

# Gujarat Technological University

## M.Pharm

### Pharmaceutical Management and Regulatory Affairs (Branch 15)

#### Proposed Teaching Scheme (W.E.F. January 2013)

**Subject Name: Pharm Management-II(Theory)**

**Subject Code :2921602**

Sr_No	Content
1.	Production Management: Fundamentals of production, organization, economic policy, manufacturing economics, production capacities, production lines and job balancing, visible and invisible inputs, methodology of activities.
2.	Development of efficient work methods, quality control and management of R&D.
3.	Production planning and control, production processes - mass, job and project; plant location and lay out; work study (preliminary idea only), materials management- purchase, inventory control and store keeping. Productivity management: Concepts, problems, tools and techniques for improvement. Operation research techniques by PERT and CPM.
4.	Considerations for design of large scale manufacturing units including intricate design criteria for units to manufacture sterile and non-sterile products with special reference to tablets, capsules, and injections.
5.	Design and development of packaging units including recent advances in packaging techniques for various types of sterile and non-sterile dosage forms.
6.	Warehousing design, construction, maintenance and sanitation; good warehousing practice, materials management. Pharmaceutical Marketing: Evolution of marketing concept; production oriented, sales oriented, promotion oriented and consumer oriented (modern concept); market segmentation; concept of marketing mix Role of 7 P's (Product, Price, Promotion, Place, Physical Evidence, Process, People) in Pharmaceutical Marketing

7.	Management, corporate planning & strategy, Pharmaceutical industrial marketing management. Pharmaceutical marketing environment. Product management. E-PharmaMarketing.
8.	Product Planning: Selection of product, new product development and product differentiation, pricing, promotion - personal selling; salesmanship, qualities of salesman, management of sales force, advertising, publicity and window display, channels of distribution.
9.	Marketing Research: Definition and importance, Pharmaceutical Marketing Research techniques, marketing information system, pharmaceutical marketing research area.
10.	Market Demands and Sales Forecasting: Major concepts in the demand measurement, estimating current demands, geo-demographic analysis, estimating industry sales, market share and future demand, sales forecasting.

**Reference Books :**

1. Management by Tripathi P. C. and Reddy P. N.; Tata McGraw Hill.
2. Business Organization and Management by Shukla M. C.; S. Chand and Company.
3. Business Organization and Management by Sherlakar S. A.; Himalaya.
4. Personnel Management by Filippo E. B.; McGraw Hill.
5. Marketing Management by Kotler Philip.; Prentice Hall of India.
6. Organizational Behavior by Rao and Narayan; Konark Publishers.
7. Personnel Management by Tripathi P. C.; S. Chand and Company.
8. Principle and Practice of Marketing in India by Memoria C. B.
9. Principles of Pharmaceutical Marketing By Mickey Smith C.B.S. Publications.
10. Marketing Hand Book Vol. II , Marketing Management by Edwin - E Bobrow, Mark - D. Bobrow.
11. Production and Operations Management by S.N.Chary