

**SCHOOL OF PHARMACY**  
**DEVI AHILYA VISHWAVIDYALAYA, INDORE**

**VALUE ADDITION COURES IN PHARMACEUTICAL MANAGEMENT**

**Benefits of joining the course:**

1. The course will be beneficial for GPAT aspirants.
2. It will enhance managerial skills.
3. It will provide an overview on GATT, World Trade Organization, Trade Related Intellectual Property Rights, Bureau of Indian Standards and Regulatory Authorities of Pharmaceutical business.

**Eligibility:** B.Pharm. Third year/Final year and M.Pharm. students

**Duration:** 30 hours

**Mode of teaching:** On-line

**Registration fee:** INR 500/-

**Evaluation:**

- A registered student with at least 80 percent attendance will be eligible for examination.
- An offline exam will be conducted at the end of the course.
- The question paper will consist of **SIXTY** multiple choice questions; 20 MCQs of 2 marks and 40 MCQs of 1.5 marks each, maximum marks will be 100.
- Evaluation of the performance of the student will be rated as shown in following Table

**Table 1: Letter grades and grade points equivalent**

Percentage of Marks Obtained	Letter Grade	Performance
90.00 – 100	O	Outstanding
80.00 – 89.99	A	Excellent
70.00 – 79.99	B	Good
60.00 – 69.99	C	Fair
50.00 – 59.99	D	Average
Less than 50	F	Fail
Absent	AB	Fail



# COURSE CONTENT

## PHVAC-1: PHARMACEUTICAL MANAGEMENT

1. **Introduction to Management:** Types of management. Basic concepts of management, management process, function and principles. Levels of management, pharmaceutical management art, science or profession. Social responsibilities of management, functions of management.
2. **Planning and Forecasting:** Planning: Nature, process and types of planning, steps in the planning process, planning premises. Advantages and limitations of planning. Management by objective, meaning, objective features, advantages and limitations. Forecasting: meaning, nature, importance, limitations. Techniques of forecasting.
3. **Organization:** Definition, nature, theories, functions, line and staff organization concepts.
4. **Research Management:** R & D organizations and research categories. Elements needed for an R & D organization. Technology transfer.
5. **Inventory Management:** Objective and functions of inventory control. Types of inventories. Requirements of effective inventory control.
6. **Communication:** Nature, types of communication, process, channels and barriers of communication. Limitations of communications. Importance in pharmaceutical industries.
7. **Marketing Research:** New product selection, product management, advertising.
8. **Leadership and Motivation:** Leadership: meaning, nature, leadership styles. Theories of leadership. Motivation: meaning, nature, importance. Theories of motivation.
9. **Human Resource and Development:** Definition, HRD methods, HRD process, HRD in Indian industry.
10. **GATT:** General Agreement on Tariff and Trade and its impact on the pharmaceutical industry. History of GATT, its impact on the pharmaceutical industry. Pharmaceutical market in India.
11. **World Trade Organization and Trade-related Intellectual Property Rights:** Introduction to WTO. Types of intellectual property rights: industrial property and copyrights Indian Patent Acts, 1970 with the latest amendment. Definition, types of patents.
12. **Standard institutions and regulatory authorities**
  1. Bureau of Indian Standards (BIS).
  2. International Organization for Standardization (ISO).
  3. United States of Food and Drug Administration (USFDA).
  4. Central Drug Standard Control Organization (CDSCO).
  5. International Conference on Harmonization (ICH).
  6. World Health Organization (WHO)

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