

**MBA (Pharma Tech.)  
Placement 2011**



SVKM's  
**NMIMS**  
Deemed-to-be University  
*Transcending Horizons*



**A new breed has arrived...**

White tigers are a color morph of subspecies of tigers whose fur is white or almost white. Compared to orange tigers without the white gene, white tigers tend to be larger both at birth and as fully grown adults. In spite of their unusual coloration, their size can be advantageous in the wild. Rewa Maharaja Martand Singh first observed male white tiger Mohan during his visit to Govindgarh jungle at Rewa, Madhya Pradesh, India. After hunting for months, he was able to capture the first living white tiger seen in nature.

Currently while several hundred white tigers are in captivity worldwide, only about one hundred are being found in India.

# MBA (Pharma. Tech.)

## A new breed of Techno-Managers ...just arrived

For a long time, Pharma / Healthcare industry was catered by pure science graduates passing out from various streams such as Chemistry, Biology, and Zoology to name a few. Then came a time of Pharmacy graduates, followed by Pharmacy post-graduates which was followed by the age of MBAs.

Pharma industry started taking professionals with B.Pharm. / M.Pharm plus MBA qualifications to suit their needs of managing the functional departments. As per Industry sources, it takes at least 2-3 years for these fresh recruits to understand and start contributing to the organization.

This gap, is precisely due to the lacunae, in the core MBA subjects and complexity or specificity of the pharmaceutical technology management. Considering the complexity of the ever evolving Pharma / Healthcare industry, it needs managers who not only understand the basic concepts of Pharmaceuticals but are also well-informed to take on various challenges of the current needs of the industry.

SVKM's NMIMS has precisely diagnosed this gap and devised a special course, M.B.A. (Pharma Tech), an integrated 5 years dual degree course that offers B.Pharm plus MBA. This amalgamated course trains students in Pharmacy and Pharmaceutical Technology Management in 5 years.

At the end of this course, students are suitable for not just the Sales & Marketing departments but also for various other streams such as R&D Management, Systems, Regulatory Affairs, Clinical Research, Manufacturing, Supply Chain, Finance, Legal, H.R. aspects of Pharmaceutical/Healthcare Industry.

They are well trained to become real Techno-Managers to handle MANAGERIAL ROLES in not only pure Management side but also into the Technical side of Pharma / Healthcare business. They are equipped to bridge the GAP between Technical and Functional Management people in your organisation.

# Uniqueness of Curriculum

The curriculum covers the basics of Pharmaceutical Sciences to make them suitable to understand the current and future trends in Pharma / Healthcare sector. The management curriculum encompasses combination of core-MBA and Pharmaceutical Technology Management subjects. Core-MBA subjects includes HR, Finance, IT, Operations and Sales & Marketing.

Pharmaceutical Technology Management subjects which make the MBA (Pharma Tech) a unique course among the vast options available for the Pharma / Healthcare industry can be summarized as follows:

- Pharmaceutical Business Environment
- Intellectual Property Management
- Sales Force Management
- Pharma Industry Supply Chain & Logistic Management
- Pharma Industry Trends & Directions
- Pharmacoeconomics

Apart from these subjects, the list of electives which are offered to them also gives them opportunity to study the pharma / healthcare industries in close connect. The list of Pharma Tech electives is as follows:

- Healthcare Research
- Hospital Management
- Marketing Strategy
- Consumer Behaviour
- Project Risk & Insurance Management
- Financial Engineering
- International Project Management
- Infrastructure Development
- HR Planning
- Leadership in Organization

The students are required to take any 4 subjects as electives apart from 6 functional elective subjects from any two specializations out of Sales & Marketing, Finance, HR-OB or IT-Operations.

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# Other Programs

## Full Time Programs

- B. Pharm + M. Pharm - 6 Year Program
- M.Pharm. (Pharmaceutics)
- M.Pharm. (Pharmaceutical Chemistry)
- M.Pharm. (Pharmacology)
- M.Pharm. (Clinical Pharmacy)
- M.Pharm. (Quality Assurance)
- M.Pharm (Biotechnology)
- M.Pharm (Pharm Analysis)
- M.Pharm + MBA (Pharma Tech + Health Management) Specialization - Pharmaceutics / Quality Assurance / Pharm Analysis

## Part Time Programs

- M.Pharm. (Pharmaceutics)

## PhD

- Pharmaceutical Sciences and Applied Pharm Sciences

## M.Sc.

- Applied Pharm. Analysis

# Course Structure

## MBA (Pharma. Tech.)

### 5 Year Integrated Dual Degree Programme

#### First Year

TRIMESTER I	TRIMESTER- II	TRIMESTER- III
Remedial Mathematics	Pharm.Chem II	Pharm. Microbiology
Remedial Biology	Human Anatomy & Physiology I	Computer Appl. II
Pharmaceutics I (Gen. Pharm)	Pharmaceutics II (Physical Pharm. I)	Pharmaceutics III (Physical Pharmacy II)
Computer Application I	Pharm. Microbiology	Pharmaceutics-IV (Ph. Engg.I)
Pharm.Chem I (Inorganic)		

#### Second Year

TRIMESTER IV	TRIMESTER- V	TRIMESTER- VI
Pharmaceutics V (Ph. Engg. II )	Pharmacology I	Cosmeticology
Pharmacognosy I	Biochemistry	Pharmacognosy II
Pathophysiology	Pharmaceutics VI (IP-I)	Pharm. Chem. IV
Pharm. Chem III	Pharm. Analysis I	Pharmacology II
Business Communication	Principles and Practice of Management	Statistical Methods for Management Decisions

