

Khandesh College Education Society's

Institute of Management and Research, Jalgaon

(An Autonomous Institute affiliated to Kavayitri Bahinabai Chaudhari North
Maharashtra University, Jalgaon and Recognized by AICTE, New-Delhi)



Department of MBA

School of Management Studies

NEP-2020 Based CBCS

PROGRAM STRUCTURE AND SYLLABUS

Of

**Master of Business Administration in
Pharmaceutical Management**

(Semester 60-40 pattern)

(2024-2026)

TABLE OF CONTENT

Sr No	Particulars
1.	Title of The Degree
2.	About The Programme
3.	Vision
4.	Mission
5.	Objective of the program
6.	Name of the Programme
7.	Description of the Programme
8.	Eligibility Criteria
9.	Admission Process
10.	The Programme Highlights
11.	Pedagogy for MBA (Pharma) Program
12.	One Year MBA (Pharma) Programme
13.	Two Year MBA (Pharma) Programme
14.	Outcome Based Approach to Education (OBE)
15.	Four Levels of Outcomes from OBE
16.	Graduate Attributes
17.	Programme Educational Objectives (PEOs)
18.	Programme Specific Outcomes (PSOs)
19.	Programme Outcomes (POs):
20.	Mapping of PEOs with POs
21.	Category wise Credits
22.	Year and Credit distribution

PROGRAMME STRUCTURE & CREDIT DISTRIBUTION

1.TITLE OF THE DEGREE: This degree shall be titled as Master in Business Administration – Pharmaceutical Management”. This new curriculum shall be effective from Academic year 2024-25.

2. ABOUT THE PROGRAMME

The MBA in Pharmaceutical Management is a specialized two-year postgraduate program at KCES's Institute of Management and Research, Jalgaon. (Autonomous) institute affiliated to Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon, designed to prepare students for leadership and managerial roles in the pharmaceutical and healthcare industries. The program combines core business management principles with a deep understanding of the pharmaceutical sector, including drug development, regulatory affairs, marketing, supply chain management, and pharmacoconomics.

3.VISION

“Committed to provide value based, quality, professional and technical education to the students and empowering them with the required skillsets and competencies to face challenges of the fast changing global environment.”

4.MISSION

1. To provide necessary technical and professional education with a view to uplifting the lives of rural and urban students.
2. To create a conducive platform for students to develop their skills and knowledge.
3. To encourage innovation and research aptitude among students.
4. To inculcate global ethics and human values in all the learners.

5.OBJECTIVE OF THE PROGRAM

The main objective of the **MBA Pharmaceutical Management Programme** is to equip students with the knowledge and skills necessary to manage and lead in the pharmaceutical and healthcare industries. The program integrates pharmaceutical sciences with business management principles, fostering expertise in drug development, marketing, regulatory affairs, and healthcare management, while promoting ethical practices, innovation, and global competitiveness.

The broad objectives of the Program are:

1. **Comprehensive Industry Knowledge:** Equip students with in-depth knowledge of pharmaceutical science and business management.
2. **Leadership Development:** Cultivate leadership and managerial skills tailored to the pharmaceutical sector.
3. **Innovation and Critical Thinking:** Promote innovation and problem-solving abilities in addressing industry challenges.
4. **Ethical and Sustainable Practices:** Instill ethical decision-making and a commitment to sustainability in pharmaceutical management.

5. **Global Competency and Employability:** Prepare students for global careers with a focus on pharmaceutical and healthcare industries.

6. NAME OF THE PROGRAMME

MASTER OF BUSINESS ADMINISTRATION IN PHARMACEUTICAL MANAGEMENT

7. DESCRIPTION OF THE PROGRAMME

The MBA in Pharmaceutical Management is a specialized postgraduate program designed to develop professionals who are adept at managing the multifaceted aspects of the pharmaceutical industry. Aligned with the National Education Policy (NEP) 2020, this program integrates a multidisciplinary approach, focusing on innovation, critical thinking, and practical skills while maintaining the flexibility to cater to diverse learning needs.

The program is structured into four semesters, each consisting of a blend of core courses, electives, practical training, field Project and a research project. The curriculum is designed to provide a deep understanding of pharmaceutical management, covering areas such as drug regulatory affairs, pharmaceutical marketing, supply chain management, pharmacoeconomics, and intellectual property rights. Additionally, the program emphasizes the development of leadership, ethical decision-making, and strategic thinking skills.

PROGRAM DURATION:

Two Years (Four Semesters)

ELIGIBILITY CRITERIA:

As per admission rules framed by the Directorate of Technical Education, Government of Maharashtra.

(A) First Year Admission. -

1) Maharashtra State Candidature Candidate. The candidate -

- i. should be a citizen of India;
- ii. Should have passed minimum three-year Bachelor's Degree awarded by any of the Universities recognized by University Grants Commission or Association of Indian Universities in any discipline with at least fifty per cent. marks in aggregate or equivalent (at least forty-five per cent. in case of candidates of Reserved categories, Economically weaker section and Persons With Disability Candidates belonging to Maharashtra State only) or its equivalent;
- iii. should have obtained non zero score in MAHMBA/ MMS-CET 2024 conducted by the Competent Authority.

(2) All India Candidature Candidates, Union Territory of Jammu and Kashmir and Union Territory of Ladakh Migrant Candidature Candidates. The candidate-

- i. should be a citizen of India;

- ii. should have passed minimum three-year Bachelor's Degree awarded by the University recognized by University Grants Commission or Association of Indian Universities in any discipline with at least fifty per cent. marks in aggregate or equivalent (at least forty-five per cent. in case of candidates of Reserved categories, Economically Weaker Section and Persons with Disability Candidates belonging to the Maharashtra State only) or its equivalent;
- iii. should have obtained non zero positive score in any one of the following examinations, namely: -

CET conducted by the Competent Authority or Common Admission Test(CAT) conducted by Indian Institute of Management or Common Management Aptitude Test (CMAT) Conducted by National Testing Agency or Xavier Aptitude Test (XAT) conducted by Xavier School of Management Jamshedpur or Entrance Test for Management Admissions (ATMA) conducted by the Association of Indian Management Schools or Management Aptitude Test (MAT) Conducted by All India Management.

Association or Graduate Management Aptitude Test(GMAT) Conducted by Graduate Management Admission Council, United States of America.

(B) Second Year (Lateral Entry) Admission. -

Maharashtra State Candidature Candidates and All India Candidature Candidates. The candidate-

- i. should be a citizen of India;
- ii. should have passed B. E. or B. Tech or BBA or BMS (4 Years);
- iii. Any other eligibility criteria and requirement declared from time to time by the appropriate authority as defined under the Act.

ADMISSION PROCESS:

The Government of Maharashtra has established State Common Entrance Test as per Section 10 of the Maharashtra Unaided Private Professional Educational Institutions (Regulation of Admissions and Fees) Act ,2015 to conduct CET as well as to admit Candidates through the Centralised Admission Process (CAP) details are available at <https://cetcell.mahacet.org>

10.THE PROGRAM HIGHLIGHTS

Multidisciplinary Curriculum: The program offers a comprehensive curriculum that blends management principles with pharmaceutical sciences, regulatory affairs, marketing, finance, and supply chain management, ensuring a holistic education.

Flexibility and Choice: In line with NEP guidelines, the program offers flexibility through a choice-based credit system (CBCS), allowing students to select electives based on their interests and career goals.

Industry Integration: The program includes industry visits, guest lectures from industry experts, internships, and live projects, ensuring that students gain practical insights and real-world experience in the pharmaceutical sector.

Research and Innovation: Students are encouraged to engage in research and innovation through projects, case studies, and seminars, fostering a culture of inquiry and problem-solving.

Focus on Ethical Practices: The program places a strong emphasis on ethical decision-making and corporate social responsibility, preparing students to navigate the challenges of the pharmaceutical industry with integrity.

Global Perspective: The curriculum incorporates global perspectives on pharmaceutical management, enabling students to understand international markets, regulations, and practices.

Discipline-Specific Courses (Core Major Courses): Discipline Specific Core Courses are mandatory courses that provide comprehensive knowledge in a specific discipline within the MBA program. These courses cover fundamental concepts and advanced topics essential for proficiency in areas such as Management Science, Economics, Organizational Behavior, Business, Accounting, Entrepreneurship etc. DSC courses ensure that all students have a solid grounding for their business administration as well as pharmaceutical management core courses like

Core Courses:

- Pharmacoeconomics
- Pharmacology and Pharmacoepidemiology
- Pharmaceutical Marketing and Management
- Drug Regulatory Affairs
- Intellectual Property Rights in Pharmaceuticals
- Pharmaceutical Product Management
- Strategic Management in Pharmaceuticals

Department Specific Electives (DSE): The program offers a range of electives, allowing students to tailor their learning to their interests and career goals by choosing a range of elective by offering various electives from pharmaceutical management like

Electives:

- CRM in Pharmaceutical and Healthcare Marketing
- Pharma Sector Business Environment
- Pharmaceutical Product Management
- Pharmaceutical Sales and Distribution
- Global Pharmaceutical Marketing
- Digital Marketing in Pharmaceuticals
- Project Management
- Quality Assurance and Control Management in Pharma

Marketing of Medical Devices and Diagnostics

Pharmaceutical Sales and Distribution

International Pharma marketing

Clinical Research & Data Management

Research Methodology (RM)

Research Methodology in the context of an MBA program refers to the systematic approach used to collect, analyze, and interpret data to answer research questions or solve business problems. These courses equip students with the skills needed to undertake research projects and contribute to academic and professional knowledge.

PRACTICAL TRAINING:

Field Project: A mandatory Field Project between the first and second years, providing hands-on experience in a pharmaceutical industry.

Summer Internship Project (SIP)/On Job Training: Summer Internship: A comprehensive project in the third and final semester, allowing students to apply their learning to solve real-world problems in the pharmaceutical industry.

In SIP/OJT where students undertake internships during the summer break. This project involves working with an organization on a specific assignment or project, providing practical experience and exposure to industry practices.

11. PEDAGOGY FOR MBA (PHARMA) PROGRAM

The pedagogy for the MBA Pharmaceutical Management program, in alignment with the National Education Policy (NEP) 2020, is designed to create a learner-centric environment that emphasizes flexibility, interdisciplinary learning, and the integration of theory with practical application. The program aims to develop critical thinking, problem-solving abilities, and leadership skills among students, preparing them for the dynamic and complex nature of the pharmaceutical industry.

A. Interdisciplinary Learning:

Integration of Discipline Specific Core Course: The curriculum blends concepts from management, pharmaceutical sciences, regulatory affairs, and marketing research, encouraging students to approach problems from multiple perspectives.

- i. **Discipline Specific Elective Course:** The program offers a range of electives, allowing students to tailor their learning to their interests and career goals.
- ii. **Blended Learning:** A combination of online and offline learning modes ensures flexibility, enabling students to learn at their own pace while accessing a wide range of resources.

Flexible and Adaptive Learning:

- i. **Self-Paced Learning Modules:** Digital resources, including e-books, video lectures, and interactive content, are available for students to explore topics beyond the classroom at their own pace.
- ii. **Research-Oriented Learning:**
- iii. **Thesis and Research Projects:** Students undertake research projects, either individually or in groups, with the knowledge in pharmaceutical management or addressing real-world industry challenges.

Experiential/ Project-Based Learning:

- i. **Case-Based Learning:** Real-world case studies are used extensively to help students understand complex business scenarios and apply theoretical knowledge to practical situations.
- ii. **Industry Internships:** Mandatory internships offer hands-on experience, allowing students to work on live projects within pharmaceutical companies and gain insights into industry practices.
- iii. **Field Visits and Industry Interactions:** Regular field visits to pharmaceutical manufacturing units, R&D centers, and regulatory bodies, along with guest lectures from industry experts, provide practical exposure and networking opportunities.

Skill Development:

- i. **Soft Skills Training:** Communication, leadership, negotiation, and teamwork are integral parts of the curriculum, ensuring students develop the interpersonal skills necessary for effective management.
- ii. **Ethical Decision-Making:** The program emphasizes ethical considerations in pharmaceutical management, ensuring that students understand the importance of integrity and social responsibility in their professional roles.
- iii. **Technology-Enhanced Learning:**
- iv. **Data Analytics Tools:** Students are trained in the use of data analytics tools to analyze market trends, optimize supply chains, and make data-driven decisions in pharmaceutical management.

ASSESSMENT AND EVALUATION:

Continuous Assessment: Through quizzes, assignments, case studies, and presentations.

End-Semester Examinations: To evaluate the theoretical understanding of subjects.

Practical Evaluations: Including project reports, internships, and presentations.

Collaborative Learning:

Group Discussions and Debates: Regular group discussions and debates on current issues in the pharmaceutical industry encourage students to express their ideas and engage with different perspectives.

The relevant multidisciplinary courses are designed to address the learning interests of the students across the schools/departments.

20% of the courses may be offered online from SWAYAM.

For claiming these credits - SWAYAM / NPTEL course / MOOC completion certificate submission to the institute shall be mandatory

Academic Bank of Credits (ABC) will be established to facilitate Transfer of Credits. The credits earned at various levels will get credited into a digitalized ABC. Students can use their earned credits to take admission in another institution to further continue their studies for the remaining year/s of their graduation.

One Year PG Diploma in Business Administration in Pharmaceutical Management:

The total credits for 1-year PGDBA in pharmaceutical management will be minimum 52+4(SIP/OJT) Following types of courses will be offered for a 1-year PGDBA Programme.

12 Discipline-specific Major Courses (38 credits)

2 Discipline specific Electives Courses (8 credits)

1 Research Methodology Course (4 Credit)

1 field Project (2 credits)

1 Internship (4 credits)

Two Year MBA in Pharmaceutical Management Programme

The total credits for 2-year MBA in Pharmaceutical Management will be minimum 104

Following types of courses will be offered for a 2-year MBA in Pharmaceutical Management Programme.

17 Discipline-specific Major Courses (54 credits)

9 Discipline specific Electives Courses (36 credits)

1 Research Methodology Course (4 Credit)

1 field Project (2 credits)

1 Internship (4 credits)

1 Research Project (4 credits)

Outcome Based Approach to Education (OBE):

The Outcome-Based Approach to Education (OBE) for an MBA in Pharmaceutical Management program focuses on developing students' competencies through well-defined learning outcomes that align with industry and societal needs. In this model, the program is designed around Program Educational Objectives (PEOs), which outline long-term goals for graduates, such as leadership capabilities, critical thinking, and ethical decision-making. Program Outcomes (POs) specify the key skills and knowledge areas students must acquire during the MBA, including managerial expertise, analytical problem-solving, teamwork, communication, and global business awareness. Each course within the MBA curriculum has its own Course Outcomes (COs) that directly contribute to achieving the POs. This ensures a structured alignment between the teaching-learning process and the expected graduate profile. The OBE framework emphasizes continuous assessment through practical projects, internships, case studies, and examinations, allowing for regular feedback on student performance. Additionally, OBE promotes interdisciplinary learning, industry collaboration, and lifelong learning, equipping graduates to adapt to dynamic business environments and excel in leadership roles. Through this approach, students are not only prepared academically but are also empowered to meet real-world challenges with confidence and competence.

FOUR LEVELS OF OUTCOMES FROM OBE

1. Programme Educational Objectives (PEOs)
2. Programme Outcomes (POs)
3. Programme Specific Outcomes (PSOs)
4. Course Outcomes (COs)

13. GRADUATE ATTRIBUTES

At the end of the MBA programme the learner shall exhibit Qualifications that signify completion of the postgraduate degree are awarded to students who:

- i. Have demonstrated knowledge and understanding that is founded upon and extends and/or enhances that typically associated with the first cycle, and that provides a basis or opportunity for originality in developing and/or applying ideas, often within a research context;

- ii. Can apply their knowledge and understanding, and problem solving abilities in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study;
- iii. Have the ability to integrate knowledge and handle complexity, and formulate judgments with incomplete or limited information, but that include reflecting on social and ethical responsibilities linked to the application of their knowledge and judgments;
- iv. Can communicate their conclusions, and the knowledge and rationale underpinning these, to specialist and non-specialist audiences clearly and unambiguously;
- v. Have the learning skills to allow them to continue to study in a manner that may be largely self-directed or autonomous.

