

M. Pharm. (Pharmaceutical Management and Administration)

Second Semester

Note: Each question Paper will contain **seven** questions and the candidates are required to attempt any **five** questions. First question shall be compulsory and consists of 6 subparts of two marks each from the whole syllabus.

Paper (MPH 201): Management Concepts and Organisational Behaviour

Total teaching hours = 60

Max. Marks = 60

Exam: 3hrs

Note: The question Paper will contain **seven** questions and the candidates are required to attempt any **five** questions. First question shall be compulsory and consists of 6 subparts of two marks each from the whole syllabus.

Course Objective: The objective of this course is to develop an understanding of functions of management and the concepts, theories and techniques in the field of organizational behaviour.

Course Contents: Management meaning nature and significance; Approaches to management, functions of a manager, planning: nature type and significance of planning, planning process; Management by objectives- process, benefits and limitations. Organisation: meaning, nature and importance, principles of organization, different forms of organization structure; form of different business organizations (corporate & non corporate); Departmentation- meaning and various bases of departmentation. Centralisation and Decentralization.

Staffing: meaning, objectives and process of staffing.

Leadership:- Meaning, style and theories of leadership; Motivation- meaning, importance and theories of motivation, tools of Motivation Communication- Concept, importance and process of Communication, types of communication, barriers to communication, developing effective communication.

Control- meaning, characteristics, process of control, control techniques.

Organizational Culture - concept, importance and components of culture. Quality of work life.

Organisational Conflict - meaning, features and types of conflict, conflict resolution. Organisational change- meaning and nature of work change, resistance to change, management of change.

Organisational development-concept, pre-requisites and steps in organizational development.

Recommended Readings:

- 1) Sekaran, Uma: Organisational Behaviour-Text & Cases ; Tata McGraw Hill (Indian Edition)
- 2) Newstrom: Organisational Behaviour; Tata McGraw Hill (Indian Edition)
- 3) Steven L. McShane, M.A.V. Glinow and R.R. Sharma : Organisational Behaviour; Tata McGraw Hill (Indian Edition)
- 4) S. Robbins , Organisational Behaviour, Prentice Hall Of India.

Paper (MPH 202): Pharmaceutical Marketing Management

Total teaching hours = 60

Max. Marks = 60

Exam: 3hrs

Note: The question Paper will contain **seven** questions and the candidates are required to attempt any **five** questions. First question shall be compulsory and consists of 6 subparts of two marks each from the whole syllabus.

Course Objective: The course aim is to provide an understanding of marketing concepts and techniques and the application of the same in the pharmaceutical industry.

Course Contents

Marketing: Meaning, concepts, importance and emerging trends; Marketing environment; Industry and competitive analysis, Indian Pharmaceutical Industry; Analysing consumer buying behaviour; industrial buying behaviour, Pharmaceutical market segmentation & targeting.

Product Decision- Meaning, Classification, product line and product mix decisions, product life cycle, product portfolio analysis; product positioning; New product decisions; Product branding, packaging and labeling decisions, Product management in pharmaceutical industry.

Pricing- Meaning, importance, objectives, determinants of price; pricing methods and strategies, issues in price management in pharmaceutical industry. An overview of DPCO (Drug Price Control Order) and NPPA (National Pharmaceutical Pricing Authority).

Pharmaceutical marketing channels: Designing channel, channel members, selecting the appropriate channel, conflict in channels, physical distribution management: Strategic importance, tasks in physical distribution management.

Promotion- meaning and methods, determinants of promotional mix, promotional budget; an overview - personal selling, advertising, sales promotion and public relations.

Strategic marketing planning; Marketing implementation and evaluation.

Recommended Readings:

- 1) Philip Kotler and Kevin Lane Keller: Marketing Management, Prentice Hall of India, New Delhi
- 2) Walker, Boyd and Larreche : Marketing Strategy- Planning and Implementation, Tata MC Graw Hill, New Delhi.
- 3) Dhruv Grewal and Michael Levy: Marketing, Tata MC Graw Hill
- 4) Arun Kumar and N Menakshi: Marketing Management, Vikas Publishing, India
- 5) Rajan Saxena: Marketing Management; Tata MC Graw-Hill (India Edition)
- 6) Ramaswamy, U.S & Nanakamari, S: Marketing Management: Global Perspective, Indian Context, Macmillan India, New Delhi.
- 7) Shanker, Ravi: Service Marketing, Excell Books, New Delhi
- 8) Subba Rao Changanti, Pharmaceutical Marketing in India (GIFT – Excel series) Excel Publications.

Paper (MPH – 203): Accounting and Financial Management

Total teaching hours = 60

Max. Marks = 60

Exam: 3hrs

Note: The question Paper will contain **seven** questions and the candidates are required to attempt any **five** questions. First question shall be compulsory and consists of 6 subparts of two marks each from the whole syllabus.

Course Objective: The course aim is to provide an understanding of relevant accounting concepts and techniques in order to facilitate managerial decision making.

Course Contents

Accounting: Meaning, Nature and role of accounting, Accounting equation; accounting concepts and conventions; Accounting records & processes; Drafting of Profit and Loss account and Balance Sheet of non-corporate entities; Performa of Schedule VI of Companies Act, 1956; Depreciation Accounting & Policy; measurement of Income; preparing of cash flow statement.

Cost: concept, nature, elements and classification; Cost sheet. Types of costing: An overview of job costing, process costing and contract costing . Marginal costing; cost-volume profit analysis and its business applications.

Budgetary Control: Concept & types of budgets, flexible budgeting, concept of zero based budgeting; Standard costing & elementary material and labour variance Analysis; Responsibility accounting; An overview of Management control techniques.

Financial Management: Meaning and objectives, financial decisions, status and duties of finance executives, time value of money. Introduction to working capital management.

