

Rajiv Gandhi Proudhyogiki Vishwavidyalaya
M.Pharm. (Pharmaceutical Marketing)
III Semester Course Contents

MPY301-PhM - OPERATIONS MANAGEMENT

1. OPERATIONS MANAGEMENT: Introduction, Systems concept, Decisions, Organization, Objectives and Evolution of Operations Management, comparing production of tangible goods and services, Operations Strategy, Type of Production Systems, Role of Production Manager.

2. FACILITIES PLANNING & PRODUCTION PLANNING CONTROL: Plant location, Plant layout and Material Handling, Layout analysis, Procedures such as CORELAP, CRAFT etc. Organization & Functions of PPC CAPP, Make or Buy Decision, Forecasting Methods & its relationship with Product Life Cycle, Case Studies.

3. AGGREGATE PLANNING AND MASTER SCHEDULING: Strategies of Aggregate Planning, Graphic & and Charting methods, Application of LP, Master Scheduling, Job Shop Scheduling and Sequencing Algorithms Gantt Chart, Line Balancing, LOB, Case Studies.

4. MAINTENANCE MANAGEMENT: Types of maintenance strategies, Breakdown, Preventive and Predictive maintenance, Individual and Group Replacement Policies, Case Studies.

5. MATERIALS MANAGEMENT as part of supply chain, Purchasing, stores and vendor selection, Inventory Models, Selective Inventory Control, MRP, MRP-II, Lot size Techniques, Just - In - Time system of manufacturing, Kaizen, Total Productive Maintenance (TPM), BPR, SCM, ERP etc. & Case Studies.

Books Recommended:

1. Hop W, Spearman M; Factory Physics; TMH
2. Charry S.N.; Production & Operations Management; TMH.
3. Chase, Aquilino, Production & Operations Managment, TMH.
4. Eilon S. Production Planning and Control, McMillon Pub.
5. Vollmann; Mfg planning and control for SCM; TMH
6. Nahmias Steven; Production and Operations analysis; TMH
7. Bedi Kaniska; Production and Operations Management; Oxford Pub
8. Dobler & Lee, Purchasing & Materials Management, PHI.
9. Chitle A.K., Gupta R.C. Materials Management, PHI.
10. Monk Joseph; Schaum's outline of Operations Management; McGraw Hill.

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MPY302-PhM - FINANCIAL MANAGEMENT AND PROJECT MANAGEMENT

1. NATURE AND SCOPE OF FINANCIAL MANAGEMENT: Role of financial management in business decision, goal of financial management, The Firm and Its Environment: Forms of business ownership, Net and IRR, Risks analysis.

2. BALANCE SHEET AND PROFIT AND LOSS STATEMENTS, TOOLS OF FINANCIAL ANALYSIS: Funds flow analysis - sources and uses of funds, measurements of cash flow, Revenue costs, Productivity and surplus generation & utilization, break even analysis, ratio analysis, of operating and financial leverages, Working Capital Management.

3. PROJECT MANAGEMENT: Definition, characteristics, and life cycle, difference with operations management, Steps in PM, project manager's jobs, Organization for PM. Market Potentiality Analysis: Identification of opportunities of new products, Technical Analysis : Materials and Inputs, Selection of Appropriate Technology , Product mix, Plant capacity

4. PROJECT: Networks, PERT, CPM. work breakdown structure, Blow up networks, critical path, Resource levelling, time-cost trade off, crashing of network.

5. Project Controls: Monitoring and Control: Features of control, Project control, Performance analysis and cost control curves, Line of balance, GERT, Financial Analysis : Estimation of cost of project, means of finance, newer modes of financing. Estimation of working capital, estimation of cost of production working results and profitability, Project cash flows, Project Report Preparation: Detailed project report preparations for various agencies, Planning of a new enterprise, Introduction to IPR, Procedures and practices.

Books Recommended:

1. Khan and Jain, Financial management.
2. Kuchchal, Financial management.
3. Pandey I M, Financial Management.
4. Prasanna Chandra, Project Preparation, Appraisal and Implementation, TMH
5. Dennis Lock, Project Management, Galgotia Book Service, New Delhi.
6. Chaudhary S., Project Management, TMH

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MPY303-PhM – ADVERTISING AND BRAND MANAGEMENT

1. **ADVERTISING INDUSTRY:** advertisers, agencies, media companies and other organizations. The communication model: communication process, stages and challenges. Economic, social, ethical and regulatory aspects of advertising. Demand creation role of advertising in primary and secondary demand. How advertising works" Hierarchy of effects model, advertising objectives, routes to persuasion.
2. **CUSTOMER BEHAVIOUR AND ADVERTISING:** segmentation, motivation analyses, and value proposition.
3. **ADVERTISING OBJECTIVES AND MESSAGE:** Goals and objectives. DAGMAR, message objectives, recall, attitude, emotions and feelings Message tactics: creative approaches, copy writing Creative aspects of advertising: copy writing, advertising artwork, copy in conventional media and cyberspace.
4. **MEDIA STRATEGY:** budgeting, approaches and allocation. Media planning types, class, vehicle, scheduling and new media forms. Advertising effectiveness; pro and post launch research. Advertising in the evolving marketing environment.
5. **BRANDING CONTEXT:** Assets, concept of value, brand and marketing metrics; Brand meaning: brand image and personality, brand and product; Brand planning; brand vision and visioning process, business of brand: Brand audit brand reality check and brand appraisal.
6. **BRAND POSITIONING:** Choice of context, parity and differentiation, repositioning. Brand equity: brand assets and liabilities, equity creation and management.
7. **PERSONAL SELLING & SALES PLANNING:** The Role of personal selling in marketing mix, The personal selling process, Personal selling objectives, Types of Sales Jobs.: Sales Organization, Sales Forecasting, Sales Budgeting, Territory Design and Setting Quotas.

