

Syllabus: M. Pharm. (Pharmaceutical Management and Administration)

Third Semester

MPH-301: INTERNATIONAL BUSINESS MANAGEMENT

Max Time: 3hrs.

Max Marks: 75

Theory: 60

Internal: 15

Note: The paper setter will set seven questions in all and the candidates are required to attempt any five questions. All questions carry equal marks.

Course Objective:

The course aim is to provide insights into the emerging developments in International business environment and the management of international business operations.

Course Contents:

International business - meaning and modes of International business ; Globalization – concepts, characteristics and drivers ; International business environment – cultural, economic, political and legal environment ; World Trade Organizations (WTO) – structure and overview of agreements ; Regional economic groupings – meaning, levels and implications for International business ; Foreign Direct Investments (FDI's) – concepts, types, motives, impact of FDI, Foreign Direct Investment in India ; Multinational Enterprises(MNEs) – features, types, factors affecting MNEs ; Foreign market entry strategies and strategic alliances – basic entry decisions, entry modes selection, reasons and process of strategic alliance management.

Export-Import policy in India – salient features ; International commercial terms (Incoterms) ; Import-Export documentation - Bill of Exchange, Marine Insurance policy, Invoices and other documents ; Transport documents - Bill of lading, Airway Bill, Multimodal transport documents ; Letter of Credit – meaning, types of letter of credit ; Financing exports - pre-shipment credit, post-shipment finance ; Financing imports ; Export credit Insurance – standard and specific policies, guarantees.

Suggested Readings:

1. Sundram and Black : *International business environment*, Prentice Hall of India.
2. Daniels and Radebough : *International Business*, Pearson Education.
3. Charles WL Hill : *International business*, Tata Mc Graw Hill, N.Delhi.
4. Arun Kumar Jain : *Competing in the Global market place*, Tata Mc Graw Hill N.Delhi.
5. Francis Cherunilam ; *International business*, Prentice Hall of India.
6. Sunil Gupta : *International Marketing*, Kalyani Publishers N.Delhi.
7. Rao M.B, Manjula: *WTO and International Trade*, Vikas Publishing House, N.Delhi.
8. Aswathappa : *International Business*, Third Edition, Tata McGraw Hill, N.Delhi.
9. Rai, Usha Kiran : *Export-Import and Logistics Management*, Prentice Hall of India, N.Delhi.
10. Kapoor, D.C : *Export Management*, Vikas Publishing House.

MPH-302: PRODUCTION AND MATERIALS MANAGEMENT

Max Time: 3Hrs

Max Marks: 75

Theory: 60

Internal: 15

Note: The paper setter will set seven questions in all and the candidates are required to attempt any five questions. All questions carry equal marks.

Course objective:

The course is designed to acquaint the students with decision-making in planning, scheduling and control of production and materials management.

Course contents:

Nature and scope of production management ; Locating production and service facilities ; Layout planning and analysis ; Types of manufacturing systems and layout – mass production, batch production and job shop production ; Maintenance management ; Capacity planning ; Production planning and selection ; Process planning ; Aggregate planning and Master production scheduling ; Project management – project planning, project scheduling, PERT and CPM use.

Materials management – An introduction to materials management, Material requirement, Purchase management, Inventory control, Material handling ; Vendor selection, Make or buy decision, Negotiation ; Cost-reduction techniques –standardization, codification and variety reduction ; Waste management ; Value analysis ; Determination and description of material quality – acceptance sampling plan.

Suggested Readings:

1. Admn, E.E.and Ebert, RJ : *Production and Operations Management*, 6th Edition, N. Delhi, Prentice Hall of India, 1995.
2. Chunawalla and Patel : *Production and Operations Management*, Himalaya Publishing House.
3. Gopalakrishnan, P and Sundarshan, M : *Handbook of Materials Management*, N. Delhi, Prentice Hall of India,1994.
4. Dutta, A.K.: *Integrated Materials Management*, N. Delhi, PHI, 1986.
5. Buffa, E. S. and Sareen : *Modern Production Management*, New York, John Wiley, 2002.
6. Chary : *Theory and Problems in Production and Operations Management*, Tata Mc Graw Hill, N.Delhi.
7. Nair : *Production and Operations Management*, First Edition, Tata Mc Graw Hill, N.Delhi.
8. Gray and Larson : *Project Management-The Managerial Process*, Tata Mc Graw Hill, N.Delhi.

Max Time: 3hrs.

Max Marks: 75

Theory: 60

Internal: 15

Note: The paper setter will set seven questions in all and the candidates are required to attempt any five questions. All questions carry equal marks.

