



Programme Specifications

MBA Programme

Programme:
Pharma Business Management

Department:
Management Studies

Faculty of Management and Commerce
M.S. Ramaiah University of Applied Sciences

University House, New BEL Road, MSR Nagar, Bangalore – 560 054

www.msruas.ac.in

PROGRAMME SPECIFICATION: M.B.A in Pharma Business Management

Faculty	Faculty of Management and Commerce (FMC)
Department	Department of Pharma Management
Programme	M.B.A in Pharma Business Management
Dean of Faculty	Dr. H.S. Srivatsa
HOD	Dr. H.S.Srivatsa

- 1. Title of the Award**
M.B.A in Pharma Business Management
- 2. Modes of Study**
Full-Time Part-Time
- 3. Awarding Institution/Body**
M.S. Ramaiah University of Applied Sciences, Bangalore, India
- 4. Joint Award**
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- 5. Teaching Institution**

Faculty of Management and Commerce (FMC) & Faculty of Pharmacy (FPH)
M.S. Ramaiah University of Applied Sciences, Bangalore, India
- 6. Month of Creation of Programme Specifications**

September 2019 (Revised Version of 2016)
- 7. Programme Approval Month by the Academic Council of MSRUAS**
September 2019
- 8. Next Review**
September 2021
- 9. Programme Approving Regulatory Bodies and Date of Approval**
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- 10. Programme Accrediting Body and Date of Accreditation**
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- 11. Grade Awarded by the Accreditation Body**
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- 12. Programme Accreditation Validity**

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- 13. Programme Bench mark**
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14. Rationale for the Course

India enjoys an important position in the global pharmaceutical sector. Indian companies carved a niche in both the Indian and world markets with their expertise in reverse-engineering new processes for manufacturing drugs at low costs. Branded generics dominate the pharmaceutical market, constituting nearly 70 to 80 per cent of the market. India is the largest provider of generic drugs globally with the Indian generics accounting for 20 per cent of global exports in terms of volume.

The Government of India has given its nod for the amendment of the existing Foreign Direct Investment (FDI) policy in the pharmaceutical sector in order to allow FDI up to 100 per cent under the automatic route for manufacturing of medical devices subject to certain conditions.

The Addendum 2015 of the Indian Pharmacopoeia (IP) 2014, published by the Indian Pharmacopoeia Commission (IPC) on behalf of the Ministry of Health & Family Welfare, is expected to play a significant role in enhancing the quality of medicines that would in turn promote public health and accelerate the growth and development of pharmaceutical sector.

The Government of India unveiled 'Pharma Vision 2020' aimed at making India a global leader in end-to-end drug manufacture. Approval time for new facilities has been reduced to boost investments. Further, the government introduced mechanisms such as the Drug Price Control Order and the National Pharmaceutical Pricing Authority to deal with the issue of affordability and availability of medicines.

The Indian pharmaceutical industry has become the third largest producer in the world and is poised to growth expected to reach US\$49 billion (approx. Rs.3,19,000 crores) by 2020. According to India ratings, a Fitch company, the Indian pharmaceutical industry is estimated to grow at 20 per cent Compound Annual Growth Rate (CAGR) over the next five years. India's biotechnology industry comprising bio-pharmaceuticals, bio-services, bio-agriculture, bio-industry and bioinformatics is expected to grow at an average growth rate of around 30 per cent a year and reach US\$ 100 billion (approx. Rs.6,50,000 crores) by 2025.

Pharmaceutical industry has been proved to be the major driving force in economic growth for all the developed and developing countries. The pharmaceutical sector is now a key powerhouse driving the Indian economy. Hence, the importance of pharmaceutical industry in economic prosperity is undeniable. As it is the major contributor in overall production mechanism of any economy, people with special skill set and knowledge to face the challenges of services management is high in demand.

The MBA qualification is regarded internationally as the hallmark of successful managers – a pre requisite for individuals and organizations who seek to gain competitive advantage. It equips motivated individuals with an exceptional portfolio of academic and practical business skills. Studying MBA enables students to apply both creative and analytical thinking to every business issue. At the same time it also provides students with a unique framework from which to develop their experience, build on their strengths and nurture their individual talents.

The wind of change towards globalisation and liberalisation is fast penetrating into the pharma industry. Industry always looks for the best of the people fit to fight with the odds of the world. It expects the fresh business minds to demonstrate enthusiasm, be self-motivated, lead teams and motivate others.

For the past few years there has been a drastic change in pharma business trend towards global diversification. To meet this demanding strategy, Non-science graduates are also preferred apart from science graduates by many pharmaceutical companies to strengthen their demanding business and sales portfolio. If non-science graduates desires for a good career in this chosen domain, then Pharma Business

Management programme is a ladder for the success. The M.B.A. programme is focused on producing leading MBA graduates who truly understands the dynamics of pharmaceutical industry and business with vision, creativity and its innovativeness.