#### Third Year

TRIMESTER VII	TRIMESTER- VIII	TRIMESTER- IX
Pharm. Anal. II	Pharmaceutics VII (IP-II)	Elective -
Pharm. Biotechnology	Pharm Chem-V	(a) MAT & Quality System
Biopharmaceutics and Pharmaco Kinetics	Pharmaceutics VIII (NDDS)	(b) IPR & Documentation
Pharmacology III	Molecular Biology	(c) Advanced Biotechnology
Business Economics	Information System for Managers	Pharmaceutics IX (DRA)
Operation Research	Project Management	CGMP & QA
		Advance Statistical Analysis
		Legal Aspects of Business

## Fourth Year

TRIMESTER X	TRIMESTER XI	TRIMESTER XII
Community Pharmacy	Clinical Pharmacy And Drug Interactions	Corporate Social Responsibility
Organizational Behaviour	Human Resource Management	Pharma Industry Trends
Marketing Management	Financial Analysis and Accounting	Financial Management
Research Methodology	Enterprise Planning System with SAP	Pharmacoeconomics
Cost Accounting	Pharma Industry Supply Chain & Logistics Management	Quality Management Systems and Practices
Operation Management	Intellectual Property Management	Personality & Creativity Development (Workshop)
Management of Technology & Innovation	Seminar Paper	
TRIMESTER XIII	TRIMESTER XIV	TRIMESTER XV
<b>Management Internship Program (5 months including Summer Vacation)</b>	Regulation and Compliance in Pharmaceutical Industry	Entrepreneurship Management
	IT in Pharma Industry	Public Health Research & Epidemiology
	New Product (Pharma Industry New Drug) Development	Strategic Management
	Management of Commercial Banks	Management of Mergers & Acquisition
		Foreign Language *(Non Credit)

# List of Electives

## Trimester

### Trimester XIV

Pharm Tech Area	Marketing Area	Finance Area	IT & Operations Area	HR & OB Area
Medical Devices / Diagnostics	Sales Management	Financial Institutions & Markets	Organizational Design: System Approach	HR Planning
Business Process Management	CRM (Customer Relationship Management)	Current Update on Finance	International Project Management	Economics of Negotiation & Conflict Resolution
Healthcare Research	Marketing Strategy	Project Risk & Insurance Management	Service Operations Management	Management of International Business
Pharmacovigilance	Marketing of Pharmaceutical Products	Investment Banking	Operation Strategy (Planning & Control)	Corporate Governance

### Trimester XV

Pharm Tech Area	Marketing Area	Finance Area	IT & Operations Area	HR & OB Area
Health Insurance / Health Financing System	Consumer Behaviour	Treasury & Risk Management	Claims Management	Diversity Innovation & Organization Change
Management of (Pharma) Technology Acquisition & Transfer	International Marketing	International Finance	Infrastructure Development	Cross Cultural Management
Drugs Price Control Order (DPCO)	Marketing Through Different Channels (Online Marketing, Social Media etc..)	Tax Planning (Corporate & Personal)	Knowledge Management	Team leadership Development in Technical Organization
Hospital Management	Distribution Management	Financial Engineering	Simulation Modeling	Leadership in Organization

# Board of Studies (Industry / Academic Experts)

## Pharm Technology Management

1. Mr. Abhijeet Banerjee, Country HR Head, Weatherford Laboratories, Mumbai
2. Mr. G. Jayaraman, Head-HR, Transasia
3. Dr. Praful Naik, Executive Director, Bilcare Ltd., Pune
4. Mr. Vivek Padgaonkar, Director, OPPI, Mumbai
5. Mr. Savyasachi Sengupta, President, German Remedies (Zydus Cadila), Mumbai
6. Mr. A. Vaidheesh, Managing Director, Johnson & Johnson, Mumbai
7. Mr. Rajesh Vaidya, Director – HR, India Region, Ranbaxy Laboratories Ltd.

## Pharm Sciences

1. Dr. Yatish Bansal, President- R&D (Formulations), IPCA Laboratories
2. Dr. A.N. Misra, Professor, M.S. University of Baroda
3. Dr. P. Ramarao, Professor in School of Biosciences, Central University of Punjab
4. Prof. Y. Madhusudan Rao, Centre for Biopharmaceutics and Pharmacokinetics, University College of Pharmaceutical Sciences, Kakatiya University.
5. Mr. S.B. Roy, President & Head, Pharmaceutical Technology Centre, Cadila Healthcare
6. Dr. K.K. Singh, Principal, C.U. Shah College of Pharmacy.