Course Objective:

The course aim is to provide insights into the business regulatory framework and business laws relevant to pharmaceutical industry.

Course Contents:

The Indian Contract Act, 1872 – meaning and essentials of contract ; Offer and Acceptance ; Capacity of the parties ; Consideration ; Free consent ; Legality of object ; Performance ; Discharge and remedies for breach of contract.

Sale of Goods Act, 1930 – relevant provisions.

Companies Act, 1956 – meaning, characteristics and types of companies ; Formation of company ; Meaning and contents of Memorandum of Association and Articles of Association ; Company management and managerial remuneration ; Company meetings and proceedings.

Regulatory Environment – Investigational new drug application (INDA) and new drug application (NDA); New drug development process; Pharmaceutical policy-2002; Analytical and bio-analytical development and research – a brief outline.

Intellectual property right (IPR) and Indian Pharmaceutical Sector: Various treaties governing IPR; Dunkel proposal; TRIPS & TRIMS and their implications for developing nations; Biodiversity and biotechnological patents; New developments in IPR and regulatory aspects – known substance, parallel exclusivity, exclusive marketing rights, Bolar provision, Para IV filling, strategic patenting.

An overview of:

- The Consumer Protection Act, 1986.

- The Foreign Exchange Management Act, 1999.
- The MRTP Act, 1969 and Competition Act, 2002.

Suggested Readings:

1. Kapoor, N.D. : *Essentials of Company law*, Sultan Chand and Sons.
2. Tulsan, PC : *Business law*, Tata Mc Graw Hill.
3. Majumdar, A.K., Kapoor G.K : *Company Law*, Taxmann, N.Delhi.
4. Datey, V.S.: *Business and Corporate Laws*, Taxmann, N.Delhi.
5. Kapoor, G. K.: *Business laws*, Taxmann, N.Delhi.
6. Aggarwal, Rohini : *Mercantile and Commercial Laws*, Taxmann, N.Delhi.
7. Kuchhal, MC : *Business Law includes IT Law with commentary*, Vikas publishing House, N.Delhi.
8. Bargrial, K Askok : *Company Law*, Vikas Publishing House, N.Delhi.
9. Datey V.S : *Business and Corporate Laws*, Taxmann, N.Delhi.

MPH-304: STRATEGIC MANAGEMENT

Max Time: 3hrs.

Max Marks: 75

Theory: 60

Internal: 15

Note: The paper setter will set seven questions in all and the candidates are required to attempt any five questions. All questions carry equal marks.

Course Objective:

The course aim is to provide insights into the strategic decision-making and developing a strategic vision.

Course Contents:

Concept of Strategy – defining strategy, characteristics and approaches to strategic decision-making; Strategic management process; Developing a strategic vision, mission and setting objectives; Environmental appraisal – concept and components of environment; Analyzing the external (general and industry) environment; Organizational appraisal; Dynamics of internal environment, methods and techniques of organizational appraisal.

Generic strategy alternatives – stability, expansion, retrenchment and combination strategies; variations strategy - Internal and external alternatives, related and unrelated alternatives, horizontal and vertical alternatives ; International level strategic alternatives; Strategic choice-choice process, choice techniques, managerial factors.

Strategy implementation – the challenges of change and organizational learning; Strategy and structural decisions; Behavioural issues in implementation; Operational decisions in implementation; Strategic evaluation and control – need, process and techniques.

Suggested Readings:

1. Bhattacharya S.K and Venkataramia N : *Managing business enterprises: strategies, structure and systems*, Vikas Publishing House, N.Delhi.
2. Ferrel Lucas and Luck : *Marketing strategy*, Dryden Press.
3. Sontakki C.N : *Strategic Management*, Kalyani Publishers, N. Delhi.
4. Jauch and Glueck : *Business policy and Strategic Management*, Tata Mc Graw Hill, N. Delhi.
5. Kazmi, Azhar : *Business policy*, Tata Mc Graw Hill Publishing Co.Ltd., N. Delhi.
6. Miller, Alex : *Strategic Management*, Irwin Mc Graw Hill , Boston.
7. Rao, Subba P : *Business policy and Strategic Management*, Himalaya Publishing House, Delhi.
8. Srivastava, R.M : *Management policy and Strategic Management*, Himalaya Publishing House, Delhi.
9. Thompson, Arthur A : *Strategic Management*, Tata Mc Graw Hill, N. Delhi.
10. Jean-Neol Kapferer : *The New Strategic Brand Management*, Kogan Page India Pvt. Ltd.

