

MINUTES

16th Meeting of Board of Studies

For

Pharm. Tech. Management

7th January, 2023

11.00 am



SVKM'S Narsee Monjee Institute of Management Studies (NMIMS)
V. L. Mehta Road, Vile Parle (W), Mumbai 400 056
TEL. : 91-22-42332000 FAX: 91-22-26114512
Email : sptm@nmims.edu
VISIT US AT: www.nmims.edu



Arvind
REGISTRAR
SVKM's NMIMS
V L Mehta Road,
Vile Parle (West),
Mumbai-400 056.



Shobhaben Pratapbhai Patel
School of Pharmacy & Technology Management, Mumbai
and
School of Pharmacy & Technology Management, Shirpur & Hyderabad

Minutes of 16th Meeting of Board of Studies for Pharm. Tech. Management held on 7th January, 2023 at 11.00 am at Conference Room No. 2, NMIMS, Mumbai.

The meeting is attended by following members :

- | | | |
|-----|------------------------|----------------|
| 1. | Dr. R. S. Gaud | Director (PI) |
| 2. | Dr. Bala Prabhakar | Chairman |
| 3. | Dr. Yogesh Kulkarni | Associate Dean |
| 4. | Dr. Sandeep Narula | Member |
| 5. | Mr. Sudarshan Jain | Member |
| 6. | Mr. Ronald C. Sequeira | Member |
| 7. | Mr. Ashutosh Ojha | Member |
| 8. | Dr. Manish Adhia | Member |
| 9. | Dr. Haresh Raulgaonkar | Member |
| 10. | Ms. Anshul Garg | Member |

Mr. Sanjiv Navangul, Mr. Amitabha Gangopadhyay, Mr. Mehul Shah, Mr. Jitendra Tyagi, Ms. Gauri Pathak and Mr. Ashish Apte were granted leave of absence.

Dr. Bala Prabhakar, Dean, SPPSPTM welcomed the Board members for the meeting.

Dr. R. S. Gaud, Director, SVKM's Pharma Institutions addressed the Board. He informed about the efforts taken by the University for ensuring academic excellence in the School of Pharmacy & Technology Management. He also spoke about the efforts taken to keep abreast with the recent trends like artificial intelligence, statistics, business analytics and machine learning. He mentioned about the elective class offered from first to third year of the course for the students to sharpen their analytical skills. He also emphasized on the continuous efforts taken by the University and School to make students future ready.

Mr. Ronald Sequeira appreciated the efforts taken by the School and also highlighted the increasing need of industry for candidates who excel in soft skills and leadership. *Anshul*

Dr. R. S. Gaud highlighted that the institute has taken proactive measures to introduce foundation courses and courses that will help students to enhance their soft skills and build qualities like leadership, team building and technical expertise.



REGISTRAR
SVKM's NMIMS
V L Mehta Road,
Vile Parle (West),
Mumbai-400 056.

Dr. Bala Prabhakar, Dean SPPSPTM, briefed the members about the activities conducted by the Schools at each campus. She informed about the programs in each campus along with their achievements in research, industry / government grants and extra circular activities. She also presented in detail about the placement activities of M.Pharm and MBA Pharma Tech students and highlighted highest and average package of students.

Mr. Ronald Sequeira and Mr. Sudarshan Jain appreciated the constant efforts of School towards excellence and also congratulated for increase in overall placement package.

Mr. Sudarshan Jain suggested that Business Analytics, Statistics and Finance should be introduced as a compulsory course and focus should be on helping students to understand applicability of these concepts. Dr. Haresh Raulgaonkar mentioned that these courses are part of MBA Pharma Tech as compulsory subjects. Mr. Sudarshan Jain also emphasized on the importance of Industry Projects. He mentioned that students should be encouraged to work on projects and MOU should be signed to ensure concepts and applicability synergy in learning.

Mr. Ronald Sequeira suggested that we can contact MSME for live projects and internship. These companies will definitely provide good experience to students. He also mentioned that activities, workshops should be arranged to enhance skills like communication, leadership, organizing skills, interviews, and writing resume.

Further, the following agenda items were taken into consideration :

1. To confirm the minutes of the last meeting and Action Taken Report.

Minutes and action taken report were read and confirmed by the members.

2. To introduce new course structure, syllabus, exam pattern, credit structure, etc. of Pharm. Tech. Management components for MBA Pharma Tech programme.

