



Rajiv Gandhi Proudyogiki Vishwavidyalaya

Scheme of Examination

Third Semester - Master in Business Administration

(Pharmaceutical Management) W.e.f. 2023-24

| 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. | MPM 117 | Supply Chain Management | 35 | 10 | 5 | - | - | 2 | - | - | 2 | 50 |
| 2. | MPM 118 | Strategic Management in Pharma. | 70 | 20 | 10 | - | - | 3 | 1 | - | 4 | 100 |
| 3. | MPM 119 | Mgt of Innovation and Entrepreneurship | 70 | 20 | 10 | - | - | 3 | 1 | - | 4 | 100 |
| 4. | MPM 120 | Business Data Analytics | 70 | 20 | 10 | - | - | 3 | 1 | - | 4 | 100 |
| 5. | MPM 121 | Pharma sales Management | 35 | 10 | 5 | - | - | 2 | - | - | 2 | 50 |
| 6. | MPM 122 | Drug Regulatory Affairs and IPR | 70 | 20 | 10 | - | - | 3 | 1 | - | 4 | 100 |
| 7. | MPM 123 | Elective -I | 70 | 20 | 10 | - | - | 2 | - | - | 4 | 100 |
| 8. | MPM 124 | MRP-Minor | - | - | - | 20 | 30 | | | | 2 | 50 |
| Total | | | 420 | 120 | 60 | 20 | 30 | - | - | - | 26 | 650 |

Elective-I

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