Faculty of Management and Commerce of MSRUAS offers M.B.A. programme in Pharma Business Management featured with modular based curriculum emphasize and offer the students in understanding concepts of pharmaceutical industry, the environment, customer expectations and the best business practices and strategies. This Programme focuses on developing the management skills and knowledge which is a pre- requisite in an expanding and constantly changing competitive global pharma business scenario. Apart from this, the programme specifically intend to deepen practical experience and ability to strategically manage health care industry. The Programme also focuses on conceptual thinking, analysis and research to develop and implement creative ideas and solutions to organizational issues.

15. Programme Aim

The MBA in Pharma Business Management programme aims to create competent pharma business professionals

16. Programme Objectives

The objective of this programme is to prepare students to look at their organizations from a system-wide perspective and apply strategic thinking and critical analysis and to provide students with opportunities throughout the program to apply their learning in current work environments. Emphasis is given on modern employment issues, industrial relations, current global trends and policies that affect personnel decisions.

The specific programme objectives are:

1. To impart students with knowledge and understanding of modern pharma business management
2. To train students on higher order skills like critical, analytical and problem solving connected with modern pharma business management
3. To train students with managerial and leadership skills that are necessary for managing pharma business
4. To make students aware of legal and regulatory issues that govern pharma business
5. To train students to apply contemporary management techniques to enhance effectiveness of pharma business
6. To train students on various aspects of management like marketing and sales, finance, human resources and operations to manage pharma business effectively
7. To create awareness on global Pharma Business Environment
8. To train students on development of entrepreneurial skills in pharma business
9. To train students in teamwork, lifelong learning and effective communication with the stakeholders

17. Intended Learning Outcomes of the Programme

The intended learning outcomes are listed under four headings:

1. Knowledge and Understanding,
2. Cognitive Skills
3. Practical Skills
4. Capability / Transferable Skills.

17.1 Knowledge and Understanding

After undergoing this programme, a student/delegate will be able to:

- KU1: Discuss principles, concepts and strategies of management and marketing in the Pharmaceutical sector
- KU2: Discuss the concepts of brand building and product management
- KU3: Discuss the role and importance of Pharmaceutical Business system
- KU4: Describe the theoretical frame work of cost and revenue management

17.2 Cognitive Skills

After undergoing this programme, a student/delegate will be able to:

- CS1: Analyse current market demands and interpret the concepts and trends in pharma business operations and need for new product development
- CS2: Analyse cost and revenue management strategies applicable to pharma business
- CS3: Assess the impact of legal environment on the global pharmaceutical business Scenario
- CS4: Plan the resources and design facilities needed for the establishment of a pharmaceutical business

17.3 Practical Skills

After undergoing this programme, a student/delegate will be able to:

- PS1: Operate Pharmaceutical business establishments by applying managerial principles, strategies and skills
- PS2: Demonstrate proficiency in managing data and Pharmaceutical Business management software
- PS3: Develop and implement methods to market and improve customer relationship strategies
- PS4: Apply appropriate cost and revenue management techniques for efficient capacity utilization in Pharmaceutical Business operations

17.4 Capability/Transferable Skills

After undergoing the programme, a student/delegate will be able to:

- TS1: Manage information, develop technical reports and make presentations
- TS2: Build, Manage and Lead a team to successfully complete a project and communicate across teams and organizations to achieve professional objectives
- TS3: Work under various constraints to meet project targets
- TS4: Adopt to the chosen profession by continuously upgrading his/her knowledge and understanding through Life-long Learning philosophy

18. Programme Structure

The following are the courses a student/delegate is required to successfully complete for the award of the degree. The Programme is delivered as per the Time-Table for every batch.

Programme : M.B.A in Pharma Business Management**SEMESTER 1**

Sl.No.	Code	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Max. Marks
1	19MBA501A	Managerial Skills	3	--	--	3	100
2	19MBA502A	Human Resource Management	4	--	--	4	100
3	19MBA503A	Managerial Economics	3	--	--	3	100
4	19MBA504A	Managerial Accounts	4	--	--	4	100
5	19MBA505A	Marketing Management	4	--	--	4	100
6	19MBA506A	Operations Management	4	--	--	4	100
7	19MBA507A	Business Communication	3	--	--	3	100
8	19MBA508A	Review of Mathematics	3	--	--	3	100
Total			28	--	--	28	800
Total number of contact hours per week				28 hours			
Number of credits can be registered		Minimum	24	Maximum	28		