## Applied Pharma Sciences

1. Dr. Ram Mohan Singh, Senior Scientific Officer & Head Research & Development Division, Indian, Pharmacopoeia Commission / Central Indian Pharmacopoeia Laboratory
2. Dr. Santosh Nandan, Managing Director, Ambernath Organics Pvt. Ltd., Mumbai
3. Dr. Tuljapurkar R., Vice President, Corporate QA, Zydus Cadila, Ahmedabad
4. Mr Alok Ghosh, Executive Vice President, Global Dosage Form Manufacturing & Quality Assurance, Lupin Ltd., Mumbai
5. Dr. Nand Kishore, Head, Department of Chemistry, Indian Institute of Technology, Mumbai
6. Dr. R.B. Vaidya, Head, Department of Microbiology, Institute of Science, Mumbai
7. Prof. K.G. Akamanchi, Professor & HOD, Pharmaceutical Sci & Tech Dept., University Institute of Chemical Technology, Mumbai
8. Prof. Bhushan K. Patwardhan, Ph.D., Director Designate, Institute of Ayurveda & Integrative Medicine FRLHT Campus, Bangalore

# Faculty Listing

## Dean

Dr. R. S. Gaud Ph.D, FIPA, M.Pharm

## Associate Deans

Dr. Bala Prabhakar Ph.D., M.Pharm., (Mumbai Campus)

Dr. Shirish Deshpande Ph.D., M.Pharm., (Shirpur Campus)

## Directors

Dr. P. G. Shrotriya Pharma Research, Ph.D., M.Pharm.

Mr. Sunil Chaturvedi Pharma. Network, 3TP MDP, B.Sc.

Mr. Ashutosh Ojha Pharma. Management, MBA, B.Pharm.

## Chairpersons

Dr. Bala Prabhakar P.G. & Doctoral Programme, Ph.D., M.Pharm

Dr. Meena Chintamaneni B.Pharm. Programme, Ph.D., M.Pharm.

Dr. Vaishali Londhe M.Pharm. (Part Time) Programme, Ph.D., M.Pharm.

## Heads of Department (Mumbai)

Dr. Bala Prabhakar Pharmaceutics, Ph.D., M.Pharm.

Dr. Anil Thaker Pharmaceutical Chemistry, Ph.D., B.Pharm.

Dr. V. Addepalli Pharmacology, PDF (Canada), Ph.D., M.Pharm.

Dr. Kala Kulkarni Clinical Pharmacy, MD, MCPS, MBBS,

Dr. Vaishali Londhe Quality Assurance, Ph.D., M.Pharm.

Dr. Preeti Sangave Pharmaceutical Biotechnology, M.Sc.(Tech.), Ph.D., B.Pharm.

Dr. Nancy Pandita Applied Pharm Sciences, Ph.D., M.Sc.

## Heads of Department (Shirpur)

Dr. Shirish Deshpande Pharmaceutical Chemistry, Ph.D., M.Pharm.

Dr. Sateesh B. Pharmacology, Ph.D., M.Pharm.,

Dr. Ravindra R.P. Pharmaceutics, Ph.D, M.Pharm.

Dr. Anil M. Pethe Quality Assurance, Ph.D., M.Pharm.

## Incharge Heads of Department

Dr. Kalyani Barve Pharmacognosy, Ph.D., M.Pharm.,

# Faculty Listing - Mumbai & Shirpur

## Professors

Dr. R. S. Gaud	Ph.D., FIPA, M.Pharm.
Dr. Bala Prabhakar	Ph.D., M.Pharm.
Dr. Shirish Deshpande	Ph.D., M.Pharm.
Dr. Anil Thaker	Ph.D., B.Pharm.
Dr. V. Addepalli	Ph.D., M.Pharm.
Dr. Kala Kulkarni	MD, MCPS, MBBS
Dr. Meena Chintamaneni	Ph.D., M.Pharm.
Dr. Nancy Pandita	Ph.D., M.Sc..
Dr. Ravindra R. P.	Ph.D., M.Pharm.
Dr. Ashwini Deshpande	Ph.D., M.Pharm.

## Associate Professors

Dr. Vaishali Londhe	Ph.D., M.Pharm.
Dr. Preeti Sangave	Ph.D., M.Sc.(Tech.), B.Pharm.
Dr. N. Saraswathy .	Ph.D, M.Sc.(IT), M.Sc.(Botany)
Dr. Kashinath Dhurke	Ph.D., M.Sc
Dr. Mukesh Nandave	Ph.D., PDF, M.Pharm.
Dr. C.G.Bonde*	Ph.D., M.Pharm.
Dr. Sateesh B.	Ph.D., M.Pharm.

## Assistant Professors

Mr. Anand Mahajan	M.Pharm.
Dr. Kalyani Barve	Ph.D., M.Pharm.
Mr. Prasad Tandale	M.Pharm.
Ms. Dipti Gatne	M.Pharm.
Ms. Saritha Shetty	M.Pharm.
Mr. Yusuf Kachwala	M.Pharm.
Ms. Deepali Kaduskar	M.Pharm.
Ms. Ginpreet Khurana	M.Pharm.
Ms. Manasi Mantri	M.Tech.
Ms. Vandana Bharadi	M.Tech. in Computer Sciences
Ms. Amisha Vora	M.Pharm.
Dr. Pravin Shende	Ph.D., PDF, M.Pharm.
Ms. Maushmi Kumar	M.Tech. (Bioprocess Technology)
Dr. Yogesh Kulkarni	Ph.D., M.Pharm.
Dr. Sachin Narkhede	Ph.D., M.Pharm.
Ms. Alice Varghese	M.Pharm.
Ms. Divya Saures	M.Pharm.
Ms. Manju Bhaskar	M.Pharm.
Ms. Prajakta Sangole	M.Pharm.
Dr. Rajesh Rane	Ph.D., M.Pharm.
Mr. Chirag Desai	M.Pharm.

