

# GUJARAT TECHNOLOGICAL UNIVERSITY

## M.Pharm.

### Pharmaceutical Management and Regulatory Affairs

Subject Code: 1911602

Subject Name: Pharm management-I(Theory)

(Four hours per week, 6 Credits) Total: 60 hours

Sr No	Content
1.	Pharmaceutical Management: Meaning, Evolution-scientific, administrative and human relation approach. Process of management: Planning, organizing, staffing, directing, coordinating and controlling-a preliminary idea of concepts, processes and techniques.
2.	Fundamental concepts of production, financial, personal, legal and marketing functions with special reference to Pharmaceutical Management. Introduction to budgeting, costing, accounting, auditing and budgetary control. Entrepreneurship development.
3.	Understanding organizations: Meaning, process, types of organization structures and departmentation, line/staff authority, promoting organizational culture. Organizations, pharmaceutical services and functioning of hospital pharmacy, bulk drug unit, formulation unit, Ayurvedic and Unani manufacturing units and testing labs etc.
4.	Professional Managers; Tasks, responsibilities and skills needed. Leadership; Styles and managing change. Decision Making; Types, procedures, evaluation and selection of alternatives, decision making under various situations. Management information and decision support systems and time management.
5.	Personnel Management: Job Analysis, recruitment, selection, orientation and training, performance appraisal and compensation. Retrenchment, lay off and discharge.
6.	Management of Industrial Relations: Industrial disputes, settlement of disputes through various routes such as bargaining, etc.
7.	Motivational aspects, theories of motivation, group dynamics, rewards and incentives, interpersonal skills, significance of communication, its processes, measures for effective communication, conflict management.
8.	Stress management.
9.	Project management and new enterprise management (NEM)

## **Reference Books :**

1. Marketing Management by Philip Kotlar; Prentice-Hall of India Ltd., New Delhi.
2. Management and Organization by Louis A. Allen; McGraw Hill, Tokyo..
3. Corporate Strategy by Ansoff, H.T.; McGraw Hill, New York.
4. Modern Management by Hempran David R.; McGraw Hill, New York.
5. Management by Stoner and Freeman; Prentice Hall, New Delhi.
6. Motivation and Personality by Maslow, Abraham, Harper & Row, New York.
7. Management of Organizational Behavior, Utilizing the Human Resources by Harcey, Paul and Blanchard Kenneth; Prentice Hall of India, New Delhi
8. Organization Structure, Process and out comes V th Edition Richard. H. Hall
9. Principles and Methods of Pharmacy Management III rd Edition Harry A. Smith.
10. Management “Global Perspective Heinz Wehrich, Harold Koontz by Tata Mcgraw Hill”.
11. Personnel Management and Industrial Relations by P. C. Tripathi.