

Postgraduate Diploma in Management (Pharmaceutical Management)

Course Outline

Term 1	Term 2	Term 3
Behavioral Science in Management Managerial Communication I Marketing Management Financial and Management Accounting Statistics for Management Operations Management Anatomy and Physiology Pharmacology-1 Legal Aspects of Business Business Ethics Research Methodology Experiential Learning	Pharmco Economics Intellectual Property Rights Managerial Communication II Product & Brand Management Financial Management Design Thinking in Management Business Computing with Spreadsheets Logistics & Supply Chain Management Corporate Social Responsibility Marketing Research Pharmacology-II Experiential Learning CSR Project (One Week)	Biopharmaceuticals and Biomaterials Strategic Management Regulatory Affairs Sales Management Human Resource Mgmt. Business Analytics Elective I Elective II Experiential Learning Case study Analysis Strategic Management Regulatory Affairs
Term 4	Term 5	Term 6
Core: International Business Hospital Management Experiential: Leadership Lab Five Elective Papers	Core: Project Management One course from General Management Five Elective Papers	One course from General Management Capstone

Electives

Marketing	Operations	General Management
Advance Marketing Analytics	Advanced Inventory Control	AI and Applications in Management
Advertising and Sales Promotion	Advanced Operations Research	Analysis for Managerial Decision Making
Business- 2-Business Marketing	Business Intelligence and Data Mining	Analysis of Sports and Sportspersons
Competition and Globalization	Demand and Business Forecasting	Block chain
Consumer Behavior	Enterprise Resource Planning	Communicating Critical Decision
Customer Relationship Management	Lean Sustainable Supply Chain	Corporate Image Building
Digital Marketing	Logistics & Warehousing Management	Doing Business in India
Entrepreneurial Marketing	Logistics and Supply Chain Management	Emerging Economies
Integrated Marketing Communication	Manufacturing Resource Planning & Control	Knowledge Management
International Marketing	Materials Management	Social Media and Text Analytics
Luxury Marketing	Multi-criteria Decision Making	Clinical Research Management
Marketing Analytics	Operations Strategy	Health Insurance and Under Writing
Pricing Management	Predictive Business Analytics	Pharma-eBusiness
Marketing Decision Models	Process Analysis and Improvement	
Product and Brand Management	Production Planning and Control	
Qualitative Market Research	Project Management	
Retail Marketing	Qualitative Models in Operations	
Rural Marketing	Service Operations Management	
Sales and Distribution Management	Supply Chain Analytics	
Services Marketing		
Social Marketing		
OTC Marketing		
Hospital Marketing		
API Marketing		

Medical Devices and Diagnostics	Technology Management	
Agri Business and Marketing	Theory of Constraints	
Food Processing and Marketing	TQM-Manufacturing and Services	
Medico Marketing		

SUMMER INTERNSHIP This is an exclusive two-three months training program at the end of the First year. It is a firsthand unique opportunity to the students to relate all the classroom discussions and theoretical education with the practical corporate arena.

Disclaimer: Institute reserves the right to change/alter/modify courses offered as per its discretion