Ms. Archana Upadhya	M.Sc. (Tech)
Dr. Tripura Sundari	Ph.D., M.Pharm.
Ms. Sarika Wairkar	M.Pharm.
Mr. Haresh Raulgaonkar	B.E, M.M.M.
Ms. Geetha Iyer	M.Phil., AICWA, M.Com.
Mr. Surendra Agrawal	M. Pharm.
Dr. Shashikant Bagade	Ph.D., M.Pharm.
Dr. Anil Pethe	Ph.D., M.Pharm.
Mr. Amit Page	M.Pharm.
Mr. Saurabh Kumar Banerjee	M.Pharm.
Dr. S.I. Rane	Ph.D., M.Pharm.
Dr. G.S. Chhabra	Ph.D., M.Pharm.
Dr. Shivprasad.H. Majumdar	Ph.D., M.Pharm.
Mr. Ajay Wagh	M.C.A. Computer Sciences
Mr. Ravi Tiwari	M.Pharm.
Ms. Payal Dande	M.Pharm.
Mr. Prashant Pingale	M.Pharm.
Mr. Tushar Premchandani	M.Pharm.

\*Deputation Leave

# Students' Achievements

## 1. Social Responsibility Forum

**Kshamta:** Jigar Gohel, Krupa Shukla

**Anti TB:** Smit dave, Neha Wadhwa, Rishabh Gupta, Saurabh Shah, Ankita Kothari, Ishan Vyas, Jigar Gohel, Jyotirlatha, Bhoomi Lalani, Rohan Bhambri

**Anti Diabetes:** Jigar Gohel, Prinka Mittal, Saurabh Shah

**Blood Donation:** Jigar Gohel, Prinka Mittal, Saurabh Shah

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## 2. Quiz:

**4C Intra and Inter College Marketing Quiz:** (3<sup>rd</sup> & 2<sup>nd</sup> Prize): Bhoomi Lalani, Smit Dave

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## 3. Cultural Activities:

### • Urjja

**Antakshri Competition** (3<sup>rd</sup> Prize) Bhakti Dharod

**Solo Dance Competition** (2<sup>nd</sup> Prize) Snehal Shah

**Group Dance Competition** (2<sup>nd</sup> Prize) Snehal Shah, Varada Narayanan

**Duet Singing Competition** (2<sup>nd</sup> Prize) Varada Narayanan, Varun Obhan

**Solo Singing** (2<sup>nd</sup> & 3<sup>rd</sup> Prize) Saurabh Shah, Varada Narayanan

### • Sattva

**Ancient Theatre Competition** (3<sup>rd</sup> Prize) Bhakti Dharod, Bhoomi Lalani, Chintan Thaker, Dapan Shah, Ishan Vyas, Jigar Gohel, Krupa Shukla, Saurabh Shah, Smit Dave

### • Protsahan

**Technical Events** (1<sup>st</sup> Prize) Ajay Pradhan

**Director's Cut** (1<sup>st</sup> Prize) Naman Maharaja

**Creative Writing Contest** (2<sup>nd</sup> Prize) Naman Maharaja

**Trendsetters PowerPoint Presentation** (2<sup>nd</sup> Prize) Naman Maharaja

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## 4. Sports:

**Intra College Cricket League** (2<sup>nd</sup> Prize) Ajay Pradhan, Jigar Gohel, Rahul Sharma, Rohan Bhambri, Saurabh Shah

**Intra- College Football Tournament** (2<sup>nd</sup> Prize) Ishan Vyas, Smit Dave

**Judo Competition** (Maharashtra State Championship, Mumbai Mayor's District Competition) (Silver Medal) Varada Narayanan

**Badminton** (1<sup>st</sup> Prize) Kritika Aneja, Nikita Phondge, Pragya Mishra

**Throwball** (1<sup>st</sup> Prize) Kritika Aneja, Nikita Phondge, Pragya Mishra

**Athletics** (100m Race, 4x100m Relay Race) (1<sup>st</sup> Prize) Nikita Phondge, Rahul Sharma

**Carrom** (1<sup>st</sup> Prize) Kritika Aneja, Nikita Phondge

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**5. Event Management:**

3rd IPA - Students' Congress: Bhakti Dharod, Ishan Vyas, Krupa Shukla, Neha Wadhwa, Nikita Phondge, Rishabh Gupta, Silvie Jain

College Festivals: Ajay Pradhan, Ishan Vyas, Neha Wadhwa

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**6. Poster Presentations:**

23rd Annual Euro Meeting, Geneva, Switzerland: Doris Pereira

3rd IPA - Students' Congress: (Biotech & Bioinformatics) (1<sup>st</sup> Prize) Ishan Vyas

3rd IPA - Students' Congress: (Industrial Pharmacy) (1<sup>st</sup> Prize) Jigar Gohel, Jyotirlata Chaluvadi

3rd IPA - Students' Congress: (Pharmaceutical Management) (2<sup>nd</sup> Prize) Doris Pereira

ISTHMUS Poster it out (3<sup>rd</sup> Prize) Naman Maharaja

INSIGHT (PPT Presentation) (2<sup>nd</sup> Prize) Bhanu Pratap, Pragya Mishra, Vibha Gupta

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**7. Industry Academia Interface:**

ISTHMUS Bhoomi Lalani, Ishan Vyas, Jigar Gohel, Neha Wadhawa, Rishabh Gupta, Smit Dave

Novartis Biocamp Ishan Vyas, Rishabh Gupta

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**8. Debates & Elocution**

62<sup>nd</sup> IPA's National Elocution Competition, Manipal (1<sup>st</sup> Prize) Ritika Kapoor

