10</b>
<b>Total Hours</b>		<b>45</b>

### Learning resources

#### Textbooks:

1. Principles of Hospital Administration and Planning by Mr. B. M. Sakharkar
2. Hospital Administration and Management by Joydeep Das, Jaypee Publication.

#### References:

1. Srinivasan, S. Management process in health care. New Delhi: Voluntary Health Association of India.
2. Joshi DC, Joshi, Mamta, Hospital administration. Jaypee Brothers Medical Publications

## COURSE CURRICULUM

<b>Name of the Program:</b>		MBA Pharma		<b>Semester : III</b>		<b>Level: PG</b>	
<b>Course Name</b>		Integrated Marketing Communication		<b>Course Code/ Course Type</b>		PMP206/ MAJM	
<b>Course Pattern</b>		2025		<b>Version</b>		1.0	
<b>Teaching Scheme</b>				<b>Assessment Scheme</b>			
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>
3	-	-	3	3	40	60	-
<b>Pre-Requisite:</b>							
<b>Course Objectives (CO):</b>				<b>The objectives of the course are:</b>			
				<ol style="list-style-type: none"> <li>1. Introduce the concept and evolution of IMC in modern marketing.</li> <li>2. Develop skills for strategic IMC planning and brand alignment.</li> <li>3. Understand key communication tools used in IMC campaigns.</li> <li>4. Explore digital integration and AI applications in IMC.</li> <li>5. Build ability to measure, evaluate, and manage IMC ethically.</li> </ol>			
<b>Course Learning Outcomes (CLO):</b>				<b>Students would be able to:</b>			
				<ol style="list-style-type: none"> <li>1. Understand the fundamentals and strategic role of IMC.</li> <li>2. Plan IMC campaigns using consumer insights and brand alignment.</li> <li>3. Apply creative and media tools in communication planning.</li> <li>4. Integrate digital and AI-based platforms in IMC.</li> <li>5. Evaluate and optimize IMC campaigns ethically.</li> </ol>			

### Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Unit 1: Foundations of IMC</b> — Introduction to Integrated Marketing Communications, Importance of IMC in Modern Marketing, Key Components of IMC, Historical Evolution and Milestones of IMC, IMC vs Traditional Marketing Communication, Role of IMC in Branding, IMC as a Strategic Business Tool, Understanding IMC in a Global Context, Current Trends in IMC, Design Thinking in IMC Strategy.	<b>CLO 1</b>	<b>9</b>
<b>UNIT II</b>		
<b>Unit 2: Strategic IMC Planning and Consumer Insight</b> — Identifying Target Audience in IMC, Identifying and Overcoming Integration Barriers, Identifying and Overcoming Integration Barriers (Case-Based Discussion), SWOT and Opportunity Analysis in IMC, Aligning IMC Strategy with Business Goals, Aligning IMC Strategy with Business Goals (Workshop), Competitive Analysis and Brand Positioning, Competitive Analysis and Brand Positioning (Examples & Tools), Customer Journey Mapping, Role of Customer Insights in IMC.	<b>CLO 2</b>	<b>9</b>

<b>UNIT III</b>		
<b>Unit 3: Creative Tools and Communication Channels</b> — Creative Strategy in IMC, Elements of a Creative Brief, Message Design and Copywriting, Storytelling in Integrated Branding, Advertising – Types and Strategies, Advertising – Case Studies and Campaigns, Personal Selling – Tools and Techniques, Sales Promotion – Objectives and Planning, Direct Marketing in IMC, Public Relations and Sponsorships.	<b>CLO3</b>	<b>9</b>
<b>UNIT IV</b>		
<b>Unit 4: Digital Integration and Technological Tools</b> — The Role of Digital Marketing in IMC, Social Media Advertising – Platforms and Strategy, Social Media Advertising – Analytics and Campaign Design, Integrating Paid, Owned, and Earned Media, Use of AI in IMC Strategy, Personalization Using AI-Powered Tools, Competitive Intelligence Tools for IMC, Interactive Content and Engagement Tactics.	<b>CLO4</b>	<b>9</b>
<b>UNIT V</b>		
<b>Unit 5: Evaluation, Ethics and Future Outlook</b> — Budgeting Techniques for IMC Campaigns, IMC Campaign Measurement using Integrated KPIs, ROI and Optimization of Media Mix, Ethical and Legal Aspects in IMC, The Future of IMC: Challenges and Opportunities, IMC in Action – Integrated Campaign Presentation, Revision and Query Solving Session.	<b>CLO5</b>	<b>9</b>
<b>Total Hours</b>		<b>45</b>