Accordingly, the NHEQF outlines the statement of learning achievements at a particular level on the basis of the following elements of descriptors:

<u>Graduate Attributes</u>	
1	Knowledge and understanding
2	General, technical, and professional skills required to perform and accomplish tasks
3	Application of knowledge and skills
4	Generic learning outcomes
5	Constitutional, humanistic, ethical, and moral values
6	Employability and job-ready skills, and entrepreneurship skills and capabilities/qualities and mindset

14. PROGRAM EDUCATIONAL OBJECTIVES (PEOS):

PEO	Keywords	PEO Statements
PEO- 1	Practical Knowledge	Practice the management theories and concepts.
PEO- 2	Decision Making Skills	Acquire skills to handle decision making for achieving organizational goals
PEO- 3	Values and Ethics	Imbibe values and ethics in the individual for organizational conduct.
PEO- 4	Leadership Qualities	To develop leadership qualities & handle Managerial Environment

15.PROGRAM OUTCOMES (POS):

PO 1 - Apply knowledge of management theories and practices to solve business problems.

PO 2 - Foster Analytical and critical thinking abilities for data-based decision making.

PO 3 - Ability to develop Value based Leadership ability.

PO 4 - Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

PO 5 - Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment

16.PROGRAM SPECIFIC OUTCOMES (PSOs):

	Program Specific Outcome
PSO1	Graduates will develop ability to comprehensive understanding of the pharmaceutical industry's structure with understanding of the regulatory environment to ensure compliance with national and international standards and ensure quality in pharmaceutical manufacturing and healthcare delivery systems by applying emerging technologies and innovations.

Mapping of PEOs with POs & PSO1:

MAPPING OF PEO WITH PO						
PEO	PO1	PO2	PO3	PO4	PO5	PSO1
PEO1	3	2	2	2	2	3
PEO2	3	3	2	2	2	2
PEO3	2	2	3	2	2	2
PEO4	2	2	2	3	3	2
PEO5	2	2	2	2	3	2
<i>Level of correlation: 3-High, 2-Medium, 1-Low</i>						

GENERAL COURSE STRUCTURE & THEME

A. Definition of Credit:

1 Hr. Lecture (L) per week	1 Credit
1 Hr. Tutorial (T) per week	1 Credit
1 Hr. Practical (P) per week	0.5 Credit
2 Hours Practical (P) per week	1 Credit

B. Course code and definition:

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
DSC	Discipline Specific Core Course
DSE	Discipline Specific Elective Course
RM	Research Methodology
OJT	On Job Training
SIP	Summer Internship Project
FP	Field Project
RP	Research Project

Course Level/Duration/System: Post-graduate one/ Two years 2 or 4 Semesters with multiple entry and exit. The following option will be made available to the students joining MBA Program:

A. **One year:** PG Diploma in Business Administration

B. **Two years:** Master of Business Administration

Semester Wise Credit Distribution of Proposed PG Diploma in Business Administration & MBA in Pharmaceutical Management

Semester	Mandatory (DSC)	Elective (DSE)	RM	OJT/FP	RP	Total
I	18	4	4	-	-	26
II	20	4	-	2	-	26
PG Diploma in Business Administration with 4 Credit SIP/OJT						
III	6	16	-	4	-	26
IV	10	12	-	-	4	26
Total	54	36	4	6	4	

Category - wise distribution*

Description	Mandatory (DSC)	Elective (DSE)	RM	OJT/SIP/FP	RP	Total
PGDBA	34	8	4	2		52+4
MBA	16	28		4	4	52

One year: PG Diploma in Business Administration	Total Credits = 52+4
Two years: Master of Business Administration	Total Credits = 104

The students can exit the Programme after one year of MBA, but he has to take additional 4 Credits of On-job Training. To get PG Diploma after Three Year UG Degree, he should earn total 52+ 4= 56 Credits

Re-entry to complete the PG degree, after taking the exit option, will be permissible up to 05 years from the date of admission to the PG program

Note: Students can take extra credit course from their own department or from other department as per the Admitting Body / University norms.

EVALUATION OF THE STUDENT:

The evaluation of the student shall be divided into two parts viz. Internal Assessment and Semester examination with a weightage in the ratio of 40:60(20:30 in Case of 2 credit course)

Standard of passing –

- i. Standard of passing –In order to pass the examination, the candidate has to obtain at least
- ii. 40% marks for each head separately, that is 24 marks out of 60 (External) & 16 marks out of
- iii. 40 marks (Internal) for all courses comprising of 4 credits.
- iv. Similarly, the candidate has to obtain at least 40% marks for each head separately, that is 12 marks out of 30 (External) &8 marks out of 20 marks (Internal) for all courses comprising of 2 credits.
- v. III. Minimum marks for passing the Project Report and Viva Voce i.e. the marks obtained in Internal examination and external Viva Voce shall be 50% separately.
- vi. Minimum marks for passing the Field Project(FP), On the Job Training/ Summer Internship Project (OJT/SIP), Project shall be minimum 50%.
- vii. For claiming these credits - SWAYAM / NPTEL course / MOOC completion certificate submission to the institute shall be mandatory

The distribution of marks for each theory paper of **4 credits** at term (Semester) end examination and for continuous internal assessment shall be as follows:

Theory Examination	Maximum marks
Internal assessment	40
External assessment	60
Total marks	100

The distribution of marks for each theory paper of **2 credits** at term (Semester) end examination and for continuous internal assessment shall be as follows:

Theory Examination	Maximum marks
Internal assessment	20
External assessment	30
Total marks	50

The OJT/SIP (summer internship) shall commence after completion of II Semester (During vacation after the end of first year) and the final Project report shall be submitted during III Semester. The marks and the credits shall be allotted in III Semester. Students shall be awarded credit points out of 4 credit points on the basis of aggregate of his/her performance in project report and viva voce.

Internal Assessment:

- For the internal assessment, 40 marks shall be assigned which includes:

Heads	Marks	Evaluating Authority
Internal test-I	20	Concerned Faculty
Internal test-II	20	
Assignments *	20	
Total marks (Best of two)	40	

* Twenty Marks for Assignment which may include Classroom Paper Presentation, Special Assignments, Research Paper Presentations at State Seminars, Research Paper Presentations at National Seminars, Publications in Journals, Practical (Computer related courses), Presentations of Case Study, Group Discussions, Book Review, Survey, Active participation in Event Management, Industrial Visit, Placement Activities, Institutional Branding Activities, Visit to National/International Business Exhibition etc. In related subjects (at least one activity has to be completed by the student per semester per paper to be supervised and guided by the concerned subject teacher).

Two internal tests of 20 Marks each shall be conducted by the subject teacher. The duration of each test will be of 1 Hour.

The student shall be allowed to keep the terms (ATKT) for next year as per the AICTE/University rules.

GRADES:

Marks for each course would be converted into grade points as per **Ten-Point** gradingscale which is devised by Exam Department and available on Institute website.

GUIDELINES FOR TEACHING

- i. There shall be at least 48 lecture hours per semester per course for 4 credit course and 24 lecture hours per semester per course for 2 credit course. The duration of the lectures shall be 60 minutes each. There shall be at least 12 weeks of teaching before commencement of examination of respective semester.
- ii. There shall be 4 lectures / week for 4 credit course and 2 lectures/ week for 2 credit course.
- iii. The semester workload is balanced with 04 credit and 02 credit courses along with On Job Training, Field Project and Research Project.
- iv. Self-study shall be natural requirement beside the time table. The Faculty will have to exert a little extra for cultivating reading habits amongst the students.
- v. The teaching method shall comprise a mix of Lectures, Seminars, Group discussions, Brain storming, Game playing, Interactions with Executives etc. so as to prepare the students to

face the global challenges as business executive for this Audio-visual aids and Practical field work should be a major source of acquiring knowledge.

- vi. Institute may use a combination of various teaching methods such as cases, projects, independent studies, computer aided instructions, group discussions, Video's, lectures, seminars, presentations by students, and lectures by guest speakers from industry and government. The case method is generally seen as a most effective tool, and it should be included as part of the curriculum teaching as far as possible. This sharpens analytical skills of students and helps analyse problems from multi-functional perspectives. Case study method preferably shall be used wherever possible for the better understanding of the students.

GUIDELINES FOR ON JOB TRAINING / SUMMER INTERNSHIP PROJECT

- i. Each student shall have to undergo a OJT/SIP training for a period of not less than 8 weeks during vacation falling after the end of II nd Semester.
- ii. The student has to undertake project individually. Joint Projects are not allowed in any case. SIP Report is to be submitted by every individual student separately.
- iii. More than 5 students of same institute are not allowed to undertake project in the same organization/company (irrespective of branch / location etc.). All the students (max. 5) working in same organization must prepare a report on different topics.
- iv. The SIP process involves working under the mentorship of an executive of the concerned organization and also with a faculty member of the institute where the student is studying. The student is expected to first understand the organization and its setting and the industry/field in which the organization is operating. Thereafter, the student is expected to concentrate on the specific topic of study, its objectives, its rationale, and adopt a methodology and identify a suitable analysis procedure for the completion of the study. Wherever possible the student may provide recommendations and action plans, along with the findings of the study.
- v. Thereafter, the student should prepare a report and submit one copy to the organization (hard copy or soft copy) and Two Hard copy to the institute. The student should also obtain a certificate from the organization/s where the SIP was done and attach the same with the copy submitted to the institute. (The institute / College shall submit the detailed list of candidate to the University with Project Titles, name of the organization, internal guide and functional elective.
- vi. In the Third semester, examination student shall submit "Detailed Report"

individually. The topic should be decided with consultation and guidance of internal guide of the Institute/college at the end of the first year, so that the student can take up the training during the vacations. The Project shall be necessarily Research oriented, Innovative and Problem solving.

- vii. The student has to write a report based on the actual training undergone during the summer vacations at the specific selected business enterprise, get it certified by the concerned teacher that the SIP/OJT report has been satisfactorily completed and shall submit Two hard bound typed copy of the same to the Head / Director of the institute along with a CD of Project Report. In order to save the paper, both side printing is allowed.
- viii. Student may use SPSS software if required.
- ix. Project viva voce shall be conducted at the end of Semester III.
- x. For Viva Voce Student should prepare PowerPoint presentation based on Project work to be presented at the time of Viva voce.
- xi. The project work will carry maximum 100 marks, of which internal teacher shall award out of maximum 40 marks on the basis of work done by the student as an internal assessment. Viva voce of 60 marks will be conducted by the panel of the external examiners to be appointed by the University.
- xii. No students will be permitted to appear for Viva-voce examinations, unless and until (s) he submits the SIP/OJT report before the stipulated time.

STRUCTURE OF THE QUESTION PAPER

- i. **Question paper shall be for 4 credits of 60 marks for 3 hours' duration.** For Theory papers there will be 2 Sections. In section I, a candidate shall be required to answer 3 questions out of 5 questions and in section II, student shall be required to answer 2 questions out of 3 questions. All questions shall carry equal marks i.e. 12 marks each.
- ii. **Question paper shall be for 2 credits of 30 marks for 1.30 hours' duration.** For Theory papers there will be 2 Sections. In section I, a candidate shall be required to answer 2 questions out of 4 questions and in section II, student shall be required to answer 1 questions out of 3 questions. All questions shall carry equal marks i.e. 10 marks each.
- iii. **For Composite papers (theory and practical / problems)** there will be 2 sections. In

section I (practical/problem) a student shall be required to answer 3 questions out of 5 questions & in section II (Theory) he/she shall be required to answer 2 questions out of 3 questions. All questions shall carry equal marks i.e. 12 marks each.

- iv. **For papers including case studies** there shall be 2 Sections. In Section I (Theory) a student shall be required to answer 3 questions out of 5 questions and in Section II (Case studies) 2 case Studies out of 3 case studies to be attempted by the students. All questions shall carry equal marks i.e. 12 marks each.
- v. **For case studies (Specialization Paper)** out of 5 cases 3 cases should be attempted by the student. Each case shall carry 20 marks.

SUMMARY OF DISTRIBUTION OF CREDIT

Sr. No	Type of course	Sem I	Sem II	Sem III	Sem IV
01	MandatoryDSC	18	20	6	10
02	Elective DSE	4	4	16	12
03	RM	4	--	--	--
04	OJP/SIP/FP	--	2	4	--
05	RP	--	--	--	4
06	Total Credits	26	26	26	26

Subject Type	Core	Elective	Research Project	OJT/FP	RM	Total
Credits	54	36	4	6	04	104

Total Credits = 104

M.B.A. PHARMACEUTICAL MANAGEMENT PROGRAMME COURSE STRUCTURE FROM 2024-25

Type	Semester	Course Code	Course	Theory/ Practical	Credits	Marks
	<u>SEMESTER-I</u>					
Mandatory (DSC)	SEM-I	MBA PM-DSC- 511	Management Science	T	4	100
	SEM-I	MBA PM-DSC- 512	Pharmacoeconomics	T	4	100
	SEM-I	MBA PM-DSC- 513	Organisation Behaviour	T	4	100
	SEM-I	MBA PM-DSC- 514	Business Accounting	T	2	50
	SEM-I	MBA PM-DSC- 515	Business Communication	T	2	50
	SEM-I	MBA PM-DSC- 516	AI Basics for Managers	T	2	50
			Total		18	
	Semester I Electives - Any <u>ONE</u> Courses to be Opted from the respective elective list					
Elective (DSE)	SEM-I	MBA PM-DSE- 517 A	General Pharmacology & Pharmacoepidemiology	T	4	100
	SEM-I	MBA PM-DSE- 517 B	Operations Management	T	4	100
			Total		4	
RM	SEM-I	MBA PM –RM-518	Research Methodology	T	4	100
			Total		4	
Cumulative Credits/Sem			Semester-I Total Credits		26	650

M.B.A. PHARMACEUTICAL MANAGEMENT PROGRAMME COURSE STRUCTURE W.E. FROM 2024-25

Type	Sem Code	Course Code	Course	Theory/ Practical	Credits	Marks
<u>SEMESTER-II</u>						
Mandatory (DSC)	SEM-II	MBA PM-DSC-521	Drug Regulatory affairs in Pharmaceuticals	T	4	100
	SEM-II	MBA PM-DSC- 522	Indian Economy & Policies	T	2	50
	SEM-II	MBA PM-DSC- 523	Human Resource Management	T	4	100
	SEM-II	MBA PM-DSC-524	Pharmaceutical Marketing Management	T	4	100
	SEM-II	MBA PM-DSC- 525	Financial Management	T	4	100
	SEM-II	MBA PM-DSC-526	Pharmaceutical Industry Ethics	T	2	50
			Total		20	
Semester II Electives - Any ONE Courses to be Opted from the respective elective list						
Elective (DSE)	SEM-II	MBA PM-DSE- 527 A	Entrepreneurship & Start-up Ecosystem	T	4	100
	SEM-II	MBA PM-DSE -527 B	Sustainable Development	T	4	100
	SEM-II	MBA PM-DSE- 527 C	SWAYAM/NPTEL/ MOOC Course	T	4	100
			Total		4	
OJT/FP/RP	SEM-II	MBA PM-FP- 528	Field Project		2	50
			Total		2	
			Semester-II Total Credits		26	650
			SEMESTER -I & SEMESTER -II TOTAL		52	1300
Exit option: PG Diploma in Business Administration in pharmaceutical Management after Three Year UG Degree (with additional 4 credits of OJT)						

M.B.A. PHARMACEUTICAL MANAGEMENT PROGRAMME COURSE STRUCTURE W.E. FROM 2024-25

Type	Sem Code	Course Code	Course	Theory/ Practical	Credits	Marks
	<u>SEMESTER-III</u>					
Mandatory (DSC)	SEM-III	MBA PM-DSC- 631	Strategic Management in Pharmaceuticals	T	4	100
	SEM-III	MBA PM-DSC-632	Business Law	T	2	50
			Total		6	
	Semester III Electives - Any 4 Courses to be Opted from the respective elective list					
Elective (DSE)	SEM-III	MBA PM-DSE- 633	Elective- I	T	4	100
	SEM-III	MBA PM-DSE- 634	Elective-II	T	4	100
	SEM-III	MBA PM-DSE- 635	Elective-III	T	4	100
	SEM-III	MBA PM-DSE- 636	Elective-IV	T	4	100
	SEM-III	MBA PM-DSE- 637	Elective-V	T	4	100
	SEM-III	MBA PM-DSE- 638	Elective-IV	T	4	100
			Total		16	
OJT/FP/RP	SEM-III	MBA PM-OJT -639	On the Job Training		4	100
			Total		4	
			Semester-III Total Credits		26	650