ISTHMUS (i365 pharmainfo.net) (2<sup>nd</sup> Prize) Naman Maharaja

Skill Test (2<sup>nd</sup> Prize) Naman Maharaja

Urjja (Intra SPTM Elocution) (1<sup>st</sup> Prize) Ritika Kapoor

INSIGHT (Brainwrestling Debate) (1<sup>st</sup> Prize) Bhanu Pratap, Pragya Mishra, Vibha Gupta

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# Our Partners

## Gold Medal Sponsors for Annual Convocation 2011



## Pharma Museum & Panels



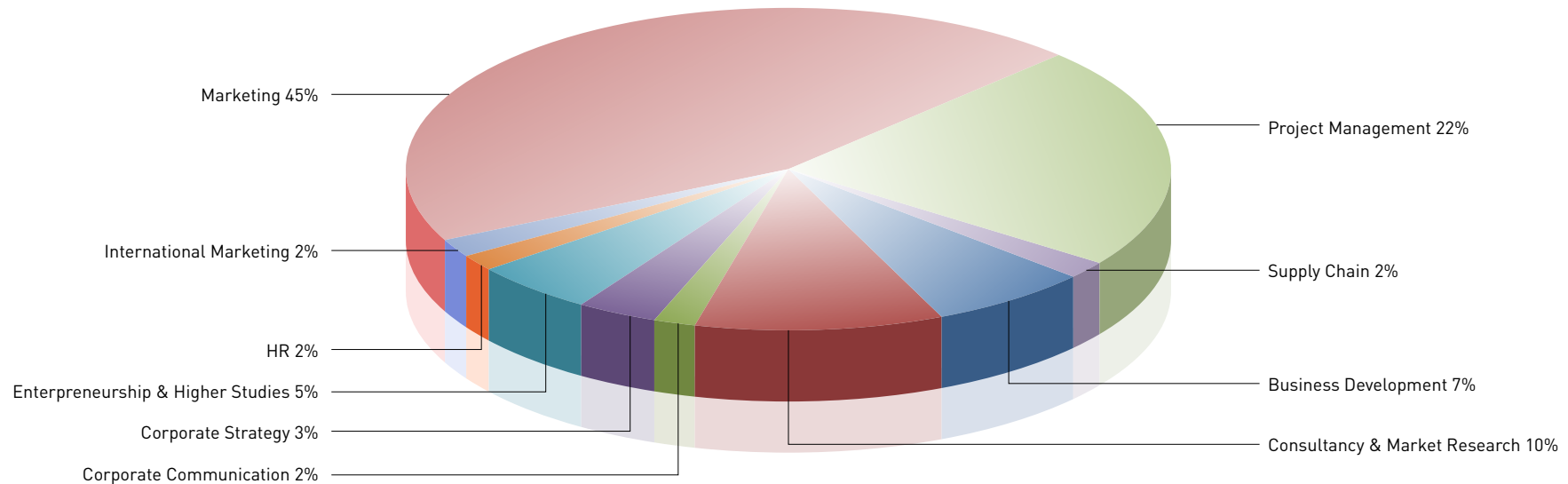
## Trolley with Excipients, Brochures & Drug Formulary



## Gift Samples & HPLC Columns



# Placements 2010-2011



## New breed of Techno Managers .....bridging the gaps

This is a unique program started in the year 2006 to meet the ever evolving needs of the Pharma/Healthcare industry. The successful placement of this batch has reflected the strength of NMIMS brand in this growing sector also.

The batch of 2011 saw Rs.5.6 Lakhs Per Annum as the average compensation offered to the 58 graduating students. The highest package offered was Rs. 11 Lakhs Per Annum. Out of 33 companies that participated in the process, students accepted the offers from 23 companies. 69% of companies visited the School campus for the first time. 10 % of the students have also got multiple offers Some of the most admired Indian as well as MNC Pharma companies like GSK, Biocon, Glenmark, Zydus Cadila, Torrent Pharmaceuticals, Alkem, Abbott, Strides Arcolab, Sandoz, Alembic, Merck, Orchid Chemicals & Pharmaceuticals, Mylan Matrix, Avesthagen, Encube Ethicals, Macleods, Wockhardt have recruited students from the first batch.

Top Consultancy and Market Research firms like Ernst & Young, The Nielsen Company, TNS Kanter & Global Data have also recruited students from this program. The Chemical Industry has also been well represented in the form of BASF which is the No 1 Chemical Company in the World who has made offers to students. The profiles offered by these companies were Corporate Strategy, Product Management, Sales, R & D Project Management, Human Resources and Business Development, Analyst etc.

