

BHRATI VIDYAPEETH'S  
INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH  
NAVI MUMBAI.

PGDBM  
PHARMACEUTICAL  
MANAGEMENT



## **PGDBM (Pharmaceutical Management)**

Bharati Vidyapeeth's Institute of Management Studies & Research ( BVIMSR) is recognised as premier business school ,committed to academic excellence.

PGDBM programme offered by BVIMSR is the Programme approved by AICTE.

### **Profile :**

**The Indian pharmaceutical industry is one of the most attractive investment destinations in the world. With ever increasing returns, lowering risks and anticipated multi fold growth, investors are more interested in this industry than ever before.**

**Indian Pharmaceutical industry is estimated to be approx.85, 000 cores industry& is growing at an annual rate of 14%.** The Indian pharma industry is on a good growth path and is likely to be in the top 10 global markets by value by 2020. High burden of disease, good economic growth leading to higher disposable incomes, improvements in healthcare infrastructure and improved healthcare financing are driving growth in the domestic market.

Pharma companies are growing both organically and inorganically. Inorganic growth is happening through licensing and partnerships as high valuation of assets is making acquisitions difficult. Further, companies are organically improving their operations and productivity by increasing field force sizes, penetrating in Tier II and III cities and by expanding their product portfolios.

However, in order to sustain the growth in the long run, companies will need to modify their business models and connect with their customers faster and work on innovative ideas to serve them better. Indian pharma companies have also capitalised on export opportunities in regulated and semi-regulated markets by growing at a CAGR of 21.5% over from 2005 to 2016 and will continue to grow in these markets.

Other trends like increase in coverage of health insurance, advancement in medical technology and penetration of mobile health services will give further impetus to the growth of the Indian pharma industry.

**In order to fulfill the industrial demand & requirement of pharmaceutical professionals in India we have initiated to conduct course in Pharmaceutical Management.**

The institute offers PGDBM-Pharmaceutical Management. This educational programme aims at developing trained professionals with requisite skills in planning and operating management techniques; diagnosing and solving management problems; and acquiring consultancy skills, with a view to preparing them to manage pharmaceutical industrial units.

### **Objectives of the Programme :**

The broad objective of the programme is to build knowledge and skills to perform as effective professionals in pharmaceutical systems, both in the public and private sectors. The syllabus and course contents are designed to meet the needs of fresh graduates.

- To help understand concepts and techniques of modern management and their application in making the managerial roles of the participants efficient and effective.
- To develop skills of analyzing, diagnosing and solving operational problems in the delivery of pharmaceutical services.
- To help learn the application of qualitative and quantitative analytical tools as applicable to pharmaceutical industry.
- To help understand and appreciate methodologies of pharmaceutical management training and develop skills with the focus on strategic responsibility for training and human resources development or pharmaceutical industry.
- To enlarge the outlook and vision of participants about the larger background and context of pharmaceutical management.

### **Ideal Course Candidates :**

The program is aimed at candidates who are aspiring to make career in pharmaceutical industry as Management Trainees, Marketing Executives, Product & Brand Manager, Hospital Management or to start own business.

### **Eligibility :**

Bachelors degree((10+2+3/4) in Pharmacy ,Biology, Chemistry & other Life Sciences with minimum 50% marks in aggregate or equivalent grade.

Candidates working in Pharmaceutical Companies for more than two years are preferred.  
Applicant appearing for final year degree examination can also apply.

**Aptitude Test:**

Applicants who have appeared in one of the following written aptitude tests are eligible to apply:

CAT / MAT / ATMA / MH-CET / CMAT.

Applicants must submit documentary proof/evidence for the aptitude score which they are mentioning in the form.

**Selection Procedure :**

The eligible candidates will be invited for written tests followed by group discussion & personal interview. The final selection of the candidate is based on his / her performance in the qualifying examination. The candidate will be assessed on following criteria:

Marks in the qualifying examination

- Score of management aptitude tests
- Group discussion & Personal Interview
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**Admission Enquiries :**

Enquiries about the admission in any of the program can be sent at the following email : [admission @ bvimsr.com](mailto:admission@bvimsr.com) or through 09823065887.

**Course Fee:**

1st Year : Rs.2,60,000.00

2nd Year : Rs.2,30,000.00

The course fee includes tuition fee, examination fees, tutorials, industrial visits ,course manual, corporate apparel, laptop & participation in seminar.

**Duration :**

2 Years Full Time

**Internship & Project :**

2 months summer internship & 4 months capstone project.( Arranged by the Institute.

**Evaluation Process :**

Evaluation of a student's performance is a continuous process during all the six semesters. To be recommended for the award of the degree, students are required to achieve a prescribed standard in the total course work ,including both mid term & end term examinations.

**Award of Degree :**

The following are the requirements for passing the examination & award the degree.

- Attendance :

Every student is expected to attend all the classes ( not less than 75% in any case)

- Examination :

A student's performance will be judged in the mid term & end term examinations. Every course carries a maximum of 100 marks. The mid term exam includes assignments, class participation & written examination, whereas the end-term includes written exams. To clear a course every student has to score a minimum of 50% marks.

- Summer Training :

Summer training is an integral part of the first year course. Every student is required to write a summer training report. The students are assessed on the basis of their performance during summer training.

- Dissertation & Internship :

Every student is required to undergo Internship for a capstone project at the end of 5th semester.

