



## SUMMER SCHOOL 2026

# Global Capability Centres & Outsourcing in Pharmaceutical Business

6<sup>th</sup> July to 10<sup>th</sup> July 2026 | Time: 2:00PM – 5:00PM

Organised by

Department of Pharma Tech Management

### Topics covered

- Evolution of outsourcing in the pharmaceutical industry
- Pharmaceutical manufacturing and supply chain outsourcing
- Sales and marketing outsourcing models
- Global Capability Centres (GCCs) in pharma
- Contract Research Organizations (CROs) and R&D outsourcing

### Outcomes

- Understanding of global pharma business models
- Ability to evaluate outsourcing strategies
- Awareness of industry practices and trends
- Preparedness for roles in pharma business and operations

### Organizers

**Convener:**

Dr. Jagannath Sahoo, Dean, SPPSPTM

**Faculty Coordinators:**

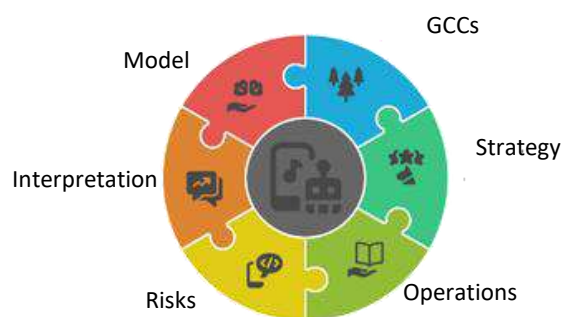
Prof Jagadish Audipudy – Director Pharma Tech

Mr. Hemang Mehta – Assistant Professor Marketing

### Objectives

- Understand the strategic role of Global Capability Centres (GCCs) in pharma
- Explore outsourcing models across R&D, manufacturing, and commercialization
- Analyze real-world applications of CROs, CDMOs, and service providers
- Evaluate risk-benefit trade-offs in global outsourcing decisions

### Key learnings



Venue: SPPSPTM, SVKM's NMIMS Deemed to be University, V.L. Mehta Road, Vile Parle (W), Mumbai-400056

For any queries, please contact:

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## Day - 1

- Inauguration
- Overview of outsourcing trends in the pharma industry
- Why companies outsource: cost, efficiency, and scalability
- Evolution from local to global outsourcing models
- Understanding the pharma value chain

## Day - 2

- Outsourcing in pharmaceutical manufacturing
- Role of CDMOs and supply chain partners
- Managing quality and regulatory compliance
- Challenges in global supply chains

## Day - 3

- Outsourcing of sales operations and marketing services
- Role of third-party agencies in pharma commercialization
- Digital transformation in pharma marketing
- Benefits and limitations of outsourcing customer engagement

## Day - 4

- What are GCCs and their role in pharma organizations
- GCCs in data, analytics, and regulatory functions
- How GCCs drive efficiency and innovation
- India as a hub for GCCs

## Day - 5

- Role of Contract Research Organizations (CROs)
- Outsourcing clinical trials and research activities
- Risk-benefit trade-offs in R&D outsourcing
- Case-based discussion and industry examples
- Valedictory

## Eligibility

- B.Pharm + MBA / M.Pharm + MBA
- PhD Research Scholars

## Registration

Registration Fee: -Rs. 1000/-

Link for Registration: Scan for registration and payment

<https://docs.google.com/forms/d/e/1FAIpQLSeJcUAK1si0YBkUALNFMVSfkj7E70Z0FZ3NVjnaCo5enZh0xQ/viewform?usp=header>

Limited 30 seats (On a first come, first serve basis)  
Last Date to Register: 20<sup>th</sup> June 2026



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