Books Recommended:

1. S L Gupta, Sales and Distribution Management, Excel Books,2010
2. Cron ,Sales Management: Concepts and Cases, 10 Edn ,2010,Wiley
3. Havaladar, Krishana - Sales & Distribution Management, 2e TMH 2009
4. Spiro, Stanton - Management of a Sales Force, 11e TMH 2008
5. Tanner-Sales Management, Pearson,2010
6. Still-Sales Management Decisions, Strategies and Cases, 5/e, Pearson,2010
7. Cundiff and Govni, "Sales Management - Decisions, Strategy and Cases", New Delhi: Prentice Hall of India.
8. Ingram, Laforge, Avila, Schwepker and Williams, "Sales Management", Thomson
9. Watuba R. Thomas,"Sales Management-Texts and Cases", Business Publication
10. Johnson, Kurtz and Scheving"Sales Management, Concept practice& cases, MacGrawHill

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MPY304-PhM - PRODUCT POLICY MANAGEMENT, SUPPLY CHAIN MANAGEMENT & DISTRIBUTION MANAGEMENT

1. INTRODUCTION TO PRODUCT POLICY MANAGEMENT: Product Management, Relationship between Competition, Marketing and Product Management, Types of Product, Product classification, Product Management Process Product strategy Proposed Product Planning Model-Setting Objectives, Monitoring the Environment, Situation Analysis, Development of a Product/Market Program, Product Mix Strategy.

2. MATERIALS MANAGEMENT: Importance of materials management, Codification, Simplification, Value analysis, Value engineering, Vendor analysis.

3. CONCEPTS AND IMPORTANCE OF A SUPPLY CHAIN (SC). Evolution of Supply Chain

Management (SCM), Key issues of Supply Chain Management, Competitive and SC strategies, Achieving strategic fit, Dynamics of supply chain: Supply Chain Interventions, Push-based, Pull-based and Push-Pull based supply chain. Network design and Operations in the Supply Chain, Demand Forecasting in a Supply Chain

4. Managing inventory in SC environment: Basic and Advanced inventory models. Multi-echelon inventory models. Transportation in SC environment: Design options for a transportation network

5. LOGISTICS Strategic Outsourcing and Strategic Alliances, Third party and fourth party logistics, Retailer- Supplier partnerships (RSP), Supplier evaluation and selection. Use of best practices. Distribution: Design of Distribution Channel, Management of Channels, Managing Co-operation, Conflict and Competition, Vertical and Horizontal Marketing Systems.

6. WHOLESALING AND RETAILING: Importance, Types, Marketing Decisions for Wholesalers, Retailing: Importance, Types, Retailer Marketing Decisions.

7. PHYSICAL DISTRIBUTION: Objectives, Design of Distribution Channel, Management of Channels Order Processing, Warehousing Inventory, Transportation, Organizing for Physical Distribution, EDI and supply chain, Internet as a medium for order processing and Information, Managing Co-operation, Conflict and Competition, Vertical and Horizontal Marketing Systems.

8. Information Technology (IT) in Supply Chain Management, SC performance MODEL: SCOR MODEL

Books Recommended:

1. Sunil Chopra & Meindel & Kalra, Supply chain Management, Pearson Publication.
2. S L Gupta, Sales and Distribution Management, Excel Books, 2010
3. Cron, Sales Management: Concepts and Cases, 10 Edn, 2010, Wiley
4. Havaladar, Krishana - Sales & Distribution Management, 2e TMH 2009
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6. Tanner-Sales Management, Pearson,2010
7. Still-Sales Management Decisions, Strategies and Cases, 5/e, Pearson,2010
8. Cundiff and Govni, "Sales Management - Decisions, Strategy and Cases", New Delhi: Prentice Hall of India.
9. Ingram, Laforge, Avila, Schwepker and Williams, "Sales Management", Thomson
10. Watuba R. Thomas,"Sales Management-Texts and Cases", Business Publication
11. Johnson, Kurtz and Scheving"Sales Management, Concept practice& cases, MacGrawHill
Gopalakrishnan Purchasing and Materials Management, 1e TMH 2008
12. Upendra Kachru Exploring the Supply Chain,Excel Books,2009 4
13. Agrawal Supply Chain Management: Text and Cases,2010, Macmillan Publishers
14. Janat Shah Supply Chain Management,2009, Pearson Education,2010
15. Badi N.V. Supply Chain Management.2010,Vrinda Publications