M.B.A. PHARMACEUTICAL MANAGEMENT PROGRAMME COURSE STRUCTURE W.E. FROM 2024-25

Type	Sem Code	Course Code	Course	Theory/ Practical	Credits	Marks
<u>SEMESTER-IV</u>						
Mandatory (DSC)	SEM-IV	MBA PM-DSC- 641	Design thinking and Innovation Management	T	4	100
	SEM-IV	MBA PM-DSC- 642	Management Information System	T	4	100
	SEM-IV	MBA PM-DSC-643	Drug Development Process and Approval	T	2	50
Total					10	
Semester IV Electives - Any 3 Courses to be Opted from the respective elective list						
Elective (DSE)	SEM-IV	MBA PM-DSE- 644	Elective- I	T	4	100
	SEM-IV	MBA PM-DSE -645	Elective-II	T	4	100
	SEM-IV	MBA PM-DSE -646	Elective-III	T	4	100
	SEM-IV	MBA PM-DSE -647	Elective-IV	T	4	100
	SEM-IV	MBA PM-DSE -648	Elective-V	T	4	100
	SEM-IV	MBA PM-DSE- 649	Elective-IV	T	4	100
					12	
RP	SEM-IV	MBA PM-RP-650	Research Project		4	100
Total					4	
Semester-IV Total Credits					26	650
SEMESTER -III & SEMESTER -IV TOTAL					52	1300
2 Year 4 Semester MBA PM Degree TOTAL Cum. Cr. for MBA PM					104	2600

Abbreviations:

T: Theory Course **OJT:** On Job Training: Summer Internship **P:** Practical course **RP:** Research Project **FP:** Field Project
DSC: Discipline Specific Core Course **RM:** Research methodology **DSE:** Discipline Specific Elective Course
SIP: Summer Internship Project

**M.B.A. in Pharmaceutical
Management
BATCH 2024-26
SYLLABUS
SEMESTER-I**

KCES'S INSTITUTE OF MANAGEMENT AND RESEARCH (AUTONOMOUS), JALGAON

FACULTY OF COMMERCE AND MANAGEMENT, SCHOOL OF MANAGEMENT STUDIES

M.B.A. IN PHARMACEUTICAL MANAGEMENT PROGRAMME BATCH 2024-26

SEMESTER: I

MBA PM-DSC- 511 Management Science

Course Title: Management Science

Course Code: MBA PM-511

Lectures: Tutorials: Practical: 4:0:0

Lecture Hours: 48 Hours

Course Type: Mandatory DSC

Total Credits: 04

CIE Marks: 40

ESE Marks: 60

Course Description:

The Management Science course provides a comprehensive overview of management principles, functions, and practices. The course is divided into six units that cover various aspects of management theory and application. The evolution of management thoughts is explored. This focuses on the functions of management. The course examines management practices, with a particular emphasis on Indian ethos and techniques used in Indian companies. Students explore the essential features of Indian ethos and its application in management. They also learn about management audit and its significance. Further, students explore global management practices. They compare management styles between American, Japanese, and Indian contexts. The TOWS matrix, diversity, multiculturalism, and benchmarking are also discussed. The final unit involves analysing and discussing a real-world case study. Students learn how to identify problems, generate solutions, and select the best course of action.

Course Objectives:

1. To develop a sound conceptual framework for understanding management sciences & Global management practices.
2. To analyze the unique features of Indian management practices and ethos, and learn how they are integrated into organizational strategies and operations.
3. To examine and compare management styles and practices across American, Japanese, and Indian contexts, with attention to diversity, multiculturalism, and benchmarking techniques.
4. To develop problem-solving and decision-making skills through the analysis of real-world case studies, focusing on identifying issues, generating solutions, and selecting the optimal course of action.
5. To provide awareness of digital transformation in business models and latest transformation in industry and society

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	✓	✓	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

C01	Understand core management concepts and analyze the evolution of management approaches.
C02	Utilize principles of planning and organizing in management scenarios
C03	Apply staffing techniques, understand coordination strategies, and evaluate decision-making processes to solve organizational problems effectively.
C04	Identify the principles of directing and controlling in various management contexts, and understand recent management trends like workforce diversity and stress management.
C05	Compare global management styles and apply modern tools like TOWS matrix and benchmarking to evaluate and improve organizational practices.
C06	Analyze and evaluate the impact of digital transformation on modern business models

<i>SN</i>	<i>Contents of Module</i>	<i>Hrs</i>	<i>COs</i>
1	Unit - I Foundation of Management Concepts 1.1. Management: Concept, Nature, scope, purpose, functions & Importance 1.2. Management: Art and Science & as a Profession, Management Vs Administration, Levels of Management & their respective functions, Managerial Skills & roles 1.3. Management Thoughts: Administrative Management Henry Fayol, Scientific Management - Fredrick Taylor, Behavioral approach- Hawthorne's approach, Systems approach, MBO approach	8	C01
2	Unit - II Functions of Management - I 2.1. Planning: Nature, Scope, Objectives of planning 2.2. Process of Planning, Effective Planning-Principles, Planning Premises and Forecasting. 2.3. Organizing: Concept, Designing Organization Structure, and Forms of Organizational Structure, 2.4. Departmentation - need, importance & bases of departmentation 2.5. Case studies on planning and organizing	8	C01, C02
3	Unit III - Management Functions - II 3.1. Staffing: Concept, Manpower Planning, Recent trends in HRM, workforce diversity 3.2. Coordination - Need & Importance, Coordination & Cooperation, Techniques of Effective coordination. 3.3. Decision Making - Types of Decision, decision making processes, Effective Decision, 3.4. Decision making approaches - Problem solving approach, Scientific Approach, Quantitative Approach, Creative Approach 3.5. Case studies on staffing and decision making	8	C01, C03

4	Unit III - Management Functions - III 4.1. Directing: Concept, principles of directing, supervision 4.2. Controlling: Concept, Types of control, Method: Pre-control -Concurrent control – Post control, Control areas 4.3. Overview of Recent trends in management – Total Quality Management, outsourcing, Learning organization, Business processreengineering, stress management, virtual organizations 4.4. Case studies on directing and controlling		C01, C04
5	Unit V - Global Management Practices 5.1. Types of Management styles: Comparison between American, Japanese and Indian styles of Management 5.2. TOWS matrix: A modern tool for analysis 5.3. Diversity and Multiculturalism: Nature, Dimensions, Effects, howto manage Diversity and Multiculturalism in the organization. 5.4. Bench Marking- Definition, Need, Levels & prerequisites, Process: Planning, Analysis, Integration, Action Phase, Advantages & limitationsof Benchmarking. 5.5. Case studies	6	C01, C05
6	Unit VI - Digital Transformation and Business Models 6.1. Overview of Society 5.0 6.2. Concept of Digital Transformation 6.3. Shifts in Business Models: From Traditional to Platform-Based Models 6.4. New Business Models in Industry 4.0- Platform-Based, Subscription-Based, Product-as-a-Service (PaaS) 6.5. Challenges and Best Practices in Digital Transformation 6.6. Case Studies on Digital Transformation and Business Models	6	C06

REFERENCE BOOKS:

1. Essentials of Management - Koontz & Weihrich– McGraw Hill
2. Principles of Management – Bhat & Kumar – Oxford University Press
3. Management Principles & Application - Griffin, Ricky W. : (Cengage Learning/Thomson Press)
4. Principles of Management: Text and Cases, 1e - Bhattacharyya - Pearson
5. Global Business Management – Adhikari - Macmillan
6. Indian Ethos - Nandagopal Tata McGraw Hill
7. Global Management Solutions: Demystified by Seth- Cengage Learning
8. Principles Of Management – Neeru Vashisth - Taxmann
9. Management - Robbins & Coulter – (Prentice Hall Of India,8th Edition)
10. Management : A Global And Entrepreneurial Perspective - Weihrich Heinz And KoontzHarold (McGraw Hill 12th Edition 2008)
11. Management by Stoner, Freeman, Gilbert – Pearson/ Prentice Hall
12. Management: Value-Oriented Holistic Approach by S.A. Sherlekar – HimalayaPublishing House

Mapping of Course Outcomes to Program Outcomes:

CO/PO	P01	P02	P03	P04	P05
C01	3	1	2	1	1
C02	1	3	1	1	2
C03	1	3	1	2	3
C04	1	3	1	2	2
C05	2	3	1	3	1
C06	3	3	1	2	2

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation.(40)	✓	✓	✓	✓	✓	--
End Semester Examination (60)	✓	✓	✓	✓		✓

KCES'S INSTITUTE OF MANAGEMENT AND RESEARCH (AUTONOMOUS), JALGAON

FACULTY OF COMMERCE AND MANAGEMENT, SCHOOL OF MANAGEMENT STUDIES

M.B.A. IN PHARMACEUTICAL MANAGEMENT PROGRAMME BATCH 2024-26

SEMESTER: I

MBA PM-DSC- PHARMACOECONOMICS

Course Title: MBA PM PHARMACOECONOMICS

Course Type: Mandatory DSC

Course Code: MBA PM 512

Total Credits: 04

Lectures: Tutorials: Practical: 4:0:0

CIE Marks: 40

Lecture Hours: 48 Hours

ESE Marks: 60

Course Description:

Pharmacoeconomics is a critical aspect of pharmaceutical management, focusing on the economic evaluation of drugs and healthcare interventions. This course provides students with the knowledge and tools to assess the cost-effectiveness, cost-utility, and cost-benefit of pharmaceutical products and services, helping them make informed decisions in healthcare resource allocation.

Course Objectives:

1. To understand the principles and methodologies of pharmacoeconomics.
2. To analyse the economic impact of pharmaceutical products and healthcare interventions.
3. To apply pharmacoeconomics methods in decision-making processes within the pharmaceutical industry.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	--	✓	--	✓	-

Course Outcomes: At the end of the Course, the Student will be able to:

C01	Understand the fundamental concepts of pharmacoeconomics and their importance in the healthcare and pharmaceutical sectors.
C02	Analyze different types of pharmacoeconomics evaluations and their applications
C03	Evaluate the cost-effectiveness of pharmaceutical interventions using appropriate methodologies.
C04	Apply pharmacoeconomics principles in the development and assessment of drug policies.
C05	Interpret pharmacoeconomics data and reports to make informed business decisions.

<i>SN</i>	<i>Contents of Unit</i>	<i>Hrs</i>	<i>COs</i>
1	<p>Unit - I Introduction to Pharmacoeconomics</p> <p>2.1 Definition, Need and Scope of Pharmacoeconomics</p> <p>2.2 Importance of Pharmacoeconomics in Healthcare Decision-Making</p> <p>2.3 Key Concepts: Cost in Pharmacoeconomics,</p> <p>2.4 Cost Analysis in Pharmacoeconomics</p> <p>Types of Costs: Direct, Indirect, Intangible, Opportunity cost, Incremental cost, other cost</p> <p>2.5 Determination of cost of therapy in Pharmacoeconomics study</p> <p>2.6 Types of cost of services</p>	10	CO1 CO2
2	<p>Unit-II Pharmacoeconomics Methods</p> <p>2.5 Cost-Benefit Analysis (CBA)</p> <p>2.6 Cost-Effectiveness Analysis (CEA)</p> <p>2.7 Cost of Illness Analysis</p> <p>2.8 Cost-Minimization Analysis (CMA)</p> <p>2.9 Cost-Utility Analysis (CUA)</p> <p>2.10 Budget Impact Analysis</p> <p>2.11 Applications and Limitations of Each Type</p>	12	CO1, CO2
3	<p>Unit - III Pharmacoeconomics Modeling</p> <p>3.1 Introduction to Pharmacoeconomics Models</p> <p>3.2 Decision analysis and Markov Models</p> <p>3.3 Sensitivity Analysis and Scenario Planning</p> <p>3.4 Drug utilization Studies</p>	10	CO1
4	<p>Unit - IV Outcome Measurement in Pharmacoeconomics</p> <p>4.1 Types of Outcome</p> <p>4.2 Clinical Outcomes: Efficacy, Effectiveness</p> <p>4.3 Economic Outcomes: Cost Savings, Return on Investment (ROI)</p> <p>4.4 Humanistic Outcomes: Health Related Quality of Life (HRQoL)</p> <p>4.5 Patient Satisfaction</p>	6	CO3
5	<p>Unit V - Practical Applications of Pharmacoeconomics in the Pharmaceutical Industry</p> <p>5.1 Pharmacoeconomics in Pharmacotherapy</p> <p>5.2 Pharmacoeconomics in Drug Approval and Marketing</p> <p>5.3 Pharmacoeconomics in clinical Practice</p> <p>5.4 Case Studies: Real-World Applications in Industry Settings</p>	6	CO4

	5.5 Integration of Pharmacoeconomics with Marketing and Sales Strategies		
6	Unit VI: Emerging Trends and Future Directions 6.1 The Role of Big Data and Real-World Evidence in Pharmacoeconomics 6.2 Digital Health and its Impact on Pharmacoeconomics 6.3 Global Perspectives: Pharmacoeconomics in Different Health Systems 6.4 Future Challenges and Opportunities in Pharmacoeconomics	4	C05

Books: REFERENCE BOOKS:

1. "Essentials of Pharmacoeconomics" by Karen Rascati
2. "Pharmacoeconomics: From Theory to Practice" by Renee J.G. Arnold
3. "Health Economics and Outcomes Research: A Practical Guide" by Monica Myles

Journals:

1. Pharmacoeconomics
2. Value in Health
3. Journal of Health Economics

Online Resources:

1. ISPOR (International Society for Pharmacoeconomics and Outcomes Research) website
2. National Institute for Health and Care Excellence (NICE) guidelines

1. Mapping of Course Outcomes to Program Outcomes:

CO/PO	P01	P02	P03	P04	P05
C01	3	2	2	2	2
C02	3	3	1	2	1
C03	3	3	1	2	1
C04	2	3	1	2	1
C05	2	3	1	2	1
C06	2	3	1	2	1

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation.(40)	✓	✓	✓			✓
End Semester Examination (60)	✓	✓	✓	✓		✓

KCES'S INSTITUTE OF MANAGEMENT AND RESEARCH (AUTONOMOUS), JALGAON

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M.B.A. IN PHARMACEUTICAL MANAGEMENT PROGRAMME BATCH 2024-26

SEMESTER: I

MBA PM-DSC- 513 - Organizational Behavior

Course Title: Organizational Behavior

Course Code: MBA PM-513

Lectures: Tutorials: Practical: 4:0:0

Lecture Hours: 48 Hours

Course Type: Mandatory DSC

Total Credits: 04

CIE Marks: 40

ESE Marks: 60

Course Description:

This course is an introduction to the basic concepts and topics in organizational behavior and management. Drawing from various disciplines, OB provides a foundation for the effective management of people in organizations. The course focuses on OB at three levels: individual, interpersonal, and collective. It covers a wide breadth of theories and applications dealing with such topics as perception, personality, job satisfaction, motivation, rewarding behavior, team dynamics, negotiation and conflict management. The goal of this course is to help you develop a conceptual understanding of OB theories and provide you with skills to put those ideas and theories into practice. Key techniques and processes designed to improve organizational efficiency and effectiveness are fully examined from the perspective of management, workers, and society at large.