Dr. Sandeep Narula presented changes in the existing course structure, syllabus, exam pattern, credit structure, etc. and discussed the proposed changes in the existing course outlines.

Dr. Haresh Raulgaonkar explained about the revision in the evaluation pattern for two subjects, viz., Brand Plan and Business Analytics. These subjects will be evaluated only on ICA component.

The Proposed changes were accepted by the members.



Amol
REGISTRAR
SVKM's NMIMS
V L Mehta Road,
Vile Parle (West),
Mumbai-400 056.

Mr. Ronald Sequeira suggested to add retail management in distribution network. He also emphasized on inclusion of industry interface (1-2 sessions) for which inputs should be taken by the industry experts.

Board members also advised to share the course outlines and revise course structure with incorporation of inputs from industry / subject experts.

3. To consider and approve introduction of new courses along with their syllabus, exam pattern, credit structure, etc. of Pharm. Tech. Management components of MBA Pharma Tech programme.

Dr. Sandeep Narula mentioned that new course, CAPSTONE will be introduced from next academic year. He presented syllabus, exam pattern, credit structure, etc. pertaining to this new course.

Members suggested that in Pricing Strategy all the aspects of pricing in different markets should be included, i.e. payers market, online pricing, pricing in global market, WHO pricing, Tender Pricing. They also suggested that there should be special focus in payers market, dealing with government offers and regulatory bodies.

The Proposed changes were accepted by the members.

4. Any other item with the permission of chair.

Dr. R. S. Gaud highlighted that there is a constant need to enhance self-knowledge by faculties. This should be done by keeping self-updated with industry changes. He also mentioned that Students should be encouraged to read newspapers and taught to read industry reports, and annual reports. He also emphasized on the importance of being proficient in advanced excel to enhance student's employability. He also talked about the requirement of adapting Artificial Intelligence, Virtual Reality, Artificial Reality in Pharma industry.

Dr. Bala Prabhakar suggested that students should be made proficient in Microsoft Power BI as many recruiters are looking for MS Power BI skills.

The meeting ended with thanks to the board members.

Dr. Bala Prabhakar
Dean, SPPSPTM



REGISTRAR
SVKM's NMIMS
V L Mehta Road,
Vile Parle (West),
Mumbai-400 056.

Course Structure
MBA PharmaTech (Bachelor of Pharmacy + MBA) – 5 years Programme (2023-24)

Semester I

Area	Sr. No.	Subject	Credits	Total credits area-wise
Pharmacy	1	Human Anatomy and Physiology I – Theory	4	32
	2	Pharmaceutical Analysis – Theory	4	
	3	Pharmaceutics I – Theory	4	
	4	Pharmaceutical Inorganic Chemistry – Theory	4	
	5	Communication skills – Theory	2	
	6	Remedial Biology – Theory	2	
	7	Remedial Mathematics – Theory	2	
	8	Human Anatomy and Physiology I - Practical	2	
	9	Pharmaceutical Analysis – Practical	2	
	10	Pharmaceutics I – Practical	2	
	11	Pharmaceutical Inorganic Chemistry – Practical	2	
	12	Communication skills – Practical	1	
	13	Remedial Biology – Practical	1	
Total credits				32

Semester II

Area	Sr. No.	Subject	Credits	Total credits area-wise
Pharmacy	1	Human Anatomy and Physiology II – Theory	4	30
	2	Pharmaceutical Organic Chemistry I – Theory	4	
	3	Biochemistry - Theory	4	
	4	Pathophysiology – Theory	4	
	5	Computer Applications in Pharmacy – Theory	3	
	6	Environmental sciences – Theory	3	
	7	Human Anatomy and Physiology II – Practical	2	
	8	Pharmaceutical Organic Chemistry I – Practical	2	
	9	Biochemistry – Practical	2	
	10	Computer Applications in Pharmacy – Practical	1	
	11	Inventions in Science	1	
Total credits				30

Semester III

Area	Sr. No.	Subject	Credits	Total credits area-wise
Pharmacy	1	Pharmaceutical Organic Chemistry II – Theory	4	25
	2	Physical Pharmaceutics I – Theory	4	
	3	Pharmaceutical Microbiology – Theory	4	
	4	Pharmaceutical Engineering – Theory	4	
	5	Pharmaceutical Organic Chemistry II – Practical	2	
	6	Physical Pharmaceutics I – Practical	2	
	7	Pharmaceutical Microbiology – Practical	2	
	8	Pharmaceutical Engineering – Practical	2	
	9	Introduction to Research I-Theory	1	
Management	1	Principles of Management	2	
Total credits				27



REGISTRAR
SVKM's NMIMS
 V L Mehta Road,
 Vile Parle (West),
 Mumbai-400 056.