# Our Opportunity Providers





Name : Aakanksha Verma  
Company : Alembic Ltd.  
Project : Working under Maxis Division as Trainee  
Marketing Executive



Name : Abeer Singh  
Company : Alkem Laboratories Ltd  
Project : Pipeline Insight- Antibacterials



Name : Abhishek Kumar  
Company : Alembic Ltd  
Project : Managing a Sales Territory



Name : Ahmed Jawad  
Company : Alembic Ltd  
Project : Managing a Sales Territory



Name : Ajay Pardhan  
Company : Alembic Ltd  
Project : Handling a Sales Territory in Central Delhi  
Region for Enteron Division



Name : Akash Deep Kushwaha  
Company : • Mylan India  
• Umrao Hospital  
Project : • To Determine the Potential of HIV Market  
• Marketing of Hospital Services



Name : Ambika Pathak  
Company : Sun Pharmaceutical Industries Ltd  
Project : Strategic Capacity Planning



Name : Ankita Kothari  
Company : Alkem Laboratories Ltd  
Project : Feasibility Study and Launch Plan of a Gastro Division



Name : Anuja Parikh  
Company : Wockhardt Limited  
Project : New Strategic Initiative in Tamil Nadu for Protinex Diabetes Care



Name : Anusha Agarwal  
Company : Alembic Ltd  
Project : Territory Management



Name : Asmeet Chhabra  
Company : Parle Biscuits Pvt. Ltd.  
Project : Emphasis on Strategic Planning Along With Surveys on Training & Development of Employees



Name : Basant Raj  
Company : Alembic Ltd  
Project : Sales Territory Management in Maxis Division



Name : Bhakti Dharod  
Company : Piramal Healthcare Ltd  
Project : • Customer Follow-Up & Engagement  
Mechanism Modeling  
• Diasys International Quality Assessment  
Program



Name : Bhanu Pratap  
Company : Sun Pharmaceutical Industries Ltd.  
Project : Capacity Planning of Oral Dosage Forms



Name : Bhoomi Lalani  
Company : Wockhardt Limited  
Project : • Analyse Osteoporosis Market & Designing  
a Launch Strategy for New Product  
• Perception Mapping of Teriparatide  
amongst specialities in Domestic Market



Name : Chandan Kumar  
Company : Alembic Ltd  
Project : Analysing and Boosting the Current  
Performance of Gastro Product Portfolio of  
Alembic.



Name : Chintan Patel  
Company : Angel Broking Ltd  
Project : Fundamental Analysis



Name : Chintan Thaker  
Company : Alembic Ltd  
Project : Territory Management



Name : Darpan Shah  
Company : Alembic Ltd  
Project : Sales Territory Management



Name : Devanshi Thakkar  
Company : Alembic Ltd  
Project : Sales Territory Management



Name : Dinesh Beniwal  
Company : Alembic Ltd  
Project : Trainee Medical Representative



Name : Disha Mehta  
Company : Alembic Ltd  
Project : Territory Management



Name : Divya Appidi  
Company : Dr. Reddy's Laboratories  
Project : • Training Need Analysis  
• HR Practices at Dr. Reddy's



Name : Divya Katragadda  
Company : GlaxoSmithKline Pharmaceuticals Ltd.  
Project : • Standardization of Specifications and  
Optimization of Spend for Procurement of  
Promotional Print for Marketing  
• Prelaunch Market Research for a  
New Antiviral : Dermatology - Valacyclovir



Name : Doris Pereira  
Company : Lupin Ltd  
Project : 

- To Study the Indian Urology & Nephrology Market and Undertake Perception Mapping of the Prevalent Brands to device an Entrant Strategy For Lupin Ltd.
- In Depth Analysis of the Nutraceutical Market to Design Product Profiles for Lupin Ltd.



Name : Gaurav Sharma  
Company : Alembic Ltd  
Project : Sales Territory Management



Name : Heena Doshi  
Company : Alkem Laboratories Ltd  
Project : Quinolone Perception across Specialties



Name : Hetvi Shah  
Company : Cadila Pharmaceuticals Ltd.  
Project : 

- Importance Of KOL Management
- Can Marketing of Cardiovascular Drugs Be Done at General Practitioner Level?



Name : Hitansh Makhecha  
Company : Sun Pharmaceuticals Industries Ltd.  
Project : Supply Chain Optimization



Name : Ishan Vyas  
Company : Novartis (India) Limited  
Project : 

- To Design, Develop & Implement Self-Sustainable Social Marketing Model for Arogya Parviar
- Field Sales Measurement Process & Key Customer Delivery



Name : Jigar Gohel  
 Company : GlaxoSmithKline Pharmaceuticals Ltd.  
 Project : Project:  
 • Evaluation of Habits, Trends & Gaps in Treatment of Schizophrenia & Bipolar Disorder to Facilitate CNS Portfolio Management & Develop Promotional Strategies for Emerging Markets  
 • Understanding the Unmet Needs in Patient Programs for Epilepsy and Evaluating the Usage Trends and Prescription Attitude of Neurologists for Neuropathic Pain and Parkinson's Disease.



Name : Jimit Patel  
 Company : Suzlon Energy Ltd  
 Project : Project Funding



Name : Jitesh Zaveri  
 Company : Alembic Ltd  
 Project : Sales Territory Management



Name : Jyothirlatha Chaluvadi  
 Company : Dr.Reddy's Laboratories Ltd  
 Project : • Developing a Competitive Intelligence Database for Dr. Reddys with a special focus on the European Markets  
 • In Depth Healthcare and Pharma Analysis of the Rest of the World Markets of Dr. Reddy's in order to find out lucrative opportunities and strengthen the existing Product Portfolio



Name : Jyoti Korgaonkar  
 Company : IPCA Laboratories Ltd  
 Project : Assessment of Anti-Hypertensive Market in Mumbai



Name : Kanishk Kumar  
 Company : Wockhardt Limited  
 Project : • To Determine the Potential of Existing Products of Pharma Division for being converted to its Nanotechnology Products.  
 • Perceptual Mapping of Doctors for Nadoxin- Nadifloxacin