- Certification :

Student's who successfully complete the program will be awarded ' Post Graduate Diploma in Business Management – Pharmaceutical Management.'

## CAREER OPPORTUNITIES

Let us take you through some of the facts of Indian Pharma Industry:

1. The Indian pharmaceutical market (IPM) is valued at 85,069 crore INR( in 2016 as against 71,654 crore INR in 2013 ([www.pwc.in](http://www.pwc.in)).
2. Pharma exports from India are forecasted to increase more than two folds over the next five years . During 2015-2016, opportunities on account of patent expiries will amount to around \$ 125 billion creating a large opportunity for Indian Pharma industry.
3. Accounts for over 10 per cent of global pharmaceutical production.
4. Over 60,000 generic brands across 60 therapeutic categories.
5. Manufactures more than 400 different APIs.



These numbers in itself tells a lot about the opportunities which the Indian Pharmaceutical industry is providing . The Pharmaceutical PGDBM course is oriented towards the development of graduates into a well skilled managers groomed for Pharmaceutical industry in the field of:

Skilled managers groomed for Pharmaceutical industry in the field of:

- **SALES & MARKETING :**

Which grooms the people for taking a challenging role in Sales and Product management .The career in product management starts from having an hands on experience in sales. The sales experience not only provides the hands on experience but also provides a view point to understand the nuances of the marketing strategies.

- **CONSULTANCY/ PROJECT MANAGEMENT :**

This grooms the students to enter the world of consulting to the life sciences industry. These projects could be related to regulatory compliance, clinical trial management, IT Management(development of Pharma specific tools and softwares), sales & marketing projects into various domains including digital marketing, patient management etc.

- **BUSINESS DEVELOPMENT :**

This could depend from your role in Licensing/Acquisitions, Portfolio development, Sales, Client acquisition, lead generation .It requires use of the analytical skills and negotiation skills.

- **MARKET RESEARCH :**

With every company decision being based on market data (company performance, new product launches), research opens a wide field for the students.

- **MARKET ANALYTICS :**

Analytics involves the decision making in various departments of pharma industry based on the data available to the managers. This decision making could be with respect to product performance, sales forecasting, product portfolio management or risk management.

## JOB PROFILES IN PHARMA INDUSTRY:

Pharmaceutical sector is one of well known professional career options in India. The industry constantly requires management specialists for smooth, productive and effective running of their respective firms.

Some job profiles :



Internship & Project Officer :  
Prof. Dr. Vishal Chavan : 98679 35157  
Prof. Sushma Patil : 97699 95267

Placement Officer :  
Prof. Suresh Patil : 98197 13980

## 10 Key facts about your study with us



1) Our degree will help you to develop skills for the long term that employers value such as problem solving, creative thinking, self discipline & drive.



2) The degree gives you advantages in the job market wherever your career takes you.



3) You gain specialist expertise in business relevant subject with an international perspective.



4) The program incorporate syllabus in consultation with corporate practitioners, management expert & our alumni.



5) Our teaching pedagogy, enriches your learning skill.



6) You receive comprehensive inputs from our large pool of alumni.



7) Faculty with business experience delivers Industry validate inputs.



8) No effort spared in imparting soft skills and communication competence.



9) Help you get accustomed with the challenges and realities of corporate life.



10) We help you realise your true potential, to build up on your strength and work on your weakness.

Course Details :

## PGDBM (Pharmaceutical Management)

Sr. No.	Tri Semester I	Sr. No.	Tri Semester II	Sr. No.	Semester III
1.	Principles of Management	1.	Managerial Economics	1.	Business Environment
2.	Business Information System	2.	Pharmaceutical Legal Aspects*	2.	Marketing Management
3.	Business Accounting	3.	Cost & Management Accounting	3.	Financial Management
4.	Business Communication	4.	Research Methodology	4.	Operations Research
5.	Business Mathematics & Statistics	5.	Operations Management	5.	Project Management
6.	Organizational Behaviour	6.	Entrepreneurship Management	6.	Human Resource Management
				7.	Pharmacology Disease Mgt
				8.	Pharmaceutical Sales Mgt.

Sr. No.	Tri Semester IV	Sr. No.	Tri Semester V	Sr. No.	Semester VI
1.	International Business .	1.	Retail Marketing & Rural Marketing	1.	Capstone Project.
2.	E- Business	2.	Medico Marketing.		
3.	Strategic Business	3.	Pharma Business Strategy		
4.	Pharmaceutical Distribution & Logistic Management.	4.	Consumer Behaviour		
5.	Pharmaceutical Product & Brand Management.	5.	Pharma Market Auditing		
6.	Brand Promotional Strategies & OTC Marketing	6.	Pharma International Marketing.		

## ◆◆ Glimpses of Events ◆◆

### International Management Legend at BVIMSR



“International Marketing Guru Philip Kotler interacted with the students, in a seminar on 'Marketing 3.O', hosted by BVIMSR.”

### Convocation - 2016



Convocation & Certificate Distribution Ceremony For The Batch of PGDBM 2013-2015, MMS & Mumbai University Part Time Management Course.



### Student Showcasing Talent



### Vibrant Alumni



Student's conceptualize & organize all events like Alumni Meet, Inter college cultural fest 'Shikhar', Sports Week, Induction Programs for the juniors, Guest Lectures etc for holistic grooming thru experiential learning.



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