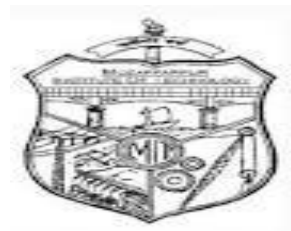


DEPARTMENT OF PHARMACY

M.I.T., MUZAFFARPUR



AFFILIATED TO

ARYABHATTA KNOWLEDGE UNIVERSITY, MITHAPUR, PATNA

PHARMACEUTICAL INDUSTRIAL MANAGEMENT

DEPARTMENT OF PHARMACY

NAME OF FACULTY: ABHILASHA

GUEST ASSISTANT PROFESSOR

DEPARTMENT OF PHARMACY,

M.I.T. MUZAFFARPUR

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NAME OF COURSE: PHARMACEUTICS III

COURSE CODE (T): 1705

SEMESTER: VIITH

ACADEMIC: 2018-2019

COURSE DESCRIPTIONS: PHARMACEUTICAL INDUSTRIAL MANAGEMENT.

B. PHARM – SEVENTH SEMESTER

1. Course Syllabus

Module-1

Concept of Management: Administrative Management (Planning, Organizing, Staffing, Directing and Controlling), Entrepreneurship development, Operative Management (Personnel, Materials, Production, Financial, Marketing, Time/space, Margin/Morale). Principles of Management (Co-ordination, Communication, Motivation, Decision-making, leadership, Innovation, Creativity, Delegation of Authority / Responsibility, Record Keeping). Identification of key points to give maximum thrust for development and perfection.

Module-2

Accountancy: Principles of Accountancy, Ledger posting and book entries, preparation of trial balance, columns of a cash book, Bank reconciliation statement, rectification of errors, Profits and loss account, balance sheet, purchase, keeping and pricing of stocks, treatment of cheques, bills of exchange, promissory notes and hundies, documentary bills.

Economics: Principles of economics with special reference to the laws of demand and supply, demand schedule, demand curves, labor welfare, general principles of insurance and inland and foreign trade, procedure of exporting and importing goods.

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Module-3.

Pharmaceutical Marketing: Functions, buying, selling, transportation, storage, finance, feedback, information, channels of distribution, wholesale, retail, departmental store, multiple shop and mail order business

Salesmanship: Principles of sales promotion, advertising, ethics of sales, merchandising, literature, detailing. Recruitment, training, evaluation, Recruitment, training, evaluation, Market Segmentation & Market Targeting.

Module-4..

Materials Management: A brief exposure or basic principles of materials management-major areas, scope, purchase, stores, inventory control and evaluation of materials management.

Production Management: A brief exposure of the different aspects of Production Management-Visible and Invisible inputs, Methodology of Activities, Performance Evaluation Technique, Process-Flow, Process Knowhow, Maintenance Management

Recommended Books:

1. M. J. Etazel , B. J. Walker and W. J. Stanton, Marketing, Tata McGraw Hill, 13th Edition, 2004.
2. R. Saxena, "Marketing Management" Tata McGraw Hill, second Edition, 2003.

2. Program Objectives (POs)

The graduates of the programme will possess:

1. The knowledge of core concepts of concept of management.
2. The knowledge of accountancy and economics.
3. Brief knowledge about pharmaceutical marketing and salesmanship.
4. Brief knowledge of market research.
5. The knowledge of material management and production management.

3. Course Outcomes (COs)

1. Recall the knowledge of management concept.
2. Gain the knowledge of importance of accountancy and economics.
3. Gain brief knowledge about pharmaceutical marketing and marketing research .
4. Recall the knowledge of material and production management
- 5.

4. Mapping of COs with Pos

PO	CO1	CO2	CO3	CO4
1				
2				
3				
4				
5				

6				
7				
8				
9				
10				
11				
12				

5. Assessment Methods for Cos

5.1. Theory

S. No	Assessment Tools	Marks	Outcomes
1	Sessional Examination	20	CO1 CO2 CO3 CO4
2	Assignment	02	CO1 CO2 CO3 CO4
3	Presentation	02	CO1 CO2 CO3 CO4
4	Quizzes	01	CO1 CO2 CO3 CO4
5	Attendance	05	NA
6	University Examination	70	NA

5.2. Practical

S. No	Assessment Tools	Marks	Outcomes
1	Attendance	05	CO1 CO2 CO3 CO4

6. Delivery Methodology

Outcomes	Methods	Supporting Tools
CO 1	Chalk-Talk, Interactive classroom, ICT usage, Case study discussion about diseases, Group discussions, Web based learning	Board, Laptop, Projector, You Tube, WhatsApp, Google,
CO2	Chalk-Talk, Interactive classroom, ICT usage, Case study discussion about diseases, Group discussions, Web based learning	Board, Laptop, Projector, You Tube, WhatsApp, Google,
CO3	Chalk-Talk, Interactive classroom, ICT usage, Case study discussion about diseases, Group discussions, Web based learning	Board, Laptop, Projector, You Tube, WhatsApp Google,
CO4	Chalk-Talk, Interactive classroom, ICT usage, Case study discussion about diseases, Group discussions, Web based learning	Board, Laptop, Projector, You Tube, WhatsApp, Google,

7. Teaching plan

7.1. Theory

Lecture No.	Date of Delivery	Contents
1		Administrative Management (Planning, Organizing, Staffing, Directing and Controlling)
2		Entrepreneurship development, Operative Management (Personnel, Materials, Production, Financial, Marketing, Time/space, Margin/Morale).
3		Principles of Management (Co-ordination, Communication, Motivation, Decision-making)
4		leadership, Innovation, Creativity, Delegation of Authority / Responsibility, Record Keeping.
5		Identification of key points to give maximum thrust for development and perfection.
6		Principles of Accountancy, Ledger posting and book entries
7		preparation of trial balance, columns of a cash book,
8		columns of a cash book, Bank reconciliation statement,
9		Rectification of errors, Profits and loss account, balance sheet, purchase, keeping and pricing of stocks,
10		Treatment of cheques, bills of exchange, promissory notes and hundies, documentary bills
11		Principles of economics with special reference to the laws of demand and supply, demand schedule, demand curves, labor welfare, general principles of insurance and inland and foreign trade, procedure of exporting and importing goods.
12		Demand schedule, demand curves, labor welfare,
13		General principles of insurance and inland and foreign trade

14		procedure of exporting and importing goods.
15		Functions, buying, selling, transportation, storage, finance, feedback, information, channels of distribution, wholesale, retail, departmental store, multiple shop and mail order business
16		Transportation, storage, finance, feedback.
17		Information, channels of distribution
18		wholesale, retail, departmental store
19		Multiple shop and mail order business
20		Principles of sales promotion
21		Advertising, ethics of sales
22		Merchandising, literature, detailing
23		Recruitment, training, evaluation, Recruitment, training
24		Evaluation, Market Segmentation & Market Targeting.
25		A brief exposure or basic principles of materials management-major areas.
26		scope, purchase, stores
27		Inventory control and evaluation of materials management
28		A brief exposure of the different aspects of Production Management .
29		Visible and Invisible inputs
30		Methodology of Activities
31		Performance Evaluation Technique
32		Performance Evaluation Technique
33		Process-Flow, Process Knowhow, Maintenance management