Name : Karan Surve  
Company : Alkem Laboratories Ltd  
Project : Evaluation of Molecules For GI Tract



Name : Kritika Aneja  
Company : Fortis Healthcare  
Project : To Conduct a Detailed Study and Analysis of Recruitment and Selection Process



Name : Krupa Shukla  
Company : Elder Pharmaceuticals Limited  
Project :

- To Understand the Market Dynamics in Proteolytic Segment: Current & Future
- Study on Usage of Protein Supplements in Clinical Practices



Name : Kundan Jangir  
Company : Alembic Ltd  
Project : Managing Vacant Sales Territory of Megacare Division



Name : Lakshit Sharma  
Company : Alembic Ltd  
Project : Territory Sales Management



Name : Laya Lakkaraju  
Company : Times Group - Times Foundation  
Project : Project Sahyog Healthcare Capacity Building (A joint initiative by Times Foundation, Hindustan Construction Company, NGO Sneha in collaboration with Municipal Corporation of Greater Mumbai)



Name : Lokesh Kumar Bhamu  
Company : Rajasthan Finance Corporation  
Project : 

- Credit Appraisal Management for Small and Medium Size Enterprises (SME's)
- Non- Performing Assets and Credit Risk Management at RFC



Name : Lokesh Kumar Jain  
Company : Alembic Ltd  
Project : Sales Management in Territory



Name : Manish Kumar  
Company : Alembic Ltd  
Project : Territory Sales Management



Name : Manisha Sangwan  
Company : Lupin Ltd.  
Project : 

- Digitalization of Claim Procedure of Inconvenience Allowance
- Digitalization of HR Workflow Applications: Project L2J (Lotus To Java)



Name : Miloni Rajkotia  
Company : Cadila Healthcare Ltd  
Project : Improving Forecasting Accuracy for a Division of Cadila Healthcare Ltd.



Name : Muhammad Hunen  
Company : Alembic Ltd  
Project : Sales Territory Management of Cardiac & Diabetic Care Segment



Name : Naman Maharaja  
Company : Wockhardt Limited  
Project :

- Therapeutic Options Survey and Market Analysis of Drugs for Treatment of Vitiligo, Acne and other Dermatological Products
- Marketing Strategy Formulation and Brand Management of Dermatological and Cosmetology Products



Name : Neha Choudhary  
Company : RPG Life sciences Ltd.  
Project : Business Strategy Development And Marketing Of New Kidney Transplant Drug To Be Approved By IOTC



Name : Neha Wadhwa  
Company : Sanofi  
Project :

- Health Economics- An Emerging Trend in Indian Pharma Marketing & its Application in Management of ACS
- Leveraging Technology: Pharmaceutical Digital Marketing in India



Name : Nikita Phondge  
Company : Alembic Ltd  
Project : Managing a Sales Territory



Name : Poonam Sugand  
Company : Alembic Ltd  
Project : Managing a Sales Territory



Name : Pragya Misra  
Company : Alembic Ltd  
Project : Working under Alcare Division as a Trainee Marketing Executive



Name : Prashant Pandey  
Company : Alembic Ltd  
Project : Sales Territory Management



Name : Prateek Mansharamani  
Company : Alembic Ltd  
Project : Managing a Sales Territory



Name : Prekshi Verma  
Company : Ranbaxy Laboratories Limited  
Project : 

- To Study & Benchmark Best Practices in Assessment Centre within Pharma Industry as Well as in other industries
- To Study & Benchmark Best Practices in Rewards and Recognition within Pharma Industry as Well as in other Industries



Name : Prinka Mittal  
Company : Biocon Ltd  
Project : A Comprehensive Study on the Global "Limus" Market with Focus on India



Name : Priyanka Chaudhary  
Company : Alembic Ltd  
Project : Sales Management of Maxis Division



Name : Rahul Pathak  
Company : Alembic Ltd  
Project : Sales Territory Management



Name : Rahul Sharma  
Company : Alembic Ltd.  
Project : Managing a Sales Territory



Name : Richa Chaurasia  
Company : Alembic Ltd.  
Project : Sales Territory Management



Name : Rishabh Gupta  
Company : Novartis Healthcare Private Limited  
Project : 

- To Determine Potential for Promoting Brand a in Extra Urban Area and Devise a Strategy for the same
- Capturing Data for Tendering Process PRATHA (Pre Required Attachments & Terms for Tender Technical Acceptance)



Name : Ritika Kapoor  
Company : Times Group - Times Foundation  
Project : Project Sahyog Healthcare Capacity Building (A joint initiative by Times Foundation, Hindustan Construction Company, NGO Sneha in collaboration with Municipal Corporation of Greater Mumbai)



Name : Ritika Kapur  
Company : Pfizer India  
Project : 

- Identifying Gaps in the Animal Veterinary Canine Market and Suggesting a New Product
- Designing Print Ad Concepts for the Canine Veterinary Division



Name : Rohan Bhambri  
Company : Merck Sharp Dohme India  
Project : 

- To Study the Referral Network and Factors of Patients with Respect to ICUs and to come up with a Strategy for Zienam
- Identification and Filling of Product Portfolio Gaps for the Fertility Division of MSD India



Name : Ruchi Vora  
Company : GlaxoSmithKline Pharmaceuticals Ltd.  
Project : • Perception Mapping of Dermatologists  
Regarding the Benzoyl Peroxide Molecule and  
thus involving the Perception Mapping of  
Brevoxyl  
• Understanding the Promo-Sensitivity of the 2  
Major GSK Brands such as Zantac and Betnesol



