

## **PGDM - Pharmaceutical Management Program Structure**

Arrangement of Terms

### **Program Structure – PGDM PM 2022 - 24**

<b>S. No</b>	<b>Term I</b>	<b>S. No</b>	<b>Term II</b>	<b>S. No</b>	<b>Term III</b>
1	Value Based Management (4)	1	Drugs & Disease Management (4)	1	Legal Aspectsof Business (4)
2	Communication Skills (4)	2	Marketing strategy (4)	2	Brand Management (4)
3	Managerial Economics (4)	3	Research Methodology(4)	3	Marketing Research & Analytics (4)
4	Basics of Accounting &Finance (4)	4	Sales Management (4)	4	Technical Report Writing (2)
5	Organization Behaviour & Human Capital management (4)	5	Customer Interface I (4)	5	Brand Plan Workshop (2)
6	Introduction to Pharma Marketing (4)	6	Pharma Business Environment(4)	6	Customer Interface II (4)

7	Statistics for Analytics (4)	7	Universal Human Values(3)	7	SLC (6)
8	IT for Management (4)				

S. No	Term IV	S. No	Term V	S. No	Term VI
1	Summer Internship Project(4)	1	Pharma Regulatory Environment(4)	1	Management Project (4)
2	Customer Relationship Management (4)	2	International Pharma Marketing (4)	2	SLC (4)
3	Business Strategy(4)	3	Go-To-Market(4)	3	Leadership and Teamwork Module (4)
4	Distribution, Logistics and Supply Chain Management (4)	4	Contemporary Business Skills(2)		
5	OTC Marketing (4)				
6	Digital Marketing(4)				
7	Contemporary Business Skills (4)				