Course Objectives:

1. To study Human behavior at work
2. To get knowledge of Individual, Interpersonal & Group perspectives
3. To get knowledge of Power & Politics
4. To get in depth knowledge work Motivation & Work Stress

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓	✓		--	✓	

Course Outcomes: At the end of the Course, the Student will be able to:

C01	Define various concepts in Organizational Behavior
C02	Focus on improvement of the individual attributes and articulate the process of group development
C03	Practice cordial Interpersonal Relationship
C04	Apply appropriate techniques of Motivation
C05	Administer power tactics to deal with organizational politics
C06	Assess work stress and devise Stress management techniques

SN	Contents	Hrs	Cos
1	Unit – I Introduction (04) 1.1. Meaning, Nature, Scope, Key elements & Importance of OB 1.2. Various models of OB; Multidisciplinary nature of OB 1.3. Emerging challenges for OB	04	C01,
2	Unit – II Foundations of Individual Behavior (12) 2.1. Personality: Concept, Determinants of Personality; Personality Traits influencing behavior; EI and its impact on Personality 2.2. Attitudes: Concept, Types, Components, Functions of Attitudes, Ways to change Attitudes; Attitudes & Behavior 2.3. Perception: Meaning; Perceptual Process; Factors Influencing Perception, Attribution theory; Biases affecting Perception; Perception and OB 2.4. Learning: Meaning; Theories of Learning, Principles of learning: Reinforcement, Punishment and Extinction, Learning & Behavior 2.5. Case Studies	12	C01 C02
3	Unit – III Group Behavior (06) 3.1. Reasons for formation of groups 3.2. Nature & Types of groups 3.3. Stages of Group Development 3.4. Group Properties: Group Norms, Group Size and Group Cohesiveness; Group Think and Group Shift. 3.5. Case Studies	6	C01 C02
4	Unit – IV Interpersonal Relationship (08) 4.1. Nature of Conflict; Functional and Dysfunctional Conflict 4.2. Types of Conflicts: (Individual, Interpersonal & Intergroup) 4.3. Developing interpersonal relations: Transactional Analysis and Johari Window, Conflict Management styles 4.4. Case Studies	6	C01 C03
5	Unit – V Motivation (08) 5.1. Nature & Types of Motivation: Financial & Non-Financial 5.2. Theories of Motivation: 5.2.1. Need Hierarchy Theory 5.2.2. Theory X and Theory Y 5.2.3. Motivation-Hygiene Two Factor theory 5.2.4. ERG theory 5.2.5. Vroom's Expectancy theory 5.2.6. McClelland's Learned Needs Theory 5.3. Case Studies	10	C01 C04
6	Unit – VI Power & Politics (06) 6.1. Concept; Difference between Authority, Power & Leadership 6.2. Sources of Power; Power Tactics 6.3. Organizational Politics; Reasons for Political Behavior 6.4. Political strategies and tactics to acquire power, Managing Political Behavior 6.5. Case Studies	06	C01 C05
7	Unit – VII Work stress (04) 7.1. Concept, Nature and sources of stress of Stress 7.2. Consequences of Stress; Stress & Performance; Stress Management 7.3. Case Studies	04	C06

REFERENCE BOOKS:

1. Organization Behavior 12 e –Fred Luthans - McGraw Hill
2. Organization Behavior 15e – Stephen Robbins, Vohra - Pearson
3. Organization Behavior – Suja R. Nair, Himalaya Publications
4. Organization Behavior –S.S. Khanka – S Chand
5. Organization Behavior – V.S.P.Rao – Excel Publication
6. Organization Behavior – K. Ashwathappa - Himalaya
7. Human Behavior at Work –Keith Devis- Tata McGraw Hill
8. Organization Behavior – P. Subba Rao - Himalaya

Mapping of Course Outcomes to Program Outcomes:

CO/PO	P01	P02	P03	P04	P05
C01	1	2	1	1	1
C02	2	3	3	3	3
C03	2	2	3	2	3
C04	3	3	2	2	3
C05	1	1	3	2	3
C06	1	1	2	2	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation. (40)	✓	✓	✓	✓	✓	✓
End Semester Examination (60)	✓	✓	✓	✓	✓	✓

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M.B.A. IN PHARMACEUTICAL MANAGEMENT PROGRAMME BATCH 2024-26

SEMESTER: I

MBA PM-DSC- 514 Business Accounting

Course Title: Business Accounting

Course Code MBA PM-DSC- 514

Lectures: Tutorials: Practical: 2:0:0

Lecture Hours: 24 Hours

Course Type: Mandatory DSC

Total Credits: 02

CIE Marks: 40

ESE Marks: 60

Course Description:

This course offers an overview of Business Accounting for Traders and Manufacturers It covers key topics such as the fundamental concepts, principles, and conventions of Financial & Cost Accounting Students will learn the Double Entry System of recording the transactions and the preparation of final accounts for proprietors. Additionally, it includes the study of elements of cost and reconciling Cost & Financial Records.

Course Objectives:

1. To study accounting concepts, conventions & standard.
2. To understand the Accounting Process and prepare final accounts of proprietors
3. To get knowledge about various elements of costs and prepare Cost Sheet
4. To understand the difference between Cost & Financial Records

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	--	-	--	✓	-

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Memorize key accounting concepts, principles, and conventions.
CO2	Demonstrate the process of journalizing the transactions, ledger Posting and preparing the Trial Balance
CO3	Prepare Proprietors Final Accounts considering various adjustments
CO4	Differentiate between various elements of cost
CO5	Prepare Cost Sheet
CO6	Reconcile the Profits of Cost & Financial Records

SN	Contents of Module	Hrs	COs
1	Accounting Process 1.1 Accounting Concepts & Conventions 1.2 Double Entry System of Accounting, Types of Accounts 1.3 Journal Entries (Considering GST effect) 1.4 Ledger Posting 1.4 Preparation of Trial Balance 5 Elementary Study of Accounting Standards: As-1, As-2, AS-5, AS-6, AS-10	7	CO1,CO2

SN	Contents of Module	Hrs	COs
2	Final Accounts 2.1 Proprietor's Final Accounts with Adjustments 2.2 Conceptual Understanding of Financial Statements of Corporate Entities: Share Capital, Reserves and Surplus, Long Term Borrowings, Current Assets, Current Liabilities, Cash & Cash Equivalents 2.3 Contents of Annual Reports of a Company	7	CO3
3	Cost Accounting 3.1 Elements of Cost: Direct & Indirect Costs, Fixed & Variable Costs, Factory Overheads, Office & Administration Overheads, Selling & Distribution Overheads. 3.2 Preparation of Cost Sheet 3.3 Items Excluded from Cost Sheet.	6	CO4, CO5
4	Reconciliation of Cost and Financial Records 4.1 Reconciliation of cost accounting records with financial accounts 4.2 Procedure for reconciliation 4.3 Statement showing reconciliation of profit of Costing & Financial Records	4	CO6

REFERENCE BOOKS:

1. Fundamentals of Accounting, Dr. P C Tulsian, S. Chand Publications
2. Fundamentals of Financial Accounting – Ashok Sehgal – Taxmann
3. Fundamentals of Accounting, A K Agrawal and Kamlesh Agrwal, Kitab Mahal
4. Costing, by Gangadhar Kayande-Patil, Chaitnya Publications
5. Cost Accounting: RSN Pillai, S. Chand Publications

Mapping of Course Outcomes to Program Outcomes

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	2	1	1	2	1
CO2	2	1	1	2	1
CO3	2	1	1	2	1
CO4	2	1	1	2	1
CO5	2	1	1	2	1
CO6	1	1	1	1	1

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation. (20)	✓	✓	✓	✓		
End Semester Examination (30)	✓	✓	✓	✓		

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M.B.A. IN PHARMACEUTICAL MANAGEMENT PROGRAMME BATCH 2024-26

SEMESTER: I

MBA PM-DSC-515 Business Communication

Course Title: Business Communication

Course Code: MBA PM-DSC-515

Lectures: Tutorials: Practical: 1:1:0

Lecture Hours: 24 Hours

Course Type: Mandatory DSC

Total Credits: 02

CIE Marks: 20

ESE Marks: 30

Course Description:

This course is designed to enhance students' communication skills in the business context. It covers essential topics such as verbal and non-verbal communication, business writing, and digital communication. The course also explores the role of communication in organizational success, including the development of effective communication strategies, internal and external communication, and the use of digital tools. By the end of the course, students will be equipped with the skills needed to communicate effectively in various business environments.

Course Objectives:

1. To introduce students to the fundamental principles and concepts of business communication,
2. To develop students' ability to craft effective communication strategies,
3. To enhance students' business writing and presentation skills.
4. To equip students with the skills to utilize digital tools and platforms effectively,
5. To prepare students to analyze and apply communication theories.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	--	✓	--	✓	✓

Course Outcomes: At the end of the Course, the Student will be able to:

C01	Understand the principles and concepts of business communication.
C02	Develop and apply effective communication strategies for various stakeholders.
C03	Demonstrate proficiency in business writing and presentation skills
C04	Utilize digital tools and platforms for business communication.
C05	Analyze the role of communication in organizational success and crisis management
C06	Utilize SEO techniques for effective content creation

SN	Contents of Module	Hrs	COs
	Unit – I Introduction to Business Communication 1.1 Definition and scope of business communication. 1.2 Importance of communication in the business environment 1.3 Verbal and non-verbal communication. 1.4 Functions of communication.		
2	Unit 2: Communication Strategies 2.1 Developing effective communication strategies. 2.2 Means and Medium of communication 2.3 Barriers to communication 2.4 Internal communication: Employee engagement, Internal newsletters. External communication: Public relations, Press releases.	5	CO2
3	Unit 3: Business Writing and Presentation Skills 3.1 Business correspondence: Emails, Memos, Reports. 3.2 Writing skills for business: Clarity, Conciseness, and Tone. 3.3 Presentation skills: Structure, Design, and Delivery. 3.4 Use of visual aids in presentations.	5	CO3 CO4,
4	Unit 4: Digital Communication in Business 4.1 Digital communication channels: Email, Social Media, Websites. 4.2 Content creation and management: Blogs, Videos, Podcasts. 4.3 SEO and content distribution strategies. 4.4 Ethical considerations in digital communication.	5	CO5 CO6

REFERENCE BOOKS:

1. Lesikar R/ Flatley M. (9th ed). Basic Business Communication: Skills For Empowering The Internet Generation. TMH.
2. Bedi R/ Aruna K. (1st ed). Business Communication. Vrinda.
3. Kaul Asha. Business Communication. PHI.
4. Rai U./ Rai S. M (10th). Business Communication. Himalaya.
5. Sinha K. K. Business Communication. Galgotia.
6. Sharma R. C/ Mohan K. (3rd ed). Business Correspondence & Report Writing. TMH.

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	2	1
CO2	3	2	2	3	2
CO3	2	3	2	2	3
CO4	3	3	2	3	2
CO5	3	3	3	3	3
CO6	3	2	1	3	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation. (40)	✓	✓	✓		✓	
End Semester Examination (60)	✓	✓	✓	✓		✓

KCES'S INSTITUTE OF MANAGEMENT AND RESEARCH (AUTONOMOUS), JALGAON

FACULTY OF COMMERCE AND MANAGEMENT, SCHOOL OF MANAGEMENT STUDIES

M.B.A. IN PHARMACEUTICAL MANAGEMENT PROGRAMME BATCH 2024-26

SEMESTER: I

MBA PM-DSC- 516 AI Basics for Managers

Course Title: AI Basics for Managers

Course Code: MBA PM-DSC- 516

Lectures: Tutorials: Practical: 2:0:0

Lecture Hours: 24 Hours

Course Type: Mandatory DSC

Total Credits: 02

CIE Marks: 40

ESE Marks: 60

Course Description:

The course "AI Basics for Managers" is designed to provide a comprehensive understanding of AI principles, applications, and implications, tailored specifically for managerial roles. This course provides managers with a foundational understanding of Artificial Intelligence (AI). It covers essential AI concepts, tools, and strategies, enabling managers to leverage AI in decision-making, optimize business processes, and lead AI- driven initiatives within their organizations.

Course Objectives:

1. To understand the fundamental concepts of AI and its relevance in the business world.
2. To explore how machine learning works and the role of data in AI.
3. To understand how to strategically implement AI in business operations.
4. To explore the ethical considerations, governance, and future trends in AI.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓	--	✓	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Recall and explain fundamental concepts of Artificial Intelligence.
CO2	Describe the applications of AI in various business contexts.
CO3	Understand the basics of Machine learning and role of data in AI.
CO4	Apply AI principles to develop a strategic plan for integrating AI into business operations.
CO5	Analyze business data using AI tools to evaluate decision-making processes
CO6	Evaluate the ethical implications of AI deployment

<i>SN</i>	<i>Contents of Module</i>	<i>Hrs</i>	<i>COs</i>
1	Unit 1: Introduction to Artificial Intelligence 1.1 AI Definitions and Key Concepts 1.2 History and Evolution of AI 1.3 Types of AI: Narrow AI vs. General AI 1.4 Core AI Technologies: Machine Learning, Natural Language 1.5 Processing, Computer Vision 1.6 Real-World Applications of AI in Business 1.7 AI Myths and Realities	12	CO1 CO2
2	Unit 2: Understanding Machine Learning and Data 2.1 Basics of Machine Learning: Supervised, Unsupervised, and Reinforcement Learning 2.3 Data's Role in AI: Types of Data, Data Quality, and Data Management 2.4 Introduction to Algorithms: How Machines Learn from Data 2.5 Understanding Predictive Analytics 2.6 Key Tools and Platforms for Machine Learning	6	CO3
3	Unit - III AI Strategy and Implementation 3.1 Building an AI Strategy: Aligning AI with Business Goals 3.2 AI in Decision-Making: Enhancing Business Intelligence 3.3 Integrating AI into Existing Systems and Processes 3.4 Managing AI Projects: Key Steps and Considerations	6	CO4 and CO5
4	Unit 4: Ethics, Governance, and the Future of AI 4.1 Ethical AI: Bias, Transparency, and Fairness 4.2 AI Governance: Policies, Regulations, and Compliance 4.3 The Impact of AI on Jobs and the Workforce 4.4 AI and the Future of Business: Emerging Trends and Innovations	6	CO6

REFERENCE BOOKS:

1. "Artificial Intelligence: A Guide for Thinking Humans" by Melanie Mitchell
2. "Prediction Machines: The Simple Economics of Artificial Intelligence" by Ajay Agrawal, Joshua Gans, and Avi Goldfarb
3. "Competing in the Age of AI" by Marco Iansiti and Karim R. Lakhani
4. "Human + Machine: Reimagining Work in the Age of AI" by Paul R. Daugherty and H. James Wilson

Mapping of Course Outcomes to Program Outcomes:

CO/PO	P01	P02	P03	P04	P05
C01	1	1	1	1	1
C02	2	1	1	2	1
C03	1	1	1	1	1
C04	2	1	2	2	2
C05	2	2	2	1	2
C06	1	1	1	2	1

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation.(40)	✓	✓	✓		✓	
End Semester Examination (60)	✓	✓	✓	✓	✓	

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FACULTY OF COMMERCE AND MANAGEMENT, SCHOOL OF MANAGEMENT STUDIES

M.B.A. IN PHARMACEUTICAL MANAGEMENT PROGRAMME BATCH 2024-26

SEMESTER: I

MBA PM-DSE-517A GENERAL PHARMACOLOGY & PHARMACOEPIDEMIOLOGY

Course Title: MBA PM-DSE- 517A General Pharmacology & Pharmacoepidemiology

Course Type: Elective(DSE)

Course Code: MBA PM-DSE-517A

Total Credits: 04

Lectures: Tutorials: Practical: 4:0:0

CIE Marks: 40

Lecture Hours: 48 Hours

ESE Marks: 60

Course Description:

The General Pharmacology & Pharmacoepidemiology course provides a foundational understanding of pharmacology, including the principles of drug action, pharmacokinetics, and pharmacodynamics. It also introduces students to pharmacoepidemiology, which focuses on the study of the use and effects of drugs in large populations. This course is designed to equip MBA Pharmaceutical Management students with the knowledge and skills necessary to assess the impact of drugs on public health, understand drug safety, and make informed decisions in the management of pharmaceutical products.

Course Objectives:

1. To provide a comprehensive understanding of the principles of pharmacology and their application in drug development and therapy.
2. To introduce the concepts and methodologies of pharmacoepidemiology and their role in evaluating drug safety and efficacy.
3. To equip students with the ability to critically assess pharmacological and pharmacoepidemiological data and apply it in pharmaceutical management.
4. To develop an understanding of the regulatory and ethical considerations in the use of drugs at the population level.
5. To foster the ability to apply knowledge of pharmacology and pharmacoepidemiology in making informed decisions regarding drug policy, safety, and management.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	--	✓	--	✓	-

Course Outcomes: At the end of the Course, the Student will be able to:

C01	Understand the concept and role of pharmacology and Pharmacoepidemiology in healthcare
C02	Apply the concepts of pharmacokinetics and pharmacodynamics to describe drug absorption, distribution, metabolism, excretion, and bioavailability.
C03	Demonstrate knowledge of pharmacoepidemiology by analyzing drug use, risk measurement, and medication adherence through various outcomes and epidemiological tools.
C04	Apply pharmacoepidemiological methods to assess the safety and efficacy of drugs in various populations and settings.
C05	Assessing the regulatory frameworks governing drug safety and the role of pharmacovigilance in monitoring adverse drug reactions.
C06	Integrate knowledge of pharmacology and pharmacoepidemiology in the management of pharmaceutical products, including decision-making related to drug safety, efficacy, and policy.