SEMESTER 2

Sl.No.	Code	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Max. Marks
1	19MBA509A	Strategic Management	4	--	--	4	100
2	19MBA510A	Business Statistics & Analytics	4	--	--	4	100
3	19MBA511A	Management Information System	4	--	--	4	100
4	19MBA512A	Business Law	3	--	--	3	100
5	19MBA513A	Corporate Finance	4	--	--	4	100
6	19MBA514A	Ethics, CSR & Sustainability	3	--	--	3	100
7	19MBA515A	Entrepreneurship Development	4	--	--	4	100
Total			26	--	--	26	700
Total number of contact hours per week			26 hours				
Number of credits can be registered			Minimum	22	Maximum	26	

SEMESTER 3

Sl.No.	Course Code	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Max. Marks
1	19PBM501A	Pharma Operations Management	2	1	--	3	100
2	19PBM502A	Pharma Marketing and Sales Management	2	1	--	3	100
3	19PBM503A	Pharma Regulations and Green Management	3	--	--	3	100
4	19PBM505A	Pharma Brand Management	3	--	--	3	100
5	19FPH521A	Contemporary Practices in Pharma Management	3	--	--	3	100
6	19FPH526A	Drug Design and Development	2	1	--	3	100
7	19PBM598A	Pharma Business Management Activities	3	--	--	3	100
	19PBM598B	MOOC					
8	19FPH523A	Summer Internship ^{2,3}	--	--	6	6	100
Total			18	3	6	27	800
Total number of contact hours per week			27 hours				
Number of credits can be registered			Minimum	24	Maximum	27	

SEMESTER 4

Sl.No.	Course Designation	Course Title	Theory (h/W/S)	Tutorials (h/W/S)	Practical (h/W/S)	Total Credits	Max. Marks
1	19FPH522A	Research Methodology for Pharma Business	2	--	--	2	100
2	19PBM599A	Group Project ⁴	--	--	5	5	100
3	19PBM600A	MBA Thesis & Publication	--	--	14	14	200
	Total		2	--	19	21	400
	Total number of contact hours per week		21 hours				
	Number of credits can be registered		Minimum	16	Maximum	21	

Note:

1. The Vacations and other activities shall be as per the Time-Table for the corresponding batch.
2. Students will undergo Summer Internship between 2nd and 3rd Semester
3. Summer Internship will be evaluated in the 3rd semester
4. Group Project will be initiated in Semester 3 and evaluated in Semester 4

19. Programme Delivery Structure

A Programme is delivered from Monday to Saturday of the week as per the Time-Table for every batch.

20. Teaching and Learning Methods

The course delivery comprises of combination of few or all of the following:

1. Face to Face Lectures using Audio-Visuals
2. Workshops, Group Discussions, Debates, Presentations
3. Cases, Case study, Case lets
4. Demonstrations
5. Guest Lectures
6. Laboratory/Field work
7. Industry Visit
8. Seminars/Conferences
9. Group Exercises
10. Project Exhibitions
11. Management Festivals

21. 19PBM599A**Group Project**

Students will carry out a group project and each group shall have up to five students. The purpose of group project is to develop business plan for societal and environmental benefits of new product/services. The students are required to analyse and validate the benefits of proposed business plan through appropriate research methodology. In addition, students are expected to prepare a report for assessment and intellectual property rights of complete work lies with the University. The students are required to sign an agreement before the commencement of the project. The project should be approved by a committee of examiners before starting the project. Students can choose from the projects database available with the concerned department. The details and evaluation procedure is provided in Operation Manual / Student Handbook.

22. 19PBM600A MBA Thesis and Publication

Student can choose a topic for Thesis in consultation with the Supervisor.

Journal / Conference Publication

A student is required to submit a paper for publication in a journal / conference which is approved by the Supervisor.

23. Assessment and Grading

A course assessment will have two components:

Component - 1**CE: 50% weight**

Course Leader can choose from the following at their discretion: Assignment/ Case Study discussion/ Surprise Quiz/ Field work/ Role play/ Poster presentation/ Group Discussion/ Video demonstration/ Write ups/ Debate / Term paper

Component - 2**SEE: 50% weight**

(Note: For more details on the break-ups, please refer to the Course Specifications)

A student is required to score minimum of 40% in SEE and overall 40% for successful completion of a course and earning the credits.

24. Failure and Re-registration

1. A student having met attendance requirement but happens to get less than 40% in SEE and less than 40% overall will be given make up opportunity during Supplementary Term or when offered during regular semester.
2. A student, who fails to meet attendance criteria, has to Re-register when offered in the next opportunity.
3. The maximum number of such opportunities are limited and as per the Academic Regulations governing this Programme.

25. Attendance

A student is required to have a minimum of 80% attendance to be eligible to write the examination and assignment submission. Less than 80% attendance is considered to be FAIL; such a student is required to follow the same procedure as that of a failed student.