MPH-305: SALES AND RETAIL MANAGEMENT

Max Time: 3hrs.

Max Marks: 75

Theory: 60

Internal: 15

Note: The paper setter will set seven questions in all and the candidates are required to attempt any five questions. All questions carry equal marks.

Course Objective:

To acquaint students with the basic concepts and techniques of Sales and Retail Management.

Course Contents:

Sales Management – concept, objectives and functions ; Integrating sales and marketing management ; Personal Selling – concept and classification of sales jobs, buyer-seller dyads ; personal selling process ; Prescription, behavior and research ; Sales planning – importance, approaches and process of sales planning ; Sales forecasting ; Sales budgeting ; Sales organization – purpose, principles and process of setting up a sales organization, sales organization structure, field sales organization, determining size of sales force ; Determining sales territories and time management, designing and administration of different types of sales quotas ; Managing Sales force – Recruitment ; Selection ; Training ; Compensation ; Motivating and leading the sales force ; Sales meetings and contents, Control process – Analysis of sales volume ; marketing costs and profitability analysis ; management of sales force expenses ;evaluating sales force performance.

Retail management – concept, functions, importance and challenges in retail business ; theories of retailing ; classification of retail institutions on the basis – ownership, merchandise offered, store based and non- store based retailing ; strategic planning in retailing ; application of IT in retailing.

Suggested Readings:

1. Gupta S.L ; *Sales and Distribution Management*, Excel Books.
2. Anderson, Hair Bush ; *Professional Sales Management*, Mc Graw Hill, Singapore.
3. Dalrymple, D.J and W.J. Cron ; *Sales Management –concepts and cases*, John Wiley, New York.
4. Ford, Churchill, Walker ; *Management of sales force*, Mc Graw Hill, Singapore.

5. Johnson, Kurtz, Schewing ; *Sales Management*, Mc Graw Hill, Singapore.
6. Krik, C.A ; *Salesmanship*, taraporewala, Bombay.
7. Lancaster G ; *Selling and Sales Management*, Macmillan, N. Delhi.
8. Stanton W.J. and R. Shapiro ; *Management of Sales force*, Mc Graw Hill, Singapore.
9. Still, Richard R., Edward W. Candiff and Norman A.P Govoni ; *Sales Management*, prentice Hall, N. Delhi.
10. Gilbert David : *Retail Marketing Management*, Pearson Education, N.Delhi.
11. Pradhan, Swapna : *Retail Management - Text and Cases*, Tata McGraw Hill, N. Delhi.
12. Bermans and Evans : *Retail Management – A Strategic Approach*, Prentice Hall of India, N. Delhi.

MPH – 306: HOSPITAL MANAGEMENT AND ADMINISTRATION

Max Time: 3Hrs

Max Marks: 75

Theory: 60

Internal: 15

Note: The paper setter will set seven questions in all and the candidates are required to attempt any five questions. All questions carry equal marks.

Course objective:

The course is designed to acquaint the students with the planning, administration, organizational structure and control of hospitals.

Course contents:

Hospital – meaning, characteristics, role and functions of medical services ; systems view of hospitals ; health care systems – primary, secondary and tertiary ; classification of hospitals ; hospital planning and designing location and layout.

Outpatient and inpatient services ; nursing services ; clinical support services – radiology/diagnostic services ; operating department ; medical records ; pharmacy and central sterile supply department.

Planning process for hospitals; hospital administration – role and responsibilities of hospital administrator; hospital organization – structure and functions; types of hospital committees; directing the hospital staff – training, leading, motivating and communication ; controlling and evaluating hospital performance.

Managing service quality - need, mandatory requirements, constraints ; quality management programs – development process, tools and techniques ; control of hospital acquired infection and role of CSSD ; hospital waste management.

Suggested Readings :

1. Gupta Shakti, Dave,P.K : *Hospital Stores management-An Integrated Approach*, Jaypee Brothers Medical Publishers, N. Delhi.
2. Francis CM, de Souza Mario : *Hospital Management*,Third Edition, Jaypee Brothers Medical Publishers, N. Delhi.
3. Pankaj Mohan, Montague A. Gary, Glassey Jarka : *Pharmaceutical Operations Management*, McGraw Hill, N.Delhi.
4. Sakharkar BM : *Principles of Hospital Administration and Planning*, Jaypee Brothers Medical Publishers, N. Delhi.
5. Goodwin : *Managing Health Services*, First Edition, Tata Mc Graw Hill, N.Delhi.