



School of Pharmaceutical Sciences & Technology

Curriculum for
Fellowship Program in

MBA PHARMA MANAGEMENT **(1 year program)**



Malla Reddy Vishwavidyapeeth

(Deemed to be University)

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Course Title: MBA IN PHARMACEUTICAL MANAGEMENT

Course Type: FELLOWSHIP (1Year Program)

Duration: 840 Hours (can be structured as 56 Credits)

Mode: Lectures, Practicals /Hands-on, Project

Overview

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 two 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.

Objectives:

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.



Course Outcome:

CO No.	Course Outcome (Single-Sentence Statement)
C01	Recall fundamental concepts of drug development, clinical trials, regulatory frameworks, and explain the structure and functioning of pharmaceutical business models and healthcare systems.
C02	Apply managerial principles to solve operational challenges and analyze pharmaceutical supply chain case studies to identify gaps and propose effective solutions.
C03	Implement ethical pharmaceutical marketing practices and evaluate the effectiveness of sales and distribution strategies across diverse healthcare markets.
C04	Describe national and international drug laws, patents, and compliance requirements, and evaluate the impact of regulatory changes on pharmaceutical business operations.
C05	Analyze clinical and market data to assess the feasibility of new drug launches and create innovative business models or entrepreneurial ventures in healthcare and pharmaceuticals.
C06	Demonstrate leadership skills in managing cross-functional teams and develop strategic plans for sustainable business growth in pharmaceutical and healthcare sectors.

Teaching & Learning Methods:

- Interactive sessions: Engage in lively discussions and collaborative problem solving.
- Case based learning: Apply theoretical knowledge to real world scenarios through internship and case studies.
- Role playing: Enhance decision making skills through simulated scenarios
- Practical workshops: Gain hands on experience in key aspects of Supply chain and logistics management

M.B.A. PHARMACEUTICAL MANAGEMENT PROGRAME COURSE STRUCTURE

Semester I				
Type	Sem	Course	Theory/ Practical	Credits
Mandatory	SEM-I	Management Science	T	4
	SEM-I	Pharmacoeconomics	T	4
	SEM-I	Organisation Behaviour	T	4
	SEM-I	Business Accounting	T	2
	SEM-I	Business Communication	T	2
	SEM-I	AI Basics for Managers	T	2
Total				18
Elective	SEM-I	General Pharmacology & Pharmacoepidemiology	T	4
	SEM-I	Operations Management	T	4
Total				4



RM	SEM-I	Research Methodology	T	4
Total				4
Total Credits				26
Semester II				
Type	Sem	Course	Theory/ Practical	Credits
Mandatory	SEM-II	Drug Regulatory affairs in Pharmaceuticals	T	4
	SEM-II	Indian Economy & Policies	T	2
	SEM-II	Human Resource Management	T	4
	SEM-II	Pharmaceutical Marketing Management	T	4
	SEM-II	Financial Management	T	4
	SEM-II	Pharmaceutical Industry Ethics	T	2
Total				20
Elective	SEM-II	Entrepreneurship & Start-up Ecosystem	T	4
	SEM-II	Sustainable Development	T	4
	SEM-II	SWAYAM/NPTEL/ MOOC Course	T	4
Total				4
OJT/FP/RP	SEM-II	Field Project		2
		Internship		4
Total				6
Total Credits				30
Cumulative credits (Semester I + Semester II)				56