Semester IV

Area	Sr. No.	Subject	Credits	Total credits area-wise
Pharmacy	1	Pharmaceutical Organic Chemistry III – Theory	4	29
	2	Medicinal Chemistry I – Theory	4	
	3	Physical Pharmaceutics II – Theory	4	
	4	Pharmacology I – Theory	4	
	5	Pharmacognosy and Phytochemistry I – Theory	4	
	6	Medicinal Chemistry I – Practical	2	
	7	Physical Pharmaceutics II – Practical	2	
	8	Pharmacology I – Practical	2	
	9	Pharmacognosy and Phytochemistry I – Practical	2	
	10	Introduction to Research II-Theory	1	
Management	1	Marketing Management Concepts and Strategies	2	2
Total credits				31

Semester V

Area	Sr. No.	Subject	Credits	Total credits area-wise
Pharmacy	1	Medicinal Chemistry II – Theory	4	27.5
	2	Industrial Pharmacy I – Theory	4	
	3	Pharmacology II – Theory	4	
	4	Pharmacognosy and Phytochemistry II – Theory	4	
	5	Pharmaceutical Jurisprudence – Theory	4	
	6	Industrial Pharmacy I – Practical	2	
	7	Pharmacology II – Practical	2	
	8	Pharmacognosy and Phytochemistry II – Practical	2	
	9	Technical Writing and Publication I	1.5	
Management	1	Pharma Environment	2	4
	2	Statistics for Management with MS Excel	2	
Total credits				31.5

Semester VI

Area	Sr. No.	Subject	Credits	Total credits area-wise
Pharmacy	1	Medicinal Chemistry III – Theory	4	31.5
	2	Pharmacology III – Theory	4	
	3	Herbal Drug Technology – Theory	4	
	4	Biopharmaceutics and Pharmacokinetics – Theory	4	
	5	Pharmaceutical Biotechnology – Theory	4	
	6	Pharmaceutical Quality Assurance - Theory	4	
	7	Medicinal Chemistry III – Practical	2	
	8	Pharmacology III – Practical	2	
	9	Herbal Drug Technology – Practical	2	
	10	Technical Writing and Publication II	1.5	
Management	1	Pharma Selling Process, PSS & KAM	2	4
	2	Operations Research	2	
Total credits				35.5



REGISTRAR
SVKM'S NMIMS
 V L Mehta Road,
 Vile Parle (West),
 Mumbai-400 056.

Semester VII

Area	Sr. No.	Subject	Credits	Total credits area-wise
Pharmacy	1	Internship (Industrial Training)	4	28
	2	Instrumental Methods of Analysis – Theory	4	
	3	Industrial Pharmacy II – Theory	4	
	4	Pharmacy Practice – Theory	4	
	5	Novel Drug Delivery Systems – Theory	4	
	6	Instrumental Methods of Analysis – Practical	2	
	7	Practice School	6	
Management	1	Marketing Management	2	7
	2	Business Economics	2	
	3	Financial Management I	1	
	4	Health Insurance & Hospital Management	2	
Life Skills	1	Career Initiation	1	1
Total credits				36

Semester VIII

Area	Sr. No.	Subject	Credits	Total credits area-wise
Pharmacy	1	Biostatistics and Research Methodology - Theory	4	14
	2	Social and Preventive Pharmacy - Theory	4	
	3	Project Work	6	
Management	1	Operations Management & Strategy	2	12
	2	Organizational Behavior	2	
	3	Marketing Research Methodology including Advanced Statistical Tools	2	
	4	Project Management	2	
	5	Brand Plan for Pharma Products	2	
	6	Quality Management Systems and Practices	2	
Pharmacy		Elective 1	4	4
	1	Pharmaceutical Marketing Management - Theory		
	2	Pharmaceutical Regulatory Science – Theory		
	3	Pharmacovigilance – Theory		
	4	Quality Control and Standardization of Herbals – Theory		
	5	Computer Aided Drug Design – Theory		
	6	Cell and Molecular Biology – Theory		
	7	Cosmetic Science – Theory		
	8	Pharmacological Screening Methods – Theory		
	9	Advanced Instrumentation Techniques – Theory		
	10	Dietary Supplements and Nutraceuticals - Theory		
11	Pharmaceutical Product Development – Theory			
Life Skills	1	Life Skills	1	1
Total credits				31

Amol



REGISTRAR
SVKM's NMIMS
V L Mehta Road,
Vile Parle (West),
Mumbai-400 056.