<i>SN</i>	<i>Contents of Unit</i>	<i>Hrs</i>	<i>COs</i>
1	Unit - I Introduction to General Pharmacology 1.1 Overview of Pharmacology and Its Role in Healthcare 1.2 Drug-Receptor Interactions: Agonists, Antagonists, and Receptor Theory 1.3 Pharmacokinetics: Absorption, Distribution, Metabolism, and Excretion (ADME) 1.4 Pharmacodynamics: Dose-Response Relationships, Therapeutic Index, and Drug Efficacy 1.5 Factors Influencing Drug Action: Age, Gender, Genetics, and Disease States	6	C01 C02
2	Unit-II Pharmacokinetics and Pharmacodynamics 2.1 Mechanisms of Drug Absorption and Bioavailability 2.2 Drug Distribution and Factors Affecting Distribution Metabolism of Drugs: Phase I and Phase II Reactions 2.3 Excretion of Drugs: Renal and Non-Renal Pathways 2.4 Concept of Pharmacokinetic-Pharmacodynamics and Its Applications	10	C01, C02

3	<p>Unit - III Introduction to Pharmacoepidemiology</p> <p>3.1 Definition and Scope of Pharmacoepidemiology</p> <p>3.2 Measurement of outcomes in pharmacoepidemiology</p> <p>3.3 Outcome measure and drug use measures Prevalence, incidence and incidence rate. Monetary units, number of prescriptions, units of drugs dispensed, defined daily doses and prescribed daily doses, Medication adherence measurement</p> <p>3.4 Concept of risk in pharmacoepidemiology: Measurement of risk, attributable risk and relative risk, time-risk relationship and odds ratio</p>	12	C01
4	<p>Unit IV-Methods for Pharmacoepidemiologic Studies</p> <p>4.1 Various methods and practical study with the help of case studies for individual methods</p> <p>4.2 Drug utilization review, case reports, case series, surveys of drug use, cross - sectional studies, cohort studies, case control studies, case -cohort studies, meta - analysis studies, spontaneous reporting, prescription event monitoring and record linkage system.</p> <p>4.3 Drug Safety and Pharmacovigilance: Introduction to Pharmacovigilance</p> <p>4.4 Adverse Drug Reactions (ADRs): Classification, Detection, and Reporting</p>	10	C03
5	<p>Unit V - Pharmacoepidemiology and Public Health</p> <p>5.1 Role of Regulatory Agencies in Drug Safety: FDA, EMA, and WHO</p> <p>5.2 Assessing the Burden of Disease and Drug-Related Morbidity and Mortality</p> <p>5.3 Pharmacoepidemiology in Drug Policy and Healthcare Decision-Making</p>	6	C04
6	<p>Unit VI: Ethical and Regulatory Considerations in Pharmacoepidemiology</p> <p>6.1 Role of Ethics Committees and Institutional Review Boards (IRBs)</p> <p>6.2 Ethical Issues in Pharmacoepidemiological Research: Informed Consent, Confidentiality, and Data Protection</p> <p>6.3Regulatory Frameworks Governing Pharmacoepidemiology: International Guidelines and Best Practices</p> <p>6.4 Case Study in Pharmacoepidemiology</p>	4	C05 C06

REFERENCE BOOKS:

Books:

- "Goodman & Gilman's: The Pharmacological Basis of Therapeutics" by Laurence L. Brunton
- "Pharmacoepidemiology" by Brian L. Strom
- "Principles of Pharmacology: The Pathophysiologic Basis of Drug Therapy" by David E. Golan

Journals:

- Journal of Clinical Pharmacology
- Pharmacoepidemiology and Drug Safety
- European Journal of Clinical Pharmacology

Online Resources:

- WHO Collaborating Centre for Drug Statistics Methodology
- Uppsala Monitoring Centre (UMC) for Pharmacovigilance
- FDA's Adverse Event Reporting System (FAERS)

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation. (40)	✓	✓	✓			✓
End Semester Examination (60)	✓	✓	✓	✓		✓

Mapping of Course Outcomes to Program Outcomes:

CO/PO	P01	P02	P03	P04	P05
C01	3	3	2	3	2
C02	3	3	2	2	2
C03	3	3	2	3	2
C04	2	3	2	3	2
C05	2	3	2	3	3
C06	3	3	2	3	3

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FACULTY OF COMMERCE AND MANAGEMENT, SCHOOL OF MANAGEMENT STUDIES

M.B.A. IN PHARMACEUTICAL MANAGEMENT PROGRAMME BATCH 2024-26

SEMESTER: I

MBA PM-DSE- 517 B OPERATIONS MANAGEMENT

Course Title: Operation Management.

Course Code: MBA PM-DSE-517B

Lectures: Tutorials: Practical: 4:0:0

Lecture Hours: 48 Hours

Course Type: Elective DSE

Total Credits: 04

CIE Marks: 40

ESE Marks: 60

Course Description:

Operation Management is essential in manufacturing unit. This course guide budding managers knowledge about its concept, designing, Layout, Planning, various standards required for maintaining quality, distribution network to be selected & challenges to be encountered & Advanced operation techniques to be followed.

Course Objectives:

1. To make students understand the concept of operation Management.
2. To acquaint students with various concepts of operation planning & Management.
3. To create an awareness about various standards to be followed.
4. To imbibe knowledge among students about its application in industry.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	✓	✓	--	✓	

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Understand the concept of operation Management.
CO2	Explain Product & Service Design.
CO3	Analyze factors determining capacity planning & Facility layout.
CO4	Get knowledge about various quality standards & methods of inventory management.
CO5	Evaluate logistics & distribution networks.
CO6	Describe advanced concepts in production and operations management.

<i>SN</i>	<i>Contents of Module</i>	<i>Hrs</i>	<i>COs</i>
1	<p>Unit – I Introduction to Operation Management</p> <p>1.1 Definition, production functions & Responsibilities of Production</p> <p>1.2 Management and its relations to other management functions,</p> <p>1.3 Automation. Difference between services and Manufacturing.</p> <p>1.4 Competitiveness Strategy and productivity. Computing productivity</p>	6	CO1
2	<p>Unit – II Product & Service Design</p> <p>2.1 Objectives, legal and Environmental issues, Lifecycles</p> <p>2.2 Standardization, Mass customization Delayed Differentiation.</p> <p>2.3 Modular design, Reliability, Improving reliability.</p> <p>2.4 Phases in product design and development.</p> <p>2.5 Design for manufacturing, concurrent Engineering, CAD, and Recycling Component Commonality.</p> <p>2.6 Service Design, Difference between product design and service design</p>	8	CO2
3	<p>Unit – III Capacity Planning & Facility Layout</p> <p>3.1 Defining & measuring capacity, determinants of effective capacity.</p> <p>3.2 Determining capacity requirements, make or buy decisions.</p> <p>3.3 Developing capacity alternatives. Challenges of planning service capacity. CVP Analysis</p> <p>3.4 Facilities layout, repetitive product and process layouts. Fixed position layout, combination layout,</p> <p>3.5 Cellular layout, Group technology, other service layouts, designing product layouts.</p> <p>3.6 Production planning and control - Routing, sequencing, loading, scheduling, master scheduling</p>	12	CO3
4	<p>Unit – IV Quality Assurance & Inventory Management</p> <p>4.1 Inspection, Statistical process control, Control charts, acceptance sampling concept, risks, cost of quality control;</p> <p>4.2 ISO Quality Systems: ISO:9000, ISO:14000, Total Quality Control - concept, KAIZEN, six sigma concept.</p> <p>4.3 Nature and importance of Inventory, Functions and Objectives.</p> <p>4.4 Requirements for effective Inventory Management, Inventory costs</p> <p>4.5 Inventory Classification System, ABC Analysis, EOQ Models, Economic Production Quantity Model</p>	8	CO4
5	<p>Unit – V Supply Chain Management</p> <p>5.1. Definition, Importance, Strategy & drivers of supply chain.</p> <p>5.2 Logistics: functions, objectives, solution, Customer Service, Warehousing and Material, Storage, Material Handling, Transportation and Packaging. Distribution - Network Design, Role, Factors Influencing, Options, Value Additions, Impact of uncertainty on Network Design, Network Design decisions using Decision trees.</p> <p>5.3 E-Business: Framework and Role of Supply Chain in e- business and b2b practices, Supply Chain IT Framework, E-Supply Chains, E –</p>	6	CO5

SN	Contents of Module	Hrs	COs
	Logistics- e-SCM - Agile Supply Chains, Reverse Logistics, Global Logistics.		
6	Unit – VI Advanced Operation Management 6.1 Current challenges in Operations management, 6.2 Product development considerations. 6.3 Recent Trends in operations management, 6.4 Lean manufacturing -Resource requirement planning. 6.5 Synchronous manufacturing - theory of constraints, 6.6 Agile Manufacturing 6.7 Six Sigma, JIT, Poke Yoke.	8	CO6

REFERENCE BOOKS:

- 1) Production and Operations Management–K. Ashwathappa and K. Shridhar Bhat- Himalaya Publishing
- 2) Everest E Adam & Albert, Productions and Operations Management, IVth Ed, PHI Publications.
- 3) Mohanty R. P. and S. G. Deshmukh, Advanced operations management, Pearson Education, First Edition.
- 4) Altekar Rahul V, Supply Chain Management-Concept and Cases, Prentice Hall India, 2005.
- 5) Production & Operation Management Second Edition – Kanishka Bedi - Oxford

Mapping of Course Outcomes to Program Outcomes:

CO/PO	P01	P02	P03	P04	P05
C01	3	1	1	3	1
C02	3	3	1	3	1
C03	3	3	1	2	1
C04	3	3	2	1	2
C05	3	3	1	3	3
C06	3	3	1	3	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation.(40)	✓	✓	✓	✓	✓	
End Semester Examination (60)	✓	✓	✓	✓	✓	

KCES'S INSTITUTE OF MANAGEMENT AND RESEARCH (AUTONOMOUS), JALGAON

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M.B.A. IN PHARMACEUTICAL MANAGEMENT PROGRAMME BATCH 2024-26

SEMESTER: I

MBA PM-RM- -518 Research Methodology

Course Title: Research Methodology

Course Code: MBA PM-RM- 518

Lectures: Tutorials: Practical: 4:0:0

Lecture Hours: 48 Hours

Course Type: Mandatory DSC

Total Credits: 04

CIE Marks: 40

ESE Marks: 60

Course Description:

Research Methodology is a hands-on course designed to impart education in the foundational methods and techniques of academic research in Management context. Students would examine and be practically exposed to the main components of a research framework i.e., problem definition, research design, data collection, ethical issues in research, report writing, and presentation. Students will learn how to identify problems to study, develop hypotheses and research questions, specify independent and dependent variables, check for the validity and reliability of studies and design research projects. Once equipped with this knowledge, students would be well-placed to conduct disciplined research under supervision in an area of their choosing. In addition to their application in an academic setting, many of the methodologies discussed in this course would be similar to those deployed in professional research environments.

Course Objectives:

1. To develop a sound conceptual framework for understanding research in management.
2. To get in-depth knowledge in research design and methodologies.
3. To be able to formulate research questions and identify knowledge gaps.
4. To test hypothesis using IBM SPSS Package.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	--	✓	--	✓	✓

Course Outcomes: At the end of the Course, the Student will be able to:

C01	Understand the basics of Research methodology.
C02	Formulate research problem
C03	Prepare research design.
C04	Collect and interpret Qualitative and quantitative data
C05	Apply SPSS for hypothesis testing
C06	Report and present research findings

<i>SN</i>	<i>Contents of Module</i>	<i>Hrs</i>	<i>COs</i>
1	Unit – I Basics of Research Methodology 1.1. Meaning, Objective & Types of Research, 1.2. Research Process 1.3. Managerial Value of Business Research 1.4. Literature Survey	12	CO1
2	Unit – II Formulation of Research Problem 2.1 Research Problem: Importance of Formulation, Sources, Considerations in selecting research Problem, steps in formulation, Factors of Problem Identification 2.2 Formulation of Objectives, 2.3 Establishing operational definition, 2.4 Variable- Concept Vs Variable, types/classification, construct 2.5 Scale characteristic, Measurement Scales: Nominal, Ordinal, Interval, Ratio 2.6 Hypothesis: Meaning, Functions, Characteristic, Sources & Types of Hypothesis,	12	CO1, CO2
3	Unit – II Research Design & Sampling Design 3.1 Research Design: Meaning, Types & Feature of Research Design, Factors Affecting Research Design 3.2 Sampling Design: Sample, Sampling, Steps, Criterion of selecting sampling procedure, 3.3 Sampling Methods: Probability Sampling, Non-probability Sampling	6	CO1, CO3
4	Unit – IV Data Collection 4.1 Types & Sources of Data: Primary & Secondary data, Methods of Primary Data Collection: Observation, Interview, Questionnaire, Schedule, Schedule vs Questionnaire, Wording Questions, guidelines for constructing questions. 4.2 Criterion for good Measurement: Validity, Reliability, Sensitivity 4.3 Scaling Techniques: Rating Scales, Ranking Scales. 4.4 Factors in selecting appropriate measurement scale 4.5 Qualitative research: Meaning, uses of qualitative research, Qualitative vs Quantitative research, Orientations: Phenomenology, Ethnography, Grounded theory, Case studies.	8	CO1, CO4
5	Unit – V Testing of Hypotheses 5.1 Basic Concept Concerning Testing of Hypotheses, Procedure for Hypotheses Testing 5.2 Advanced Tools for Hypothesis Testing Using SPSS: 5.3 Introduction to SPSS package, creating data files 5.4 Multiple Response sets, Recoding, visual binning etc. 5.5 Frequencies, Descriptive statistics, Chi square analysis & Cross Tabulation 5.6 Reliability Analysis: Cronbach alpha, One sample t-test, Independent sample t-test, Linear Correlation & Regression, One Way Analysis of Variance (ANOVA) 5.7 Multivariate Data Analysis: Factor Analysis	6	CO5

**M.B.A. in Pharmaceutical
Management
BATCH 2024-26
SYLLABUS
SEMESTER-II**

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M.B.A. IN PHARMACEUTICAL MANAGEMENT PROGRAMME BATCH 2024-26

SEMESTER: II

MBA PM-DSC- 521 DRUG REGULATORY AFFAIRS (4T)

Course Title: MBA PM-DSC- 521 DRUG REGULATORY AFFAIRS

Course Type: Mandatory (DSC)

Course Code: MBA PM-DSC- 521

Total Credits: 04

Lectures: Tutorials: Practical: 4:0:0

CIE Marks: 40

Lecture Hours: 48 Hours

ESE Marks: 60

Course Description:

The Drug Regulatory Affairs course is designed to provide MBA Pharmaceutical Management students with a comprehensive understanding of the regulatory environment in the pharmaceutical industry. This course covers the key regulations and guidelines governing drug development, approval, manufacturing, marketing, and post-marketing surveillance. Students will learn about the roles of various national and international regulatory agencies, the drug approval process, and the importance of compliance in ensuring drug safety and efficacy. The course also addresses the challenges and strategic considerations involved in navigating the regulatory landscape in the pharmaceutical sector.

Course Objectives:

1. To provide an in-depth understanding of the regulatory framework governing the pharmaceutical industry.
2. To familiarize students with the drug approval process, including the roles and responsibilities of regulatory agencies.
3. To develop knowledge of the key regulations and guidelines that impact drug development, manufacturing, and marketing.
4. To equip students with the skills necessary to manage regulatory compliance in the pharmaceutical industry.
5. To prepare students to identify and address regulatory challenges in global drug development and marketing.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	--	✓	--	✓	-

Course Outcomes: At the end of the Course, the Student will be able to:

C01	Understand the regulatory framework and the role of regulatory affairs in the pharmaceutical industry.
C02	Analyze the drug approval process and the functions of various regulatory agencies.
C03	Apply knowledge of key regulations and guidelines to ensure compliance in drug development and marketing.
C04	Evaluate the strategic implications of regulatory decisions on drug development and commercialization.
C05	Manage regulatory documentation and submissions in compliance with national and international standards.
C06	Identify and address challenges in navigating the global regulatory environment for pharmaceuticals.

