



# Pharmaceutical Administration

## Semester I- Course Outcomes

### **PMA-MPD101T: Principles and Practice of Business Management**

On successful completion of this course, students will be able to:

1. Comprehend various management concepts
2. Implement concepts

### **PMA-MPD102T: Principles and Practice of Pharmaceutical Marketing**

On successful completion of this course, students will be able to:

1. Understand Pharmaceutical Marketing concepts
2. Know what factors to be considered for effective marketing strategies for Pharmaceutical products

### **PMA-MPD103T: Regulatory Affairs**

On successful completion of this course, students will be able to:

1. Comprehend regulations pertaining to drugs
2. Know the regulatory documentations

### **PMA-MPD104T: Intellectual Property Rights**

On successful completion of this course, students will be able to:

1. Types of Intellectual Property Rights
2. Patent searching and drafting a patent

### **PMA-MPD 105P: Pharmaceutical Administration Practical I**

On successful completion of this course, students will be able to:

1. Gain understanding of managerial aspects through analytical approach to the problem solving
2. Comprehend challenges and develop problems solving skills through case studies, group discussions, debate presentations
3. Understand aspects related to pharmaceutical regulations and intellectual property

### **PMA-MPL 106S: Seminar in Pharmaceutical Administration**

At the end of the course, the student should be able to:

1. Develop skills to gather, organize, deliver information, and defend a given topic in Pharmaceutical Administration
2. Learn and develop oral and written communication skills
3. Critically analyze the problems in the pharmaceutical business and propose feasible solutions



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## Semester II- Course Outcomes

### **PMA-MPD 201T: Principles of Disease Management**

On successful completion of this course, students will be able to:

1. Pathophysiology and management of the diseases and disorders
2. About Health Economics, Pharmacoepidemiology and Personalized therapy

### **PMA-MPD202T: Managerial Economics**

On successful completion of this course, students will be able to:

1. Basic concepts of managerial economics
2. Demand analysis and forecasting, production and cost management, pricing decisions and capital investment

### **PMA-MPD203T: Financial Management**

On successful completion of this course, students will be able to:

1. Understand accounting concepts
2. Understand terminology of financial statements

### **PMA-MPD204T: Entrepreneurship Management**

On successful completion of this course, students will be able to:

1. The role of an enterprise in a national and global economy
2. Dynamics of motivation and concepts of entrepreneurship
3. Demands and challenges of Growth Strategies and Networking

### **PMA-MPL 205P: Pharmaceutical Administration Practical II**

On successful completion of this course, students will be able to:

1. Develop visual aid and present
2. Create and present digital marketing content relevant to pharmaceutical industry

### **PMA-MPL 206S: Seminar in Pharmaceutical Administration**

At the end of the course, the student should be able to

1. Develop skills to gather, organize, deliver information, and defend a given topic in Pharmaceutical Administration
2. Learn and develop oral and written communication skills
3. Critically analyze the problems in the pharmaceutical business and propose feasible solutions
4. Cultivate a sense of upgradation of knowledge through self and continuous learning