### Learning resources

#### Textbooks:

1. Marketing Management, 15th Edition, Philip Kotler, Kevin Lane, Keller, Published by-Pearson.
2. Marketing Management-A South Asian Perspective, ISBN -978-0-13-600998, 13th Edition, Philip Kotler, Kevin Keller, Abraham Koshy, Mithileshwar Jha, Published by Dorling Kindersley(India)Pvt. Ltd, Licensees of Pearson Education in South Asia
3. Marketing Management-Global Perspective -Indian Context, 4th Edition-2010V.S. Ramaswamy& S. Namakumari, Macmillan Publishers India LMT, New Delhi.

#### Online References:

1. Integrated Marketing Communications: The Holistic Approach  
<https://books.google.as/books?id=jbT-I30Q3HEC&printsec=frontcover#v=onepage&q&f=false>
2. Integrated Marketing Communications: A Global Brand-Driven Approach By Philip J. Kitchen, Marwa E. Tourky -  
[https://www.google.co.in/books/edition/Integrated\\_Marketing\\_Communications/YJtXEAAAQBAJ?hl=en&gbpv=1&printsec=frontcover](https://www.google.co.in/books/edition/Integrated_Marketing_Communications/YJtXEAAAQBAJ?hl=en&gbpv=1&printsec=frontcover)

#### References:

1. Semenik, R. J., Allen, C., O'Guinn, T. C., & Kaufmann, H. R. (2012). Advertising and promotions: An integrated brand approach. China: Couth-Western Cengage Learning.
2. Belch, G.E., & Belch, M.A. (2017). Advertising and Promotion: An Integrated Marketing Communications Perspective (11th Ed.). McGraw Hill Higher Education.
3. Kotler, P., & Keller, K. L. (2017). Marketing management. (15th Ed.). Pearson India

## COURSE CURRICULUM

<b>Name of the Program:</b>		MBA (Pharma)		<b>Semester : III</b>		<b>Level: PG</b>	
<b>Course Name</b>		Marketing 5.0		<b>Course Code/ Course Type</b>		PMP207A/ Elective	
<b>Course Pattern</b>		2025		<b>Version</b>		1.0	
<b>Teaching Scheme</b>				<b>Assessment Scheme</b>			
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>
3	0	0	3	3	40	60	-
<b>Pre-Requisite: Bachelor's Degree</b>							
Course Objectives (CO):				<p>The objectives of the course are:</p> <ol style="list-style-type: none"> <li>1. Understand the shift from traditional to digital and human-centric marketing.</li> <li>2. Explore consumer behavior in the digital era and connected subcultures.</li> <li>3. Familiarize students with emerging marketing technologies and tools.</li> <li>4. Highlight integration of technology with marketing strategies.</li> <li>5. Create awareness about ethical and strategic issues in tech-driven marketing.</li> </ol>			
Course Learning Outcomes (CLO):				<p>Students would be able to:</p> <ol style="list-style-type: none"> <li>1. Describe concepts of Marketing 4.0 &amp; 5.0, including digital subcultures and tech-driven frameworks.</li> <li>2. Explain the shift to digital, inclusive, and human-centric marketing with focus on CX.</li> <li>3. Apply the 5A path, content, and data strategies for integrated brand experiences.</li> <li>4. Analyze the impact of AI, predictive tools, AR/VR, block chain, and contextual marketing on customer behavior and loyalty.</li> <li>5. Design human-centric, tech-enabled strategies that deliver WOW customer experiences.</li> </ol>			

### Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction to Marketing 4.0:</b> <b>Power Shift to Connected Customers-</b> Inclusive marketing, horizontal communication, social communities, frugal innovation. <b>The New Customer Journey &amp; Subcultures:</b> Online Go-to-Market Options, Myths of Connectivity, Co-creation, Advocacy, Digital Subcultures- Youth, Women, Netizens. <b>Blending Traditional &amp; Digital Approaches-</b> Customer Path 4A to 5A, O-Zone, 4Ps to 4Cs, Brand Humanization. Content as Conversation,	<b>CLO 1</b>	<b>9</b>

Hashtags, Contextual Marketing, Omni channel Integration – Offline and Online, Gamification, Social CRM, Mobile Apps for Engagement		
<b>UNIT II</b>		
<b>Introduction to Marketing 5.0 &amp; Digital-Ready Organizations:</b> <b>Journey from 4.0 to 5.0</b> - Technology for Humanity, Market Polarization, Corporate Activism, Marketing to Baby Boomers, X, Y, Z, and Alpha <b>Digital Transformation in Organizations-</b> Impact of COVID-19 and the Rise of Digital, Opportunities and Challenges of Going Digital, Digital Capabilities and Readiness, Digital Leadership, Digital Divide <b>Technology Enablers in Marketing 5.0-</b> Bionics and Human-like Technologies	<b>CLO 2</b>	<b>9</b>
<b>UNIT III</b>		
<b>UNIT 3: Data-Driven and Human-Centric Marketing</b> <b>Customer Experience in the Digital World-</b> Human and Machine Collaboration in CX, Balance Between Tech and Human Touch, Trends Shaping CX Today. <b>Data-Driven Marketing-</b> Segment of One, Building a Data Ecosystem, Leveraging Analytics for Insights. <b>Human-Centric Branding-</b> Digital Anthropology in Marketing, Six Attributes of Human-Centric Brands, When Brands Become “Human”	<b>CLO3</b>	<b>9</b>
<b>UNIT IV</b>		
<b>Predictive &amp; Contextual Marketing</b> <b>Predictive Marketing Fundamentals-</b> How It Works & Its Applications, Building Predictive Models, Anticipating Market Demand. <b>Contextual Marketing-</b> Triggers and Responses, Three Levels of Personalized Experience, Creating Sense-and-Respond Experiences. <b>Smart Infrastructure &amp; Customer Path Optimization-</b> Real-Time Interaction Models, Use of AI in Contextual Marketing.	<b>CLO4</b>	<b>9</b>
<b>UNIT V</b>		
<b>Augmented &amp; Agile Marketing</b> <b>Augmented Marketing Concepts-</b> Tech-Empowered Human Interfaces, Digital Tools to Enhance Customer Experience, Augmented & Virtual Reality in Marketing. <b>Agile Marketing-</b> Need for Agile Execution, Operations at Pace & Scale, Use of Agile Sprints in Campaigns. <b>Blockchain in Marketing-</b> Transparency, Trust, and Traceability. <b>Delivering WOW Moments-</b> Enjoy, Experience, Engage Strategy.	<b>CLO5</b>	<b>9</b>
<b>Total Hours</b>		<b>45</b>

#### Text Reading:

1. Marketing5.0Technology for Humanity, Philip Kotler, Hermawan Kartjaya, and Iwan Setiawan John Wiley & Sons, Inc. Hoboken, New Jersey
2. Predictive Marketing: Easy Ways Every Marketer Can Use Customer Analytics and Big Data, Omer Artun, Dominique Levin
3. The Context Marketing Revolution: How to Motivate Buyers in the Age of Infinite Media, Mathew Sweeze –Harvard Business Review Press (24March 2020); Penguin Random house
4. The Six Disciplines of Agile Marketing: Proven Practices for More Effective Marketing and Better Business Results, Jim Ewel, Wiley; 1st edition (October 13,2020)

#### References:

- Marketing to Gen Z: The Rules for Reaching This Vast--and Very Different- Generation of Influencers, by Jeff Fromm, Angie Read, Amacon; Specialed. edition (6 March 2018)
- Digital Channels A Complete Guide, by Gerardus Blokdyk, 5 star cooks (13October2018)
- The Ten Principles Behind Great Customer Experiences (Financial Times Series), Matt Watkinson Paperback, Pearson Education (19June2020)