<i>SN</i>	<i>Contents of Unit</i>	<i>Hrs</i>	<i>COs</i>
1	Unit - I Introduction to Drug Regulatory Affairs 1.1 Overview of Drug Regulatory Affairs 1.2 Importance of Regulatory Compliance in the Pharmaceutical Industry 1.3 Key Regulatory Bodies: FDA (USA), EMA (Europe), CDSCO (India), MHRA (UK), TGA (Australia), etc. 1.4 Regulatory Affairs as a Strategic Function in Pharmaceutical Management	6	C01 C02
2	Unit-II Drug Development and Approval Process 2.1 Drug Development Lifecycle: Discovery, Preclinical, Clinical Trials, and Post-Approval 2.2 Investigational New Drug (IND) Application and New Drug Application (NDA) 2.3 Marketing Authorization Applications (MAA) and Abbreviated New Drug Applications (ANDA) 2.4 Preclinical and Clinical Trials Regulations and Good Clinical Practice (GCP) 2.5 Case Study: The Drug Approval Process for a New Drug	10	C01, C02
3	Unit -III Key Regulations and Guidelines 3.1 Overview of Major Regulations: ICH Guidelines, 21 CFR (FDA), EU Directives, Schedule Y (India) 3.2 Good Manufacturing Practice (GMP), Good Laboratory Practice (GLP), and Good Distribution Practice (GDP)	14	C01

	3.3 Pharmacovigilance Regulations and Adverse Event Reporting 3.4 Labelling, Packaging, and Advertising Regulations Case Study: Regulatory Challenges in Drug Labelling and Advertising		
4	Unit - IV Regulatory Documentation and Submission 4.1 Preparation of Regulatory Dossiers: Common Technical Document (CTD) Format 4.2 Electronic Submission Standards: eCTD and eSubmission 4.3 Regulatory Strategies for Global Drug Development 4.4 Role of Regulatory Affairs Professionals in Drug Registration and Licensing	10	C03
5	Unit V - Post-Marketing Surveillance and Compliance 5.1 Post-Marketing Surveillance: Pharmacovigilance and Risk Management 5.2 Adverse Drug Reaction (ADR) Monitoring and Reporting 5.8 Regulatory Affairs in Drug Recalls and Withdrawals 5.9 Case Study: Post-Marketing Surveillance and the Role of Regulatory Affairs	8	C04

EFERENCE BOOKS:

Books:

"Drug Regulatory Affairs" by Gajendra Singh

"Intellectual Property Rights and Drug Regulatory Affairs" by Dr. Ruchi Tiwari and Dr. Gaurav Tiwari

"Fundamentals of US Regulatory Affairs" by RAPS (Regulatory Affairs Professionals Society)

"Drug Regulatory Affairs" by Sachin Itkar and P. P. Sharma

"Pharmaceutical Regulatory Affairs: An Overview" by Lisa A. English

Journals:

Regulatory Affairs Journal

Journal of Pharmaceutical Regulatory Affairs

Pharmaceutical Technology Europe

Online Resources:

Regulatory Affairs Professionals Society (RAPS)

U.S. Food and Drug Administration (FDA) website

European Medicines Agency (EMA) website

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation. (40)	✓	✓	✓			✓
End Semester Examination (60)	✓	✓	✓	✓		✓

Mapping of Course Outcomes to Program Outcomes:

CO/PO	P01	P02	P03	P04	P05
C01	3	2	2	3	2
C02	3	2	2	3	2
C03	3	2	2	3	2
C04	2	2	2	3	2
C05	3	2	2	2	2
C06	3	2	2	2	2

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M.B.A. IN PHARMACEUTICAL MANAGEMENT PROGRAMME BATCH 2024-25

SEMESTER: II

MBA PM-DSC- 522 Indian Economy and Policies

Course Title: Indian Economy and Policies

Course Code: MBA PM-DSC- 522

Lectures: Tutorials: Practical: 4:0:0

Lecture Hours: 24 Hours

Course Type: Mandatory DSC

Total Credits: 02

CIE Marks: 20

ESE Marks: 30

Course Description:

This course offers an understanding of the Indian economy's structure, policies, and development trajectory. It delves into the core economic principles relevant to the Indian context, discussing key issues such as national income, growth, development, macroeconomic policies, and globalization. Through a blend of theory and practical insights, students will gain a comprehensive overview of how policy decisions shape economic outcomes in India.

Course Objectives:

1. To provide a fundamental understanding of the structure and dynamics of the Indian economy.
2. To analyze the key economic indicators influencing the Indian economy.
3. To evaluate the role of macroeconomic policies in shaping India's economic growth.
4. To understand the impact of globalization on the Indian economy.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓	✓	--	--	✓	--

Course Outcomes: At the end of the Course, the Student will be able to:

C01	Explain the concept and indicators of Economic Growth and Development
C02	Describe the structure and features of the Indian economy and assess trends in national income.
C03	Identify the issues related Planning, Growth & Development and Unemployment in the Indian Economy
C04	Evaluate macroeconomic policies such as fiscal, monetary, and their role in macroeconomic stability in India
C05	Identify assess the role of public and private sectors and the process of privatization in the Indian economy.
C06	Analyze the impact of globalization on the Indian economy and explain India's role in the WTO.

<i>SN</i>	<i>Contents of Module</i>	<i>Hrs</i>	<i>COs</i>
1.	Unit – I Economic Indicators and Economic Growth and Development 1.1. Circular Flow of Income 1.2. National Income Accounting – Terms and Concepts 1.3. Three Methods of measuring GDP/GNP 1.4. Meaning of Economic Growth and Development 1.5. Measuring Economic development 1.6. Determinants of Economic Development	6	
2.	Unit – II Indian Economy- Structure, features and Issues 2.1 Indian Economy – Basic Structure 2.2 Features of Indian Economy 2.3 Structural changes in Indian Economy 2.4 Trends in National Income 2.5 Pattern of Income Distribution in India 2.6 Indian Economy and related to planning, issues Related to Growth and Development, Unemployment issues	6	
3.	Unit – III Indian Economy and Macro Economic Policies 3.5 Introduction to macroeconomic- Equilibrium in the economy, Concepts of Inflation and Deflation 3.6 Monetary policy– Meaning, Objectives, Instruments. 3.7 Fiscal Policy –Meaning and Objectives 3.8 Exchange rate policies and Foreign Trade Policy 3.9 Public Sector and Private Sector in Economy – Rationale and Critiques of Privatization	6	
4.	Unit – IV Globalization and Indian Economy 4.1 Balance of Payment and its protectionism – Concept & Components of BOP – India’s BOP Situation 4.2 Globalization- Meaning, Dimensions of Globalization, Strategies of Globalization 4.3 Globalization and its impact on Indian Economy 4.4 World Trade Organization (WTO), India and WTO	6	

REFERENCE BOOKS:

1. Indian Economy – V.K. Puri; S.K. Mishra – Himalaya Publishing House
2. Indian Economy – A.N. Agrawal – New Age International Publishers
3. Indian Economy – Ruddar Datt & KPM Sundharam – S.Chand Publishers
4. Indian Economy – Gaurav Datt & Ashwani Mahajan-- S.Chand Publishers
5. Indian Economy – Ramesh Singh – Tata Mcgraw Hill
6. Indian Economy – Nitin Singhania – Tata Mcgraw Hill
7. Indian Economy – Sriram Srirangam; Manish Kumar; Rohit Deo Jha – Pearson
8. Indian Economy – Sanjiv Verma – Unique Publishers

Mapping of Course Outcomes to Program Outcomes:

CO/PO	P01	P02	P03	P04	P05
C01	3	3	1	3	1
C02	2	3	1	3	1
C03	3	3	1	3	1
C04	3	3	1	3	1
C05	3	2	1	2	1
C06	3	3	1	2	1

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation. (20)	✓	✓	✓	✓		
End Semester Examination (30)	✓	✓	✓	✓		

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FACULTY OF COMMERCE AND MANAGEMENT, SCHOOL OF MANAGEMENT STUDIES

M.B.A. IN PHARMACEUTICAL MANAGEMENT PROGRAMME BATCH 2024-25

SEMESTER: II

MBA PM-DSC- -523 Human Resource Management

Course Title: Human Resource Management

Course Code: MBA PM-DSC- 522

Lectures: Tutorials: Practical: 4:0:0

Lecture Hours: 48 Hours

Course Type: Mandatory DSC

Total Credits: 04

CIE Marks: 40

ESE Marks: 60

Course Description:

Human Resource Management links people-related activities to business strategy. The course develops a critical understanding of the role and functions of an organization's various human resource activities, providing students with a comprehensive review of key HRM concepts, techniques, and issues. This course introduces the different functions of human resource management. The course facilitates insight into the effective management of employees that will guide budding managers through the principles and practices of HRM and the core models of best practices.

Course Objectives:

- 3 To understand human resource management's basic concepts, functions, and processes.
- 4 To Design and formulate various HRM processes.
- 5 To develop ways of facilitating internal changes necessary to accomplish business strategies.
- 6 To create a strong foundation for further studies in the field of HRM.
- 7 To get acquainted with the current practices of HRM

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	--	✓	--	✓	✓

Course Outcomes: At the end of the Course, the Student will be able to:

C01	Describe HRM, its functions and practices
C02	Explain Human Resource Procurement process.
C03	Prepare for Career Development and Succession Planning.
C04	Administer performance Appraisal system and
C05	Plan and Organize employee training, and executive development programs
C06	Interpret and Connect with other Practices of Human Resource Management

<i>SN</i>	<i>Contents of Module</i>	<i>Hrs</i>	<i>COs</i>
1	Unit – I Introduction to Human Resource Management (HRM) 1.1. Concept, Nature, Scope, Objectives & Functions of HRM, 1.2. HRM Vs. HRD, HRM Environment, 1.3. HR’s Changing Role 1.4. Role & Qualities of HR Manager 1.5. Future Role & Challenges before HRM	6	CO1
2	Unit – II Process of Procurement 2.1 Human Resource Planning: Concept, Need of HRP, 2.2 Factors Affecting HRP Process of Human Resource Planning – forecasting HR Requirement and availability, 2.3 Uses of HR database, Shortage & Surplus of workers forecasted, Downsizing. 2.4 Recruitment: Concept, Purpose & Factors Affecting Recruitment, Sources & Process of Recruitment 2.5 Selection: Concept, Selection process, Selection tests, barriers of selection 2.6 Placement: Concept & Problems 2.7 Induction/Orientation: Concept, Objective, Steps & Problems in Orientation, Topics of Induction Programme, Onboarding 2.8 Concept of Promotion, Types of promotion, Purpose of Promotion, Principles of Promotion 2.9 Meaning of Demotion, Reasons, and Principles of Demotion 2.10 Meaning and Types of Transfer, Reasons, and Principles of Transfer. Layoff, Rightsizing, VRS	12	CO2
3	Unit – III Career & Succession Planning 3.1. Career Planning: Meaning, Need, features, objective of career Planning, Process of career planning, Career Guidance, Career Stages 3.2. Career Development: Roles in career Development, Career Development Initiatives 3.3. Succession Planning: Meaning, Process & Benefits of Succession Planning	6	CO3
4	Unit – IV Performance appraisal 4.1. Definitions, Objective 4.2. Process & Methods of Performance Appraisal: Traditional Methods, Modern Methods, 4.3. Problems with Performance Appraisal 4.4. Competency Mapping: Concept, Need, Competencies Applications, Classifying Competencies	8	CO4
5	Unit – V Employee Training & Executive Development 5.1. Meaning, Need and Objective of Training & Development 5.2. The Training procedure 5.3. Difference between Training & Development, 5.4. Methods of Training & Development: On the Job & Off the Job, Evaluation of Training	8	CO5

SN	Contents of Module	Hrs	COs
6	Unit – VI Other Practices 6.1. Concept of VUCA, Human Resource Information System, Moonlighting by employees, 6.2. Work Life Balance, Employee Engagement, Employer branding, Attrition & Retention, 6.3. Emotional Intelligence, Flexi-time & Flexi-work, Counselling, coaching & Mentoring, 6.4. CTC (Cost to Company) , Employee Stock Ownership Plan (ESOP), E-HRM.	8	C06

REFERENCE BOOKS:

1. Human Resource Management: A south Asian Perspective – Mathis, Jackson, Tripathi – Cengage
2. Human Resource Management by Wayne Mondy – Pearson
3. Human Resource Management, Text & Cases By Dr. V.S.P Rao - Excel Books
4. Human Resource Management: A south Asian Perspective By Snell, Bohalender, Vohra- Cengage
5. Human Resource Management By Dr K. Ashwathappa – Tata McGraw Hill
6. Personnel and Human Resource Management by P. Subba Rao – Himalaya Publishing House
7. Human Resource Management, Text and Cases by Dr. S.S. Khanka- S. Chand
8. Human Resource Management by Haladkar& Sarkar – Oxford University Press
9. Human Resource Management By Dr. Shikha Kapoor – Taxmann
10. Essentials of Human Resource Management By P. SubbaRao – Himalaya Publishing House

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
C01	2	1	1	2	1
C02	3	2	3	2	3
C03	2	1	2	1	2
C04	3	2	2	1	2
C05	3	2	2	2	2

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation. (40)	✓	✓	✓	✓	✓	✓
End Semester Examination (60)	✓	✓	✓	✓	✓	✓

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M.B.A. IN PHARMACEUTICAL MANAGEMENT PROGRAMME BATCH 2024-25

MBA PM-DSC- 524 PHARMACEUTICAL MARKETING MANAGEMENT

Course Title: MBA PM-DSC- 524 Pharmaceutical Marketing Management

Course Type: Mandatory (DSC)

Course Code: MBA PM-DSC -524

Total Credits: 02

Lectures: Tutorials: Practical: 4:0:0

CIE Marks: 40

Lecture Hours: 48 Hours

ESE Marks: 60

Course Description:

This course on Pharmaceutical Marketing Management is designed to provide students with an in-depth understanding of marketing principles as they apply specifically to the pharmaceutical industry. The course covers a range of topics, including market analysis, product life cycle management, branding, pricing strategies, distribution channels, and promotional techniques. It emphasizes the unique challenges faced in pharmaceutical marketing, such as regulatory compliance, ethical considerations, and the role of healthcare professionals in the decision-making process. By the end of the course, students will be equipped with the knowledge and skills to develop and implement effective marketing strategies for pharmaceutical products.

Course Objectives:

1. To understand the fundamental concepts and principles of marketing as applied to the pharmaceutical industry.
2. To analyze the pharmaceutical market and identify key factors influencing marketing strategies.
3. To develop skills in creating and managing pharmaceutical brands, including product differentiation and positioning.
4. To gain insights into pricing strategies, distribution channels, and promotional methods in the pharmaceutical sector.
5. To understand the regulatory and ethical considerations involved in pharmaceutical marketing.
6. To equip students with the ability to design comprehensive marketing plans for pharmaceutical products.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	--	✓	--	✓	-

Course Outcomes: At the end of the Course, the Student will be able to:

C01	Understanding of the unique characteristics and challenges of pharmaceutical marketing.
C02	Analyze and assess market conditions to develop targeted marketing strategies for pharmaceutical products.
C03	Develop and manage pharmaceutical brands, focusing on product positioning and differentiation.
C04	Design and implement distribution strategies that ensure optimal market coverage and product availability
C05	Create promotional campaigns that are compliant with regulatory standards and ethically sound.
C06	Develop a comprehensive marketing plan for a pharmaceutical product, integrating all elements of the marketing mix.

