



Rajiv Gandhi Proudyogiki Vishwavidyalaya

Scheme of Examination

Third Semester-Masters in Business

Administration (Pharmaceutical Management) W.e.f. 2022-23

S. No.	Subject Code	Subject Name	Maximum Marks for (Theory Slot)			Maximum Marks for (Practical Slot)		Periods per week			Credits	Total Marks
			End Sem Theory	Mid Sem Test	Assignments / Quiz	End Sem Practical / Viva	Project Evaluation	L	T	P		
1.	MPM117	Strategic Management in Pharmaceutical Industries	70	20	10	-	-	3	1	-	4	100
2.	MPM118	Management of innovations & Entrepreneurship	70	20	10	-	-	3	1	-	4	100
3.	MPM119	Business Data Analytics	70	20	10	-	-	3	1	-	4	100
4.	MPM120	Pharma Sales & Pharmacoeconomics	70	20	10	-	-	3	1	-	4	100
5.	MPM121	Drug Regulatory Affairs, International Legalizations & IPR	70	20	10	-	-	3	1	-	4	100
6.	MPM122	Elective-I	70	20	10	-	-	3	1	-	4	100
7.	MPM123	Managerial Personality Development-III	70	20	10	-	-	3	1	-	4	100
8.	MPM124	Pharmaceutical Management (Minor Research Project)	-	-	-	60	40	-	-	4	4	100
Total			490	140	70	60	40	-	-	-	32	800

Elective -I

1. (Operation Management) Service operations management
2. (Marketing Management) Services & Relationship Marketing