Any condoning of shortfall of the attendance is as per the Academic Regulations for MBA Programme.

26. Award of Class

As per the Academic Regulations for M.B.A. Programme.

27. Student Support for Learning

Students are given the following support:

1. Reference Books in the Library
2. Pre-reads and handouts
3. Cases/ Case Study and Caselets
4. Magazines and Journals
5. Internet Facility
6. Computing Facility
7. Laboratory Facility
8. Workshop Facility
9. Staff Support
10. Lounges for Discussions
11. Any other support that enhances their learning

28. Quality Control Measures

The following are the Quality Control Measures:

1. Review of Lesson Plan and Course Pack at the Department Peer Level
2. Review of Question Papers at the Department Level
3. Student Feedback
4. Opportunities for the students to see their assessed work
5. Staff Student Consultative Committee Meetings
6. Student Exit Feedback

29. Curriculum Map

Course Code	Knowledge and Understanding				Cognitive (Thinking) Skills (Critical, Analytical, Problem Solving, Innovation)				Practical Skills			
	KU1	KU2	KU3	KU4	CS1	CS2	CS3	CS4	PS1	PS2	PS3	PS4
19MBA501A		X						X				X
19MBA502A		X	X							X		
19MBA503A		X				X				X		
19MBA504A				X		X		X				
19MBA505A		X	X			X		X				X
19MBA506A	X	X		X		X		X	X	X		X
19MBA507A				X				X				X
19MBA508A		X		X		X				X	X	
19MBA509A		X		X		X	X			X		X
19MBA510A		X		X		X	X	X		X		X
19MBA511A		X		X		X		X		X		X
19MBA512A			X				X				X	
19MBA513A		X		X		X		X				X
19MBA514A			X				X				X	
19MBA515A		X	X	X		X	X	X		X		X
19PBM501A			X	X		X		X	X	X		X
19PBM502A	X	X	X	X	X			X	X			X
19PBM503A	X	X	X	X	X			X	X	X		X
19PBM505A	X	X	X	X	X			X	X	X		X
19FPH521A		X	X	X		X	X	X		X	X	X
19FPH526A		X	X		X	X	X	X	X		X	X
19PBM598A	X	X	X	X	X	X	X	X	X	X	X	X
19PBM598B			X	X	X	X	X	X		X	X	X
19FPH523A		X	X	X	X	X	X	X	X	X	X	X
19FPH522A	X				X	X	X	X	X	X	X	X
19PBM599A		X	X		X	X		X	X	X	X	X
19PBM600A		X	X	X	X	X	X	X	X	X	X	X

30. Capability / Transferable Skills Map

Course Code	Group work	Self-learning	Research Skills	Written Communication Skills	Verbal Communication Skills	Presentation Skills	Behavioural Skills	Information Management	Personal management/ Leadership Skills
19MBA501A	X	X		X	X	X	X	X	X
19MBA502A	X	X		X	X	X	X	X	X
19MBA503A		X		X		X		X	X
19MBA504A		X		X		X		X	X
19MBA505A	X	X	X	X	X	X	X	X	X
19MBA506A	X	X		X	X	X		X	X
19MBA507A	X	X		X	X	X	X	X	X
19MBA508A	X	X		X	X	X	X	X	X
19MBA509A		X	X	X		X	X	X	X
19MBA510A	X	X		X		X	X	X	X
19MBA511A	X	X		X	X	X	X	X	X
19MBA512A	X	X		X	X	X	X	X	X
19MBA513A	X	X		X	X	X	X	X	X
19MBA514A	X	X		X	X	X	X	X	X
19MBA515A									
19PBM501A	X	X	X	X	X	X		X	X
19PBM502A	X	X	X	X	X	X		X	X
19PBM503A	X	X	X	X	X	X		X	X
19PBM505A	X	X	X	X	X	X		X	X
19FPH521A	X	X	X	X	X	X		X	X
19FPH526A	X	X	X	X	X	X		X	X
19PBM598A	X	X	X	X	X	X		X	X
19PBM598B	X	X		X	X	X	X	X	X
19FPH523A	X	X	X	X	X	X	X	X	X
19FPH522A	X	X	X	X	X	X	X	X	X
19PBM599A	X	X	X	X	X	X	X	X	X
19PBM600A		X	X	X	X	X	X	X	X

31. Co-curricular Activities

Students/delegates are encouraged to take part in co-curricular activities like seminars, conferences, symposium, paper writing, attending industry exhibitions, project competitions and related activities for them to enhance their knowledge and network.

32. Cultural and Literary Activities

To remind and ignite the creative endeavors, annual cultural festivals are held and the students/delegates are made to plan and organize the activities.

33. Sports and Athletics

Students/delegates are encouraged to develop a habit of taking part in outdoor and indoor games on daily basis.