<i>SN</i>	<i>Contents of Unit</i>	<i>Hrs</i>	<i>COs</i>
1	UNIT 1: Introduction to Pharmaceutical Marketing 1.1 Overview of Pharmaceutical Marketing and its Importance 1.2 Marketing Concepts and Theories in the Pharmaceutical Context 1.3 The Pharmaceutical Market Environment: Trends and Challenges Industry and competitive analysis 1.4 The Role of Marketing in Pharmaceutical Business Strategy	6	C01 C02
2	UNIT 2: Market Analysis and Consumer Behavior 2.1 Market Research in the Pharmaceutical Industry 2.3 Understanding Consumer Behavior in Pharmaceuticals: Patients, Physicians, and Pharmacists, Industrial Buying Behaviour 2.4 Market Segmentation, Targeting, and Positioning Strategies Competitive Analysis in the Pharmaceutical Industry	8	C01 , C02
3	UNIT 3: Product Life Cycle Management 3.3 New Product Development in Pharmaceuticals 3.4 Managing the Product Life Cycle: Strategies for Each Stage 3.5 Product Portfolio Management, Product positioning, New product decision, packaging and labelling decision, Product Management in pharmaceutical industry. 3.6 Case Study: Successful Product Life Cycle Management in Pharma	8	C01

<i>SN</i>	<i>Contents of Unit</i>	<i>Hrs</i>	<i>COs</i>
4	UNIT 4: Branding and Product Differentiation 4.5 Building Strong Pharmaceutical Brands 4.6 Strategies for Product Differentiation in a Competitive Market 4.7 Brand Equity and Brand Management	8	CO3
5	UNIT 5: Pricing Strategies in Pharmaceuticals 5.1 Meaning, Importance, objectives, Factors Influencing Pricing Decisions in the Pharmaceutical Industry 5.2 An overview of DPC (Drug Price control order) and NPPA (National Pharmaceutical pricing authority) 5.2 Pricing Models: Cost-Based, Value-Based, and Competition-Based Pricing 5.3 The Impact of Government Regulations on Pricing Case Study: Pricing Strategies in Different Market Conditions	8	CO4
6	UNIT 6: Distribution Channels and Supply Chain Management 6.1 Distribution Strategies for Pharmaceutical Products 6.2 Role of Wholesalers, Retailers, and Online Platforms 6.3 Managing the Pharmaceutical Supply Chain for Market Efficiency 6.4 The Promotional Mix in Pharmaceutical Marketing: Advertising, Sales 6.5 Promotion, Public Relations, and Personal Selling 6.6 Direct-to-Consumer (DTC) Advertising and its Impact 6.7 Digital Marketing and Social Media Strategies in Pharmaceuticals 6.8 Regulatory and Ethical Issues in Pharmaceutical Promotion 6.9 Innovative Promotional Strategies in Pharma	10	

REFERENCE BOOKS:

Books:

1. "Pharmaceutical Marketing" by Mickey C. Smith
2. "Pharmaceutical Marketing: Strategy and Cases" by Subba Rao Chaganti
3. "Essentials of Pharmaceutical Marketing" by D.M. Vasudevan and Sreekumari S

Journals:

1. Journal of Pharmaceutical Marketing & Management
2. Pharmaceutical Executive
3. Journal of Medical Marketing

Online Resources:

1. Pharmaceutical Marketing Society (PMS)
2. Pharmaceutical Research and Manufacturers of America (PhRMA)
3. World Health Organization (WHO) - Guidelines on Marketing Pharmaceuticals

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
C01	3	2	2	3	2
C02	3	2	2	3	3
C03	3	3	2	3	2
C04	2	2	2	2	3
C05	3	3	2	3	2
C06	3	3	3	3	2

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation. (40)	✓	✓	✓			
End Semester Examination (60)	✓	✓	✓	✓		✓

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M.B.A. IN PHARMACEUTICAL MANAGEMENT PROGRAMME BATCH 2024-25

SEMESTER: II

MBA PM-DSC-525 Financial Management

Course Title: MBA PM-DSC- 525 Financial Management	Course Type: Mandatory DSC
Course Code: MBA PM-DSC- 525	Total Credits: 04
Lectures: Tutorials: Practical: 4:0:0	CIE Marks: 40
Lecture Hours: 48 Hours	ESE Marks: 60

Course Description:

This course provides a comprehensive overview of Financial Management, emphasizing its role as a critical decision-making tool in business. The course covers fundamental financial concepts and equips students with practical skills for effective financial planning, control, and analysis.

Course Objectives:

- Understand the foundational concepts of Financial Management and the various techniques of financial analysis.
- Gain insights into the principles of finance required for planning, controlling, and evaluating financial strategies.
- Develop the ability to apply financial theories to solve practical managerial problems.
- Analyse financial situations and develop solutions to optimize business decisions.
- Evaluate the financial implications of business decisions and their impact on a firm's financial health.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	--	--	--	✓	-

Course Outcomes: At the end of the Course, the Student will be able to:

C01	Describe and recall basic financial management concepts, including financial statement analysis, working capital management, and budgetary controls.
C02	Explain detailed theoretical concepts across the syllabus, demonstrating an understanding of key financial principles.
C03	Apply the learned concepts through calculations and problem-solving in financial scenarios.
C04	Analyze financial statements and situations to find effective solutions
C05	Evaluate the impact of financial decisions on the overall financial position of an organization.
C06	Develop effective financial strategies that align with organizational goals and enhance value creation.

<i>SN</i>	<i>Contents of Module</i>	<i>Hrs</i>	<i>COs</i>
1	Unit – I Financial Management 1.1 Meaning, Nature, Scope and Objectives 1.2 Traditional & Modern Approaches 1.3 Functional areas of finance 1.4 Financial Forecasting 1.5 Few Concepts of finance: 1.5.1. Time value of Money, Concept of risk & return 1.5.2. Interest Rates: Nominal Interest Rate, Real Interest Rate 1.5.3. Measuring shareholders Value Creation: Economic value Added	8	CO1, CO2, CO6
2	Unit – II Finance for Planning & control 2.1. Budget & Budgetary Control 2.1.1. Concept, Objectives, & Limitations 2.1.2. Classification of Budgets – Operating, Financial & Capital Budget 2.1.3. Cash Budget, Flexible budget 2.2. Standard Costing 2.2.1. Concept, Essentials of an effective system of standard costing 2.2.2. Calculation of Material Variances 2.2.3. Calculation of Labor Variances 2.2.4. Causes & Disposition of the variances	8	CO2, CO3
3	Unit - III Analysis & Interpretation of Financial Statements 3.1 Techniques of financial Statement Analysis: Comparative Financial Statements, Common Size Statement, Trend Analysis, Ratio Analysis 3.2 Ratio Analysis: Liquidity Ratios, Activity Ratios, Profitability Ratios, Solvency Ratios 3.3 Limitations of Ratio Analysis	6	CO2, CO3, CO4
4	Unit – IV Funds flow & Cash Flow Analysis 4.1 Concept of Funds, Funds from Operations 4.2 Statement of changes in working capital, Funds Flow Statement 4.3 Preparation of Cash flow statement (Refer AS-3)	8	CO3, CO4
5	Unit – V Marginal Costing & Break-Even Analysis 5.1 Concept of Marginal Cost: Contribution, Variable Cost, Fixed Cost, Semi-Variable Cost 5.2 Margin of Safety, PV Ratio 5.3 Assumptions of Break-Even Analysis & Calculations of Break-Even Point	8	CO3, CO4, CO5
6	Unit – VI Management of Working Capital 6.1 Concepts: Gross and Net, Permanent & Temporary, Operating Cycle 6.2 Disadvantages of insufficient Working Capital 6.3 Financing of Working Capital, Maximum Permissible Bank finance 6.4 Factors Determining Working Capital Requirement 6.5 Estimation of Working Capital Requirement	8	CO2, CO4, CO5

REFERENCE BOOKS:

1. Financial Management: Dr. R P Rustagi, Taxmann Publications
2. Financial Management by Shrivastava & Mishra- Oxford University Press
3. Accounting for Management by Ramanathan- Oxford
4. Financial Accounting for Management by Ramachandran& Kakani – McGraw Hill
5. Management Accounting: Khan & Jain , Tata Mc-Graw Hill
6. Financial Management: Ravi Kishore, Taxmann Publications
7. Management Accounting: I. M. Pandey, Vikas Publication
8. Management Accounting, 1e Bhattacharyya - Pearson
9. Management accounting – Paresh Shah – Oxford University Press
10. Management Accounting: Dr. S.N. Maheshwari& Dr. S.K. Maheshwari, Vikas Publications
11. Accounting for Managers - Vijaykumar - Tata Mc-Graw Hill
12. Management Accounting: Dr. Jawaharlal, Himalay Publications
13. Principles of Management Accounting: Manmohan& S. N. Goyal
14. Accounting for Managers: Thukaram Rao , new age
15. Management Accounting: Prasanna Chandra, Prentice Hall
16. Cost & Management Accounting: Ravi Kishore, Taxmann Publications

Mapping of Course Outcomes to Program Outcomes:

CO/PO	PO1	PO2	PO3	PO4	PO5
C01	2	2	1	2	2
C02	1	1	1	1	1
C03	1	2	1	2	2
C04	1	2	1	2	2
C05	2	2	1	2	2
C06	2	2	1	2	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation. (40)	✓	✓	✓	✓	✓	
End Semester Examination (60)	✓	✓	✓	✓	✓	

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M.B.A. IN PHARMACEUTICAL MANAGEMENT PROGRAMME BATCH 2024-25

SEMESTER: II

MBA PM-DSC -526 PHARMACEUTICAL INDUSTRY ETHICS

Course Title: PHARMACEUTICAL INDUSTRY ETHICS Course Type: Mandatory (DSC)

Course Code: MBA PM-DSC -526 Total Credits: 02

Lectures: Tutorials: Practical: 2:0:0 CIE Marks: 20

Lecture Hours: 24 Hours ESE Marks: 30

Course Description:

This course delves into the ethical dimensions of the pharmaceutical industry, examining the moral principles, regulatory frameworks, and ethical dilemmas faced by professionals. Students will explore the intersection of ethics with drug development, marketing, clinical trials, pricing, and global health. The course emphasizes the importance of ethical decision-making and its impact on public health, industry reputation, and regulatory compliance.

Course Objectives:

1. To provide an understanding of the ethical principles and theories applicable to the pharmaceutical industry.
2. To explore the ethical challenges and dilemmas in drug development, marketing, and distribution.
3. To analyze the regulatory frameworks and compliance requirements that govern ethical practices in the industry.
4. To evaluate the impact of ethical and unethical practices on stakeholders, including patients, healthcare providers, and society.
5. To develop the ability to apply ethical decision-making frameworks in real-world pharmaceutical scenarios.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	--	--	✓	--	✓	-

Course Outcomes: At the end of the Course, the Student will be able to:

C01	Demonstrate a thorough understanding of ethical principles and their application in the pharmaceutical industry.
C02	Identify and analyze ethical dilemmas in various aspects of pharmaceutical operations, including drug development, marketing, and distribution..
C03	Understand and apply regulatory standards and compliance requirements in maintaining ethical practices.
C04	Evaluate the impact of ethical decisions on patients, healthcare professionals, and the broader community.
C05	Develop strategies for ethical decision-making and corporate social responsibility (CSR) in the pharmaceutical sector.

<i>SN</i>	<i>Contents of Unit</i>	<i>Hrs</i>	<i>COs</i>
1	<p>UNIT 1: Introduction to Pharmaceutical Ethics</p> <p>1.1 Overview of Ethics in Business: Definitions, importance, and role of ethics in the pharmaceutical industry.</p> <p>1.2 Ethical Theories and Frameworks: Utilitarianism, deontology, virtue ethics, and their relevance to pharmaceutical practices.</p> <p>1.3 The Importance of Ethics in Pharmaceuticals: Public trust, industry reputation, and the consequences of unethical behavior.</p> <p>1.4 Code of Pharmaceutical Ethics</p>	6	C01 C02
2	<p>UNIT 2: Regulatory and Legal Frameworks</p> <p>2.2 Global Regulatory Bodies: FDA, EMA, WHO, and their role in enforcing ethical standards.</p> <p>2.3 Key Regulations: Good Manufacturing Practice (GMP), Good Clinical Practice (GCP), Good Distribution Practice (GDP), and their ethical implications.</p> <p>2.4 Compliance and Ethics: The role of compliance programs in upholding ethical standards, whistleblowing, and corporate governance.</p>	6	C01, C02
3	<p>UNIT 3: Ethical Issues in Drug Development and Marketing</p> <p>3.1 Pre-clinical & Clinical Trials Ethics: CPCSEA's principal for animal use, Informed consent, patient safety, placebo use, and the role of Institutional Review Boards (IRBs).</p> <p>3.2 Drug Pricing and Accessibility: Ethical considerations in pricing strategies, access to essential medicines, and affordability.</p> <p>3.3 Marketing and Advertising Ethics: Ethical concerns in drug promotion, direct-to-consumer advertising, and transparency in communication.</p>	5	C01 C04

<i>SN</i>	<i>Contents of Unit</i>	<i>Hrs</i>	<i>COs</i>
4	<p>UNIT 4: Corporate Social Responsibility (CSR) in Pharmaceuticals</p> <p>4.1 CSR and Sustainability: The role of CSR in promoting ethical practices, sustainability, and environmental responsibility.</p> <p>4.2 Philanthropy and Global Health: Pharmaceutical contributions to global health initiatives, ethical issues in drug donations, and access to medicines in developing countries.</p> <p>4.3 Ethical Leadership in Pharmaceuticals: The role of leadership in fostering an ethical culture, case studies of ethical leadership in the industry</p> <p>Case Studies in Pharmaceutical Ethics</p> <p>4.4 Historical Case Studies: Analysis of major ethical violations in the industry (e.g., Thalidomide, Vioxx, Opioid Crisis).</p> <p>4.5 Contemporary Ethical Challenges: Current ethical dilemmas, such as vaccine equity during pandemics, drug shortages, and patent controversies.</p> <p>4.6 Scenario-Based Learning: Applying ethical frameworks to hypothetical scenarios and real-world cases in pharmaceutical management.</p>	7	CO3

REFERENCE BOOKS:

1. Pharmaceutical Ethics by Sam Salek and Stuart R. Walker
2. Ethics and the Pharmaceutical Industry by Michael A. Santoro and Thomas M. Gorrie
3. Pharmaceutical Marketing: Principles, Environment, and Practice by Brent L. Rollins and Matthew Perri III
4. The Ethics of Pharmaceutical Industry Influence in Medicine by Sergio Sismondo and Jeremy A. Greene
5. Relevant articles from journals like Journal of Medical Ethics and Pharmaceutical Policy and Law

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation.(20)	✓	✓	✓			
End Semester Examination(30)	✓	✓	✓	✓		✓

Mapping of Course Outcomes to Program Outcomes:

CO/PO	P01	P02	P03	P04	P05
C01	2	2	3	3	1
C02	3	3	2	3	1
C03	3	2	1	3	1
C04	2	3	2	3	2
C05	3	2	3	3	2

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M.B.A. IN PHARMACEUTICAL MANAGEMENT PROGRAMME BATCH 2024-25

SEMESTER: II

MBA PM-DSE - 527A: Entrepreneurship & Start-up Ecosystem

Course Title: Entrepreneurship & Start-up Ecosystem

Course Type: Elective DSE

Course Code: MBA PM- DSE-527 A

Total Credits: 04

Lectures: Tutorials: Practical: 4:0:0

CIE Marks: 40

Lecture Hours: 48 Hours

ESE Marks: 60

Course Description:

This course is designed to equip aspiring entrepreneurs with the knowledge and skills necessary to navigate the dynamic and challenging landscape of start-up ventures. Students will explore the fundamental principles of entrepreneurship, from ideation to execution, and gain a deep understanding of the start-up ecosystem, including key players, resources, and networks that support entrepreneurial success.

Course Objectives:

- To provide theoretical foundations of entrepreneurship development
- To highlight effectiveness of creativity for entrepreneur.
- To shed light on various emerging trends that have taken place in entrepreneurship.
- To focus on key components of start-ups.
- To have practical hand on business model development.
- To create an awareness about theoretical preview of family business.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓	✓	✓	✓	✓	

Course Outcomes: At the end of the Course, the Student will be able to:

CO1	Understand the entrepreneurial role and mindset.
CO2	Identify creative ideas & decision making strategies.
CO3	Assessing new concepts in Entrepreneurship
CO4	Understand key components of the start-up ecosystem and how to leverage them for success.
CO5	Gain practical skills in business model development, funding acquisition, and start-up scaling.
CO4	Explain the concept of Family business.

