



**Master of Business Administration-Pharmaceutical Management**  
**Pattern: 2025**

**2 Years – 4 Semesters Full Time Programme Effective from AY 2025 – 2026 Programme Structure (NEP)**

**Choice Based Credit System (CBCS) and Grading System Outcome-Based Education**

SEMESTER 1		
Course Type	Course Name	Credit
DSC	Principles of Management and Organizational Behaviour	3
DSC	Cost and Financial Accounting	3
DSC	IPRs in Pharma Management	3
DSC	Marketing Management	3
DSC	Pharmaceutical Business Environment	3
DSC	Digital Business Management	3
DSC	Research Methodology	4
DSE-A	Problem Solving and Critical Thinking	2
DSE-B	Spreadsheet Analysis	
DSE-A	Business Story Telling and Executive Communication	2
DSE-B	Sustainability,ESG and Responsible Business	
<b>TOTAL</b>		<b>26</b>
*DSC- Department Specific Core Course, DSE- Department Specific Elective Course -Students have the option to choice to select any one. VSC- Vocational Skill Courses		
SEMESTER 2		
Course Type	Course Name	Credit
DSC	Legal Aspects of Business	3
DSC	Contemporary Issues in Pharmaceutical Marketing	3
DSC	Supply chain Management in Pharma	3
DSC	Pharmacoeconomics	3
DSC	International Marketing in Pharmaceutical Industry	3
DSC	Pharma Entrepreneurship & Innovation	3
DSC	Field Project	4
DSE-A	Design Thinking and Business Innovation	2
DSE-B	Leadership and team building	
DSE-A	Social Media Management	2
DSE-B	Customer engagement and Experience Management	
<b>TOTAL</b>		<b>26</b>

SEMESTER 3		
Course Type	Course Name	Credit
DSC	Strategic Management and Business Policy	4
DSC	Project Management	3
R-PROJ	Research Project	6
DSC	Pharmaceutical Product and Brand Management	3
DSC	Sales and Sales Promotion	3
DSC	Total Quality Management	3
DSE-A	Healthcare Analytics & Big Data	2
DSE-B	Medical Affairs & KOL Engagement	
DSE-A	Pricing & Market Access	2
DSE-B	Patient-Centric Marketing	
DSE-A	Blockchain in Pharma Supply Chain	2
DSE-B	Health Policy Reimbursement Strategies	
TOTAL		28
DSC- Domain Specific Core, DSE- Domain Specific Elective		
SEMESTER 4		
Course Type	Course Name	Credit
DSC	Data Science and Analytics	3
DSC	Indian Ethos and Business Ethics	3
PROJ	Summer Internship	8
DSC	Industrial and Service Marketing	3
DSC	Global Regulatory Affairs	3
DSE-A	Digital Health and Telemedicine for Pharma	2
DSE-B	Crisis Management in Pharma	
DSE-A	Emerging Markets in Pharma	2
DSE-B	Sustainable Pharma	
TOTAL		24