Name : Rutul Patel  
Company : Alembic Ltd  
Project : Sales & Analysis in Alcare Division



Name : Sachin Rai  
Company : • Mylan India  
• Umrao Hospitals  
Project : • Understanding ARV(Anti Retroviral) Market in  
India & To Determine the Potential of HIV Market  
• Marketing Of Hospital Services



Name : Sahiba Mehta  
Company : Piramal Healthcare Ltd  
Project : Performance Appraisal System



Name : Saket Pandit  
Company : Alembic Ltd  
Project : Sales Territory Management



Name : Sakshi Jain  
Company : Wockhardt Limited  
Project : Product Positioning and Strategy for the Anti  
Hypertensives



Name : Saurabh Shah  
Company : Alembic Ltd  
Project : Sales Territory Management



Name : Savleen Kaur  
Company : Microlabs Ltd.  
Project : 

- Market Analysis in Positioning for Anti-Infectives
- New Product Launch



Name : Shailja Shah  
Company : German Remedies Limited  
Project : Studying and Analyzing the Viability of Innovative Products, Researched by German Remedies in the Indian Respiratory Market



Name : Shalin Solanki  
Company : Alembic Ltd  
Project : Sales Territory Management



Name : Shivali Narang  
Company : Reliance Medybiz Pharma  
Project : 

- Increasing Brand Loyalty Among Chronic Segment Using Data Analysis and Patient Assistance Program
- Implementation of Integrated IT Platform for Managing Networked Pharmacy Operations



Name : Shreyas Pinglikar  
Company : Alembic Ltd  
Project : Sales Territory Management



Name : Shrishti Chhaochharia  
Company : Alembic Ltd  
Project : Sales Management of Alcare Division



Name : Silvie Jain  
Company : Ranbaxy Laboratories Limited  
Project : Study of Competency Mapping & HRD Climate in the Organization



Name : Smit Dave  
Company : Wockhardt Ltd.  
Project : 

- Perception Mapping of Insulin Pen Devices and to redesign features based on suggestions. Analyze and Evaluate the brand 'Wosulin' in the market
- Strategic Marketing for Launch of Bolus Insulin Lispro & Premix Insulin Lispromix in the Domestic Market involving Study of the Insulin Analogue Market



Name : Snehal Shah  
Company : Alembic Ltd  
Project : Sales Territory Management



Name : Sonali Panchal  
Company : Alembic Ltd  
Project : Sales Territory Management



Name : Srashti Srivastava  
Company : Alembic Ltd  
Project : Management of Sales Territory in Pharma Division



Name : Srushti Shah  
Company : Wockhardt Ltd  
Project :

- Process Improvement in Customer Satisfaction(Distributor)
- HR Based Project on Exit Interviews
- To Provide Solution for Least Cost Towards Damaged and Expired Goods



Name : Urvashi Sharma  
Company : Alembic Ltd  
Project : Sales Territory Management



Name : Vaibhav Kumar  
Company : GlaxoSmithKline Pharmaceuticals Ltd.  
Project :

- Analysis & Evaluation of CVM Opportunity for GSK in Emerging Markets & Asia Pacific Based on Indian Experience
- Evaluation of Market Potential in Emerging Countries for Cardio Vascular Therapeutic Area with Respect to Product Presence and Growth.
- Analysis of Antiviral Market in Emerging Markets and Asia Pacific
- Designing of Marketing Campaign for the Launch of Products.



Name : Varada Narayanan  
Company : Mahindra & Mahindra Ltd.  
Project :

- Competitor Mapping
- Functional Competency Analysis
- Development and Designing of Employee Handbook



Name : Varun Obhan  
Company : Sandoz Private Ltd.  
Project : Job Evaluation and Branding at the Development Center, Sandoz Private Ltd.



Name : Vibha Gupta  
Company : Alembic Ltd  
Project : Sales Territory Management



Name : Vivekanand Mishra  
Company : Alembic Ltd.  
Project : • Managing A Sales Territory  
• Understand the Basics of Brand Management By New Product Launch



Name : Yogesh Jaiswal  
Company : Torrent Pharmaceuticals Ltd.  
Project : • Assess the future market potential for Tolvaptan and propose Launch Strategy.  
• Mind Mapping of Interventional & Clinical Cardiologist and Consulting Physicians with Cardiac Practice for Prasugrel, Clopidogrel, Eplerenone and Spironolactone  
• Asses the Market potential for Triple Drug Combination and propose launch strategy



Name : Yuti Sharma  
Company : Macleods Pharmaceuticals Ltd  
Project : Recruitment Tracking System

# Placement Calendar

## Campus Recruitment Week

I - 14th - 19th November 2011

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II- 12th – 17th December 2011

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III - 16th – 21st January 2012

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## Placement Committee

Mr. Sunil Chaturvedi - Director (Pharma Network)

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Ms. Jaee Patil – Executive (Corporate Relations & Placements)

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Ms. Rachna Kacker – Assistant Placements

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Architectural vision of the proposed new NMIMS building



SVKM's

## Narsee Monjee Institute of Management Studies

(Declared as Deemed-to-be University under Section 3 of the UGC Act, 1956)

Shobhaben Pratapbhai Patel

School of Pharmacy & Technology Management

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