Semester IX

Area	Sr. No.	Subject	Credits
Management	1.	Internship (Management Internship Program)	17
	2.	Human Resource Management	2
	3.	Brand and Product Management	2
	4.	Sales Management including Data Analytics	2
	5.	Customer Relationship Management	2
	6.	Health Technology Assessment	1
	7.	Leading Digital –Turning Technology into Business Transformation (incl. AI in Healthcare)	1
	8.	Digital Strategy in Pharma Industry	1
	9.	Indian Ethos and Business Ethics in Pharma	1
	10.	Business Strategy Management	2
	11.	Consumer Behaviour	2
	12.	Financial Analysis Planning & Control	2
	13.	Business Analytics (Visual)	2
	14.	Patient - Doctor Communications – Tech Enabled	1
	15.	Capstone	2
Total Credits			40

Semester X

Area	Sr. No.	Subject	Credits	
Management	1	Financial Management II	2	
	2	Predictive Analytics	2	
	3	Logistics & Supply Chain Management incl. Analytics & E-pharmacies	2	
	4	Introduction to Management Consulting Practice	2	
	5	Entrepreneurship & New Ventures in Healthcare	2	
	6	Corporate Social Responsibility	1	
	7	Marketing of Diagnostics	1	
		List of Electives (Choose any 4)		
	8	International Marketing	2	
	9	Marketing of Biosimilars & Specialty Products	2	
	10	Marketing of Medical Devices	2	
	11	Quantitative Techniques for Forecasting & Decision Making	2	
12	Marketing of Active Pharmaceutical Ingredients	2		
Total Credits			22	

J.S.O.

Dr. Jagannath Sahoo
Dean, SPPSPTM

Anand



REGISTRAR
SVKM's NMIMS
V L Mehta Road,
Vile Parle (West),
Mumbai-400 056.



**Shobhaben Pratapbhai Patel School of Pharmacy & Technology Management, Mumbai
and
School of Pharmacy & Technology Management, Shirpur & Hyderabad**

Course Structure: MBA Pharma Tech Batch 2022-27 Applicable from AY 2023-24

Semester - I			Semester - II		
S.No.	Course Name	Credits	S.No.	Course Name	Credits
1	Human Anatomy and Physiology I - Theory	4	1	Human Anatomy and Physiology II - Theory	4
2	Pharmaceutical Analysis - Theory	4	2	Pharmaceutical Organic Chemistry I - Theory	4
3	Pharmaceutics I - Theory	4	3	Biochemistry - Theory	4
4	Pharmaceutical Inorganic Chemistry - Theory	4	4	Pathophysiology - Theory	4
5	Communication skills - Theory	2	5	Computer Applications in Pharmacy - Theory	3
6	Remedial Biology - Theory	2	6	Environmental sciences - Theory	3
7	Remedial Mathematics - Theory	2	7	Human Anatomy and Physiology II - Practical	2
8	Human Anatomy and Physiology I - Practical	2	8	Pharmaceutical Organic Chemistry I - Practical	2
9	Pharmaceutical Analysis - Practical	2	9	Biochemistry - Practical	2
10	Pharmaceutics I - Practical	2	10	Computer Applications in Pharmacy - Practical	1
11	Pharmaceutical Inorganic Chemistry - Practical	2	11	Inventions in Science	1
12	Communication skills - Practical	1	12		
13	Remedial Biology - Practical	1	13		
Total		32	Total		30

Semester - III			Semester - IV		
S.No.	Course Name	Credits	S.No.	Course Name	Credits
1	Pharmaceutical Organic Chemistry II - Theory	4	1	Pharmaceutical Organic Chemistry III - Theory	4
2	Physical Pharmaceutics I - Theory	4	2	Medicinal Chemistry I - Theory	4
3	Pharmaceutical Microbiology - Theory	4	3	Physical Pharmaceutics II - Theory	4
4	Pharmaceutical Engineering - Theory	4	4	Pharmacology I - Theory	4
5	Pharmaceutical Organic Chemistry II - Practical	2	5	Pharmacognosy and Phytochemistry I - Theory	4
6	Physical Pharmaceutics I - Practical	2	6	Medicinal Chemistry I - Practical	2
7	Pharmaceutical Microbiology - Practical	2	7	Physical Pharmaceutics II - Practical	2
8	Pharmaceutical Engineering - Practical	2	8	Pharmacology I - Practical	2
9	Introduction to Research -I	1	9	Pharmacognosy and Phytochemistry I - Practical	2
10	Principles of Management	2	10	Introduction to Research -II	1
			11	Marketing Management Concepts and Strategies	3
	Total	28		Total	32