<i>SN</i>	<i>Contents of Module</i>	<i>Hrs</i>	<i>COs</i>
1	Unit I – Entrepreneurial Management 1.1 Entrepreneurship & its Evolution 1.2 Role of entrepreneur 1.3 Idea Generation, Screening, Selection & Managing Resources. 1.4 Leading & building a team in Enterprise 1.5 Strategic planning of Business. 5 Business plan - meaning, significance and contents – Formulation & presentation – common errors – Preparation of project report.	8	CO1
2	Unit II - Entrepreneurship & Creativity 2.1 Entrepreneurship: Role of stimulating creativity 2.2 Creativity & Entrepreneurship, Steps in creativity. 3 Creativity Problem solving – brainstorming, Gordon model, checklist method, Free Association & Big dream approach. 2.4 Decision making & problem solving- steps in decision making. 2.5 Developing business model.	8	CO1, CO2
3	Unit III- Emerging trends in entrepreneurship development 3.1 Digital entrepreneurship - Meaning, scope and opportunities. 2 Social entrepreneurship – Meaning, Supporting and Evaluating Social Entrepreneurship in India. 3 Sustainable entrepreneurship – Meaning, types, factors, characteristics. 4 Inclusive entrepreneurship – Meaning, Impact on economic growth, support networks fostering success for inclusive Entrepreneurs. 3.5 Case Study on Emerging trends in entrepreneurship development	8	CO1, CO3
4	Unit IV – Start up ecosystem Overview 4.1 Start-up Opportunities – The New Industrial Revolution, The Big idea- Generate ideas with brainstorming, Ideation- Venture choices. 4.2 The rise of start-up economy, The six forces of change. 4.3 Identifying start-up capital resource requirements. 4.4 Develop financial Assumption- startup financial Metrics 5 The legal environment – Approval for new venture, Taxes or duties payable for Ventures.	8	CO4
5	Unit V – Startup Management 1 Sources of Financing - Personal financing, Debt or Equity Financing, Business Angels, Venture Capital, Initial Public Offering, Commercial Banks, Other Sources of Debt Financing, Leasing. 2 Building & Scaling start-ups – Strategies for building strong team, Product development, Go to market strategies, growth & sustainability. 5.3 Start-up Ecosystem in India 5.4 Developing a sustainable business model. 5.5 Case study	8	CO5
6	Unit – VI Introduction to Family Business 4.1 Defining family business, Distinction between family & non family business. 4.2 Circle models of family influence, Advantages & disadvantages. 4.3 The system theory model of family business. 4.4 Agency Theory of Family Business. 4.5 The Stewardship Perspective of Family Business	8	CO6

<i>SN</i>	<i>Contents of Module</i>	<i>Hrs</i>	<i>COs</i>
	4.6 Competitive Challenges and Competitive Advantages of Family Businesses.		
	4.7 Economic contribution of family business in India.		

REFERENCE BOOKS:

- 1) Entrepreneurship Development small business Enterprises, Poornima Charantimath – Pearson.
- 2) Entrepreneurship, Robert D. Hisrich, Michal P. Peters, Tata McGraw-Hill Edition
- 3) Entrepreneurship: Creating and Leading an Entrepreneurial Organization – Arya Kumar – Pearson.
- 4) Steven Fisher, Ja-nae' Duane, The Startup Equation -A Visual Guidebook for Building Your Startup, Indian Edition, Mc Graw Hill Education India Pvt. Ltd, 2016.
- 5) Managing the Family Business: Theory and Practice, Thomas Zellweger - Elgar

Mapping of Course Outcomes to Program Outcomes:

CO/PO	P01	P02	P03	P04	P05
C01	3	2	3	3	3
C02	3	3	1	1	3
C03	3	3	1	3	1
C04	3	3	1	3	3
C05	3	3	1	3	3
C06	3	1	3	3	1

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation. (40)	✓	✓	✓	✓	✓	✓
End Semester Examination (60)	✓	✓	✓	✓	✓	

KCES'S INSTITUTE OF MANAGEMENT AND RESEARCH (AUTONOMOUS), JALGAON

FACULTY OF COMMERCE AND MANAGEMENT, SCHOOL OF MANAGEMENT STUDIES

M.B.A. IN PHARMACEUTICAL MANAGEMENT PROGRAMME BATCH 2024-25

SEMESTER: II

MBA PM-DSC -527 B Sustainability Development

Course Title: Sustainability Development

Course Code: MBA PM-DSE -527 B

Lectures: Tutorials: Practical: 4:0:0

Lecture Hours: 48 Hours

Course Type: Elective DSE

Total Credits: 04

CIE Marks: 40

ESE Marks: 60

Course Description:

Students will gain an in-depth understanding of sustainable design principles, integrating technology and sustainability seamlessly. Develop a holistic perspective on sustainability in infrastructure, encompassing water, transportation, and waste management. In 2015, the 193 countries that make up the United Nations (UN) agreed to adopt the 2030 Agenda for Sustainable Development. The historic agenda lays out 17 Sustainable Development Goals (SDGs) and targets for dignity, peace, and prosperity for the planet and humankind, to be completed by the year 2030. The agenda targets multiple areas for action, such as poverty and sanitation, and plans to build up local economies while addressing people's social needs.

Once equipped our students will be corporate ready, socially ready and contribute towards a better tomorrow.

Course Objectives:

- 3 To develop a sound conceptual framework for understanding sustainability
- 4 To get in-depth knowledge in sustainability goals.
- 5 To be able to formulate strategies in line to meet sustainability goals.
- 6 To conduct a survey on a current sustainability goal and formulate a framework for adaptation

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
✓	✓	✓			✓	✓	

Course Outcomes: At the end of the Course, the Student will be able to:

C01	Understand the basics of Sustainability Management
C02	Formulate the design and technology application to forecast technology.
C03	Understand Air pollution and Dispersion
C04	Apply techniques for low Carbon infrastructure
C05	Study wastewater sampling and treatment
C06	Study and Understand Solid waste Management

<i>SN</i>	<i>Contents of Module</i>	<i>Hrs</i>	<i>COs</i>
1	<p>Unit – I Basics of Sustainability Management</p> <p>1.1 Introduction to sustainability, and sustainable development. Concepts of sustainability and sustainable development.</p> <p>1.2 Technology; concepts and definitions.</p> <p>1.3 Components of sustainability (Social, Economic, Environmental).</p> <p>1.4 Linkages between resource use, technology, and sustainability.</p> <p>1.5 Interactions between energy and technology, and their implications for environment and sustainable development.</p> <p>1.6 Measuring and Benchmarking Sustainability - Sustainability proofing; Frameworks for measuring sustainability; Indicators of sustainability.</p> <p>1.7 Sustainability Transitions, Drivers and Barriers; Policy and Institutional Innovations. Sustainability transition Case Studies.</p>	12	CO1
2	<p>Unit – II Design & technology in Sustainability</p> <p>2.1 Understand, evaluate, define, and forecast sustainability.</p> <p>2.2 Understanding of technology/design and detailed analysis of each chosen design/technology</p> <p>2.3 Development of technology/design-integrated systems model</p> <p>2.4 Consideration of 17 Sustainable Development Goals (SDGs)</p> <p>2.5 Coverage of the fundamental mandate of SDG-4</p> <p>2.6 Addressing feasibility, opportunities, challenges, and limitations in achieving sustainability.</p>	6	CO1, CO2
3	<p>Unit – III Air Pollution, Meteorological Aspects of Air Pollutant Dispersion</p> <p>3.1 Definition, Scales of Concentration, emission sources Air pollution law</p> <p>3.2 Standards Temperature, lapse rates and Stability</p> <p>3.3 Plume Behavior and Dispersion of Air pollutants</p> <p>Air pollution control methods</p>	6	CO1, CO3
4	<p>Unit – IV Low Carbon Infrastructure</p> <p>4.1 Climate and building design</p> <p>4.2 Green Building concepts</p> <p>4.3 Building energy efficiency and renewable energy assessment in buildings Indoor air quality and wellness</p> <p>4.4 Sustainable construction and maintainability</p> <p>4.5 Low-carbon material and process</p>	6	CO1, CO3
5	<p>Unit – V Wastewater sampling, analysis and treatment</p> <p>5.1 Sampling, methods of Sampling</p> <p>5.2 Determination of Organic and Inorganic matter/substance</p> <p>5.3 Bacteriological measurements and Water quality standards</p> <p>5.4 Basic process of water treatment and Primary treatment</p> <p>5.5 Secondary treatment</p> <p>5.6 Advanced waste water treatment</p>	8	CO5
6.	<p>Unit – VI Solid Waste Management</p>	4	CO6

<i>SN</i>	<i>Contents of Module</i>	<i>Hrs</i>	<i>COs</i>
	6.1 Sources and Classification 6.2 Public health aspects 6.3 Methods of collection and Disposal 6.4 Recovery and recycling		

REFERENCE BOOKS:

1. An Introduction to Sustainable Development- Peter P Rogers, Kazi Jalal, John A Byod – Earthscan
2. Sustainable Development Goals –Julia Walker, Alma Pelmezovic, Gordon Walker – John Wiley and Sons Limited
3. Environmental Pollution Control engineering- CS Rao- 2e- New Age International Publishers
4. Sustainability Management – Dr. Deb Prasanna Choudhury–Zorba Books Pvt. Ltd.
5. Environmental Management towards sustainability- Prasad Modak- 2018- CRC Press

Mapping of Course Outcomes to Program Outcomes:

CO/PO	P01	P02	P03	P04	P05
C01	3	2	1	1	1
C02	3	3		2	
C03	1	2		1	
C04	1	3			
C05			1	1	1

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation. (40)	✓	✓	✓			✓
End Semester Examination (60)	✓	✓	✓	✓		✓

KCES'S INSTITUTE OF MANAGEMENT AND RESEARCH (AUTONOMOUS), JALGAON

FACULTY OF COMMERCE AND MANAGEMENT, SCHOOL OF MANAGEMENT STUDIES

M.B.A. IN PHARMACEUTICAL MANAGEMENT PROGRAMME BATCH 2024-25

SEMESTER: II

MBA PM-DSE -527C SWAYAM/NPTEL/ MOOC Course

Course Title: SWAYAM/NPTEL/ MOOC

Course Type: Elective DSE

Course Code: MBA PM-DSE -527C

Total Credits: 04

Lectures: Tutorials: Practical: 4:0:0

CIE Marks: NA

Lecture Hours: 48 (12/ 16 Week)

ESE Marks: 100

Course Description:

SWAYAM is a programme initiated by Government of India and designed to achieve the three cardinal principles of Education Policy viz., access, equity and quality. The objective of this effort is to take the best teaching learning resources to all, including the most disadvantaged. SWAYAM seeks to bridge the digital divide for students who have hitherto remained untouched by the digital revolution and have not been able to join the mainstream of the knowledge economy.

All the courses are interactive, prepared by the best teachers in the country and are available, free of cost to any learner. More than 1,000 specially chosen faculty and teachers from across the country have participated in preparing these courses.

The courses hosted on SWAYAM are in 4 quadrants – (1) video lecture, (2) specially prepared reading material that can be downloaded/printed (3) self-assessment tests through tests and quizzes and (4) an online discussion forum for clearing the doubts. Steps have been taken to enrich the learning experience by using audio-video and multi-media and state of the art pedagogy / technology.

Course Platform: <https://swayam.gov.in/>

- **The institute will provide a list of related courses before the start of semester**

Course Objectives:

1. To provide access to the best teaching and learning resources to all, including the most disadvantaged.
2. To create suitable content for courses up to the post-graduate level.
3. To offer certification for online learning.
4. To address the needs and concerns of students studying in universities and colleges.
5. To bridge the digital divide and make online learning accessible to all.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
	✓						

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M.B.A. IN PHARMACEUTICAL MANAGEMENT PROGRAMME BATCH 2024-25

SEMESTER: II

MBA PM 528 – Field Project

Course Title: Field Project

Course Code: MBA PM- FP- 521

Lectures: Tutorials: Practical: 2:0:0

Lecture Hours: 24 Hours

Course Type: FP

Total Credits: 02

CIE Marks: 20

ESE Marks: 30

Course Description:

This course provides MBA students with an opportunity to engage in a hands-on, survey-based field project, allowing them to apply theoretical knowledge to real-world business scenarios. Students will work individually to design, conduct, and analyze a survey targeting a specific business issue or market need. The course emphasizes the practical aspects of survey-based research, including project planning, sampling strategies, questionnaire design, data collection, and statistical analysis. By the end of the course, students will present their findings and provide actionable recommendations based on their survey/field work.

Course Objectives:

1. Design and execute a survey-based field project.
2. Develop skills in creating effective survey instruments and sampling strategies.
3. Gain experience in data collection and analysis using statistical tools.
4. Interpret survey data and translate findings into strategic business recommendations.

Teaching/ Evaluation Pedagogy

Chalk & Talk	ICT Tools	Group Discussion	Case Study	Guest Session	Survey	Assignment	Lab
					2		

Course Outcomes: At the end of the Course, the Student will be able to:

C01	Recall survey research concepts, sampling strategies, and statistical techniques.
C02	Explain the processes of designing and conducting surveys.
C03	Apply research methodologies to design and execute a survey-based project.
C04	Analyze survey data using statistical tools to identify insights.
C05	Evaluate the effectiveness of survey design and methods.
C06	Create a report and presentation with actionable business recommendations.

Evaluation of Field Project:

The Field Project Report shall be evaluated on the basis of Conduct of Viva-voce of 50 Marks

1. In the course of Viva-voce, the questions may be asked on selection of topic, importance / relevance of the study, objective of the study, methodology adopted/ Key learning/takeaways/ skills acquired: 15 Marks
2. Assess the students ability to explain the study outcome of the Field project: 20 Marks
3. Overall Impression (including Communication Skill): 15 Marks

Criteria	Average 0-60% Marks	Admirable 61-90% Marks	Outstanding 91-100% Marks
Topic Selection Objectives & Research Methodology (5)	<ul style="list-style-type: none"> • Topic is acceptable • Description of how the data was collected` what/howmany data sources were analyzed, plan of analysis or measurement instrument, research context is somewhat confusing/not clearly articulated. 	<ul style="list-style-type: none"> • Topic is Clear and precise • Description of how the data was collected, what/howmany data sources were analyzed, plan of analysis or measurement instrument, research context is adequate but limited. 	<ul style="list-style-type: none"> • Topic is Appropriate • Objectives are Clearly defined • Provides accurate, description of how the data was collected, what/howmany data sources were analyzed, plan of analysis or measurement instrument, research context
Theoretical Background & Literature Review (10)	<ul style="list-style-type: none"> • Minimal discussionof research focus/purpose of research • Research focus is not well-grounded in previous research /theoretically relevant literature 	<ul style="list-style-type: none"> • Limited discussionof research focus/purpose of research • Research focus is less well-grounded in previous research /theoretically relevant literature 	<ul style="list-style-type: none"> • Clearly identifies and discusses research focus/purpose of research • Research focus is clearly grounded in previous research/ theoretically relevant literature
Data Analysis& Findings (20)	<ul style="list-style-type: none"> • Results are not very clearly explained, level of detail is insufficient, and there are more organizational issues • Tables/figures are not clear / concise in conveying the data. Statistical analyses(if used) are inappropriate tests and/or are not accurately interpreted. • Suggestions for further research in this area are very limited. 	<ul style="list-style-type: none"> • Results are explained but not asclearly, level of detail is not as sufficient, and thereare some organizational issues • Tables/figures are not as clear / concise in conveying the data. Statistical analyses(if used) are appropriate tests but are not accurately interpreted. • Suggestions for further research in this area are adequate 	<ul style="list-style-type: none"> • Results are clearly explained in a comprehensive level of detail and are well-organized • Tables/figures clearly and concisely convey the data. • Statistical analyses (if used) are appropriate tests and are accurately interpreted. • Suggestions for further research in this area are insightful and thoughtful
Presentaton (15)	<ul style="list-style-type: none"> • Noticeable grammatical mistakes • Average presentation 	<ul style="list-style-type: none"> • Minimal grammatical mistakes • Good Presentation 	<ul style="list-style-type: none"> • No grammatical mistakes • Flawless presentation

Mapping of Course Outcomes to Program Outcomes:

CO/PO	P01	P02	P03	P04	P05
C01	3	2	1	1	1
C02	2	3	1	2	1
C03	3	3	2	1	1
C04	2	3	1	2	1
C05	3	2	1	1	3
C06	3	2	1	1	3

Assessment Pattern

Bloom's Category	Remember	Understand	Apply	Analyze	Evaluate	Create
Continuous Internal Evaluation. (40)	✓	✓	✓	✓	✓	✓
End Semester Examination (60)	✓	✓	✓	✓	✓	✓