### Suggested Audio Visuals link

- <https://www.youtube.com/watch?v=JbzTDtlhpnU>, Introduction to Marketing 5.0:Technology for Humanity with Iwan Setiawan.
- <https://www.youtube.com/watch?v=jwUobgplGqk> Marketing 5.0, Book Review.
- [https://www.youtube.com/watch?v=tav4S11KA\\_g](https://www.youtube.com/watch?v=tav4S11KA_g), Agile Marketing, accessed on 7<sup>th</sup> June 2021
- <https://www.youtube.com/watch?v=ZFTgGi06vbM,ARvsVR>, What are virtual and Augmented Realities.
- <https://www.youtube.com/watch?v=1obcLCB5WTU> What is Contextual Marketing. Benefits of Contextual Marketing.
- <https://marketingtrends.com/episodes/erik-newton/>

### Suggested Journals

- <https://www.forbes.com/sites/blakemorgan/2019/12/17/5-predictions-for-customer-experiencein-2020/?sh=26ed6f962ec7>.
- <https://www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/futureof-customer-experience.html>.
- <https://www.thinkwithgoogle.com/intl/en-aunz/future-of-marketing/digital-transformation/5-keysteps-digital-transformation-success/>
- <https://futurumresearch.com/research-reports/experience-2030-global-report-customerexperience/>
- <https://www.cm.com/blog/how-finding-the-right-balance-between-technology-and-humans-willimprove-customer-experience/>

## COURSE CURRICULUM

<b>Name of the Program:</b>		<b>MBA (Pharma)</b>		<b>Semester : III</b>		<b>Level: PG</b>	
<b>Course Name</b>		<b>Advanced Social Media Analytics and Insights</b>		<b>Course Code/ Course Type</b>		PMP207B/ Elective	
<b>Course Pattern</b>		2025		<b>Version</b>		1.0	
<b>Teaching Scheme</b>					<b>Assessment Scheme</b>		
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>
3	0	0	3	3	40	60	0
<b>Pre-Requisite:</b>							
Course Objectives (CO):				<p>The objectives of the course are:</p> <ol style="list-style-type: none"> <li>1. Students will recall and list key social media metrics and KPIs.</li> <li>2. Students will demonstrate understanding by explaining advanced social media analytics techniques and methodologies.</li> <li>3. Students will apply social media analytics tools to analyze data and derive actionable insights.</li> <li>4. Students will analyze social media data to evaluate the effectiveness of digital marketing campaigns.</li> <li>5. Students will develop strategies for optimizing digital marketing efforts based on social media analytics insights.</li> </ol>			
Course Learning Outcomes (CLO):				<p>Students would be able to:</p> <ol style="list-style-type: none"> <li>1. Students will recall and list key social media metrics and KPIs.</li> <li>2. Students will demonstrate understanding by explaining advanced social media analytics techniques and methodologies.</li> <li>3. Students will apply social media analytics tools to analyze data and derive actionable insights.</li> <li>4. Students will analyze social media data to evaluate the effectiveness of digital marketing campaigns.</li> <li>5. Students will develop strategies for optimizing digital marketing efforts based on social media analytics insights.</li> </ol>			

### Course Contents/Syllabus:

<b>Descriptors/Topics</b>	<b>CLO</b>	<b>Hours</b>
<b>UNIT I</b>		
<b>Introduction to Advanced Social Media Analytics:</b> Overview of Social Media Analytics. Importance of Social Media Metrics. Key Performance Indicators (KPIs) in Social Media. Social Media Listening and Monitoring Tools. Data Collection Methods. Data Privacy and Ethics in Social Media Analytics. Case Studies in Advanced Social Media Analytics	<b>CLO 1</b>	<b>9</b>
<b>UNIT II</b>		
<b>Advanced Social Media Metrics and KPIs -</b> Engagement Metrics (Likes, Comments, Shares). Reach and Impressions. Conversion Metrics (Click-Through	<b>CLO 2</b>	<b>9</b>