Financial analysis: meaning, importance and tools (an overview).

Recommended Readings:

1. Pandey I.M, Management Accounting, Vikas Publishing House, Delhi.
2. Pandey I.M, Financial Management, Vikas Publishing House, Delhi.
3. Chandra, Prasana, Financial Management, Tata McGraw Hill, Delhi.
4. Khan and jain, Financial Management, Tata McGraw Hill, Delhi.

PAPER (MPH – 204): Managerial Economics

Total teaching hours =60

Max. Marks= 60

Exam.: 3hrs

Note: The question paper will contain **seven** questions and the candidates are required to attempt any **five** questions. First question shall be compulsory and consists of 6 subparts of two marks each from the whole syllabus.

Course Objective: The course aims at developing an understanding of various concepts, theories and techniques of managerial economics that contribute to business decision making.

Course Contents

Managerial Economics: Nature and scope, managerial economist's role and responsibilities, An Overview -objectives of firm; Decision rules /principles.

Demand Analysis: Law of demand, determinants of demand; Elasticity of demand – Meaning; Price elasticity, income elasticity and cross elasticity, using elasticity in managerial decisions. Demand forecasting.

Theory of consumer Choice: Cardinal utility approach, ordinary utility approach, Revealed preference theory.

Production Theory: Production function – Production with one and two variable inputs; Law of variable proportions; Law of returns to scale; Stages of production; Economies of Scale;

Cost Theory: cost concepts, Short and long run costs– their nature, shape and inter – relationship.

Price Determination Under Different Market Conditions: Characteristics of different market structures; Price determination and firm's equilibrium under perfect competition, monopolistic competition, oligopoly and monopoly.

Pricing Practices: Methods of price determination in practice; pricing of multiple products; Price discrimination and dumping; Transfer pricing.

Business Cycles: Nature and phases of a business cycle. **Inflation:** Definition, characteristics and types; causes and effects of inflation; An overview of basic concepts – National Income, Monetary policy; Fiscal policy.

Recommended Readings:

1. Dwivedi DN, Managerial Economics, Vikas Publishing House
2. Ahuja HL, Advanced Economic Theory, S.Chand & Sons
3. Ahuja HL, Business Economics, S.Chand & Sons
4. Chopra PN, Managerial Economics, Kalyani Publishers.
5. Adhikari M., Managerial Economics, Excel Books.
6. Peterson H. & W. Chris Lewis, Managerial Economic Analysis and Cases, Pearson Education.

MPH – 205: Soft Skill Development

Total teaching hours: 30

Max. Marks: 50

Theory Sessional Exam: 20 (1 hrs)

Practical: 30

Course Objective: The course aims at developing an understanding of various concepts concerning communication and grooming the personality of candidates by developing soft skills in them.

Course Contents:

Business Communication: Meaning, Basic forms of communication, Communication process, Theories of Communication; Self – Development and Communication; Body Language: meaning, importance and gestures.

Effective Listening: Principles of effective listening; Factors affecting listening exercise.

Group Discussion; Mock interviews; Interview skills: Appearing in interviews; Writing resume and letter of application.

Seminars: Oral presentation, principles of oral presentation, factors affecting presentation.

Report writing and its contents.

Modern forms of communication: Fax, E-mail, Video conferencing, etc.

Suggested Readings:

1. Bovee and Thill: Business Communication Today, Tata McGraw Hill, New Delhi.
2. Ronald E. Dulek and John S. Fielder: Principles of Business Communication; Macmillan Publishing Company, London.
3. Balasubramanyam: Business Communications; Vikas Publishing House, Delhi.
4. Kaul: Business Communication; Prentice Hall, New Delhi.
5. Kaul: Business Communication; Prentice Hall, New Delhi.

Common Paper

MPH – 121: Research Methodology and Biostatistics

Total teaching hours =60

Max. Marks= 80

Exam.: 3hrs

Note: The Paper setter will set **seven** questions and candidates are required to attempt any **five** questions. First question shall be compulsory and consists of 6 subparts of two marks each from the whole syllabus.

Course objective: Paper aims at familiarizing the students about the research methods used in various functional areas of management.

Course Contents

Business Research: Meaning, types, importance and scope, Research process: problem formulation; source of information; research designs: exploratory ,descriptive , factorial and experimental.

Measurement and scaling techniques, questionnaire design, techniques for primary data collection, editing and coding of data. Analysis and interpretation of data, measures of central tendency and dispersions. Correlation and regression analysis – partial and multiple. Report writing.

Probability Theory: Probability distribution, binomial, poisson and normal distribution.

Sampling design: probability and non probability methods, sampling and non sampling errors, precision and accuracy.

Estimation and Hypothesis testing: Point and interval estimation; large and small sampling tests –t-test, Z-test, and F- test.

Non parametric Tests: Chi-square test –goodness of fit , independence, homogeneity, and equality of population proportions; Other non parametric tests – sign test, sign test for paired observations, ANOVA. An introduction to advanced statistical tools – factor analysis and cluster analysis.

Recommended Readings:

1. Arya P. P. and Yashpal, Research Methodology in Management, Deep and Deep publications Private Limited, New Delhi.
2. Green and Tull : A research for marketing research decisions, PHI (P) Ltd. New Delhi.
3. Karishna Swami, Shiva Kumar & Mathirajan, Management Research Methodology, Pearson Education.
4. Hooda, R P, Statistics for Business and Economics, MacMillan India Limited, New Delhi.
5. Heinz, Kohler: Statistics for business and Economics, Harper Collins.
6. Lawrence B Morse: Statistics for business and economics, Harper Collins.

7. Levin, Richard I. & David S Rubin: Statistics for management PHI Delhi.