



# Rajiv Gandhi Proudyogiki Vishwavidyalaya, Bhopal(M.P.)

## Scheme of Examination

### Third Semester- Master of Pharmacy (Pharmaceutical Management and Regulatory Affairs)

| S.No. | Subject Code | Subject Name   | Periods per week |   |    | Credits | Maximum Marks (Theory Slot) |             |                   | Maximum Marks (Practical Slot) |   | Total Marks |
|-------|--------------|--|------------------|---|----|---------|-----------------------------|-------------|-------------------|--------------------------------|---|-------------|
|       |              |  | L                | T | P  |         | End Sem. Exam.              | Tests (Two) | Assignments /Quiz | End Sem. Practical/Viva        | Practical Record/ Assignment/Quiz /Presentation |             |
| 1     | MPY 301 PMRA | Elective -I  | 4                | - | -  | 4       | 70                          | 20          | 10                | -                              | -   | 100         |
| 2     | MPY 302 PMRA | Elective -II   | 4                | - | -  | 4       | 70                          | 20          | 10                | -                              | -   | 100         |
| 3     | MPY 303 PMRA | Dissertation Part –I<br>(Synopsis, Literature Review, Experimental Work, Seminar Presentation) | -                | - | 24 | 12      | -                           | -           | -                 | 180                            | 120   | 300         |
|       |              |  | 8                | - | 24 | 20      | 140                         | 40          | 20                | 180                            | 120   | 500         |

L: Lecture - T: Tutorial - P: Practical

*w.e.f. June-2012*

#### Electives

- A) PHARMACEUTICAL MARKETING MANAGEMENT
- B) INTERNATIONAL BUSINESS MANAGEMENT OF PHARMACEUTICAL PRODUCTS
- C) INTEGRATED MARKETING COMMUNICATION
- D) SALES AND RETAIL MANAGEMENT OF PHARMACEUTICAL PRODUCTS

- Applicable from 2011-12 Batch
- Candidate can opt for any of the electives from the given list for MPY301 & MPY302 (Subjects for both electives should be different)