Rate, Conversion Rate). Sentiment Analysis. Influencer Metrics. Competitive Analysis Metrics. Advanced Custom Metrics and KPIs		
<b>UNIT III</b>		
<b>Descriptors/Topics</b> <b>Social Media Analytics Tools and Platforms</b> - Google Analytics and Social Media Integration. Facebook Insights and Analytics. Twitter Analytics. LinkedIn Analytics. Instagram Insights. Social Media Management Platforms (e.g., Hootsuite, Sprout Social). Data Visualization Tools for Social Media Analytics	<b>CLO3</b>	<b>9</b>
<b>UNIT IV</b>		
<b>Descriptors/Topics</b> <b>Data Analysis and Interpretation</b> - Data Cleaning and Preparation. Exploratory Data Analysis (EDA). Statistical Analysis Techniques. Text and Sentiment Analysis. Social Network Analysis. Predictive Analytics for Social Media. Advanced Data Visualization Techniques.	<b>CLO4</b>	<b>9</b>
<b>UNIT V</b>		
<b>Descriptors/Topics</b> <b>Application of Social Media Analytics in Digital Marketing</b> - Campaign Performance Analysis. Audience Segmentation and Targeting. Content Optimization Strategies. Social Media Advertising Optimization. Crisis Management and Reputation Monitoring. Social Media ROI Measurement. Future Trends in Advanced Social Media Analytics.	<b>CLO5</b>	<b>9</b>
<b>Total Hours</b>		<b>45</b>

## Learning resources

### **Text Reading:**

- Marketing Metrics: The Manager's Guide to Measuring Marketing Performance Hardcover – Illustrated, 3 September 2015 by Paul Farris (Author), Neil Bendle (Author), Phillip Pfeifer (Author), Publisher: Pearson FT Press; 3rd edition (3 September 2015), Edition: 3rd
- Influencer Marketing for Brands: What YouTube and Instagram Can Teach You About the Future of Digital Advertising 1st ed. Edition, Kindle Edition by Aron Levin (Author) Format: Kindle Edition, Publisher : Apress; 1st ed. edition (30 November 2019), Edition: 1st

### **References:**

- Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity 1st Edition, Kindle Edition by Avinash Kaushik (Author) Format: Kindle Edition, Publisher : Sybex; (30 December 2009), Edition: 1

### **Additional Reading:**

- Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media <https://www.oreilly.com/library/view/social-media-analytics/9780133892956/>
- Social Media Marketing For Dummies, 4th Edition [https://www.oreilly.com/library/view/social-media-marketing/9781119617006/?\\_gl=1\\*1qlcgw6\\*\\_ga\\*NjkyNzI2ODM1LjE3MDg2MDkyOTE.\\*\\_ga\\_092EL089CH\\*MTcwODYwOTI5MC4xLjAuMTcwODYwOTMzNS4xNS4wLjA](https://www.oreilly.com/library/view/social-media-marketing/9781119617006/?_gl=1*1qlcgw6*_ga*NjkyNzI2ODM1LjE3MDg2MDkyOTE.*_ga_092EL089CH*MTcwODYwOTI5MC4xLjAuMTcwODYwOTMzNS4xNS4wLjA).
- Marketing Metrics: The Manager's Guide to Measuring Marketing Performance, Third Edition [https://www.oreilly.com/library/view/marketing-metrics-the/9780134086040/?\\_gl=1\\*16pwdtj\\*\\_ga\\*NjkyNzI2ODM1LjE3MDg2MDkyOTE.\\*\\_ga\\_092EL089CH\\*MTcwODYwOTI5MC4xLjAuMTcwODYwOTMzMy4xNy4wLjA](https://www.oreilly.com/library/view/marketing-metrics-the/9780134086040/?_gl=1*16pwdtj*_ga*NjkyNzI2ODM1LjE3MDg2MDkyOTE.*_ga_092EL089CH*MTcwODYwOTI5MC4xLjAuMTcwODYwOTMzMy4xNy4wLjA).