Semester - V			Semester - VI		
S. No.	Course Name	Credits	S.No.	Course Name	Credits
1	Medicinal Chemistry II - Theory	4	1	Medicinal Chemistry III - Theory	4
2	Industrial Pharmacy I - Theory	4	2	Pharmacology III - Theory	4
3	Pharmacology II - Theory	4	3	Herbal Drug Technology - Theory	4
4	Pharmacognosy and Phytochemistry II - Theory	4	4	Biopharmaceutics and Pharmacokinetics - Theory	4
5	Pharmaceutical Jurisprudence - Theory	4	5	Pharmaceutical Biotechnology - Theory	4
6	Industrial Pharmacy I - Practical	2	6	Pharmaceutical Quality Assurance - Theory	4
7	Pharmacology II - Practical	2	7	Medicinal Chemistry III - Practical	2
8	Pharmacognosy and Phytochemistry II - Practical	2	8	Pharmacology III - Practical	2
9	Technical Writing and Publication I	1.5	9	Herbal Drug Technology - Practical	2
10	Pharma Business Environment	2	10	Technical Writing and Publication II	1.5
11	Pharma Selling Process	2	11	Marketing Management Concepts and Strategies	3
			12	Statistics for Management	2
			13	Financial Accounting	1
	Total	31.5		Total	35.5

Semester - VII			Semester - VIII		
S.No.	Course Name	Credits	S.No.	Course Name	Credits
1	Instrumental Methods of Analysis - Theory	4	1	Biostatistics and Research Methodology - Theory	4
2	Industrial Pharmacy II - Theory	4	2	Social and Preventive Pharmacy - Theory	4
3	Pharmacy Practice - Theory	4	3	Project Work	6
4	Novel Drug Delivery Systems - Theory	4		Elective 1	4
5	Instrumental Methods of Analysis - Practical	2	1	Pharmaceutical Marketing Management - Theory	
6	Practice School	6	2	Pharmaceutical Regulatory Science - Theory	
7	Project Management	2	3	Pharmacovigilance - Theory	
8	Project Management	2	4	Quality Control and Standardization of Herbals - Theory	
9	Brand and Product Management	2	5	Computer Aided Drug Design - Theory	
10	Business Economics	2	6	Cell and Molecular Biology - Theory	
11	Operations Management & Strategy	2	7	Cosmetic Science - Theory	
12	Career Initiation Skills	1	8	Pharmacological Screening Methods - Theory	
	Industrial Training	4	9	Advanced Instrumentation Techniques - Theory	
			10	Dietary Supplements and Nutraceuticals - Theory	
			11	Pharmaceutical Product Development - Theory	
			1	Marketing Research Methodology	2
			2	Business and Health Analytics	3
			3	Brand Plan	2
			4	Predictive Analytics	2
			5	Life Skills	1
	Total	39		Total	28

Semester - IX			Semester - X		
S.No.	Course Name	Credits	S.No.	Course Name	Credits
1	Management Internship Programme	17	1	Financial Management	2
2	Marketing Analytics	2	2	Human Resource Management	2
3	Business Strategy Management	2	3	Supply Chain Management in Pharma Business	2
4	Pharma Business Governance	2	4	Pharma International Marketing	2
5	Digital Healthcare Strategy and Transformation	2	5	Entrepreneurship & New Ventures in Healthcare	2
6	Pharmacoepidemiology	2	6	Health Economics	2
7	Organizational Behaviour	2	7	Services Operations Management	2
8	Capstone	2	8	Strategic Leadership in Healthcare	2
			9	Emerging Trends in Pharma Marketing	2
	Total	31		Total	19



Signature
(Prepared by)
Jagadish Audipudy
Prof & Head - Pharma Tech Management



Signature
(Approved by)
Dr. Jagannath Sahoo
Dean, SPP SPTM