



**JSPM UNIVERSITY PUNE**

Recognized by UGC u/s 2 (f) of UGC Act 1956 and enacted by the  
State Government of Maharashtra - JSPM University Act, 2022 (Mah.IV of 2023)

**JSPM University Pune**  
**Faculty of Business Management and**  
**Commerce**  
**School of Business Management**



**NEP aligned Curriculum Structure**

**for**

**MBA (Pharma Management)**

**(Effective from AY: 2023-24)**



# JSPM University Pune

FACULTY OF BUSINESS MANAGEMENT & COMMERCE

SCHOOL OF BUSINESS MANAGEMENT

FIRST YEAR MASTER OF BUSINESS ADMINISTRATION  
PHARMA MANAGEMENT

COURSE STRUCTURE  
(NEP 2020 Aligned)

W. E. F

2023-2024

RELEASE DATE

01/07/2023

REVISION NO.

0.0 (NEP)

## SEMESTER I (LEVEL 6.5)

TYPE	CODE	COURSE NAME	TEACHING SCHEME				EXAMINATION SCHEME AND MARKS										TOTAL	CREDITS
			Hours / Week				THEORY (Equal Weightage for CIE and ESE)				PRACTICAL (Equal Weightage for CIE and ESE)		ORAL (Equal Weightage for CIE and ESE)					
			L	T	P	EL	CONTINUOUS INSEMESTER EVALUATION (100 Marks)			END SEMESTER EXAMINATION (100 / 50 Marks)	CONTINUOUS INSEMESTER EVALUATION (50 Marks)	END SEMESTER EXAMINATION (50 Marks)	CONTINUOUS INSEMESTER EVALUATION (50 Marks)	END SEMESTER EXAMINATION (50 Marks)				
							T1 (30 Marks)	T2 (30 Marks)	Assignments (40 Marks)									
PSMC	230GMAM01_01	Advanced Statistics	2	-	-	-	30	30	40	50	-	-	-	-	50	2		
PCC	230VMSM01_01	Principles and Practices of Management	2	-	-	4	30	30	40	100	-	-	50	50	150	3		
PCC	230VPM01_01	Pharma Production and Quality Control Management	3	-	-	2	30	30	40	100	-	-	-	-	100	3.5		
PCC	230VMSM03_01	Organizational Behavior	2	1	-	-	30	30	40	100	-	-	-	-	100	3		
MMC	--	Multidisciplinary Minor Course	1	-	2	-	-	-	-	-	50	50	50	50	100	2		
SEC	230GCAB02_01	C Programming	2	-	2	-	-	-	-	-	50	50	50	50	100	3		
VSC	230IDCB01_01	Design Thinking and Creativity	1	-	-	2	30	30	40	-	-	-	50	50	150	1.5		
AEC (HSMC)	230UENM01_01	Communicative English for Professionals	1	-	2	-	30	30	40	50	-	-	-	-	50	2		
RMC	230IRMM01_01	Research Methodology	2	-	-	-	30	30	40	50	-	-	-	-	50	2		
TOTAL			16	1	6	8				50	-	-	-	-	750	22		

Sem.	Multidisciplinary Minor Course (MMC)							
	Specialization	Marketing and Brand Management	Financial Management	Human Resource Management	Business Analytics and Intelligence	Operations & Supply Chain Management	Global Business Management	Pharma Management
I	Course Code	230GCSM28_01	230GCSM28_01	230GCSM28_01	230GCSM28_01	230GCSM28_01	230GCSM28_01	230GCSM28_01
	Course Name	Introduction to Data Science	Introduction to Data Science	Introduction to Data Science	Introduction to Data Science	Introduction to Data Science	Introduction to Data Science	Introduction to Data Science
II	Course Code	230GCSM29_02	230GCSM29_02	230GCSM29_02	230GCSM29_02	230GCSM29_02	230GCSM29_02	230GCSM29_02
	Course Name	Introduction to Artificial Intelligence	Introduction to Artificial Intelligence	Introduction to Artificial Intelligence	Introduction to Artificial Intelligence	Introduction to Artificial Intelligence	Introduction to Artificial Intelligence	Introduction to Artificial Intelligence



Dr. Datta S. Taware  
Programme Coordinator, MBA



Dr. Prabha Singh  
Dean, Faculty of Business Management and Commerce




Dr. Anuradha S. Deshpande  
Associate Dean (Academics)



Prof. B.B. Ahuja  
Vice Chancellor, JSPM University Pune



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## SEMESTER II

TYPE	CODE	COURSE NAME	TEACHING SCHEME				EXAMINATION SCHEME AND MARKS								TOTAL	CREDITS	
			Hours / Week				THEORY (Equal Weightage for CIE and ESE)			PRACTICAL (Equal Weightage for CIE and ESE)		ORAL (Equal Weightage for CIE and ESE)					
			L	T	P	EL	CONTINUOUS INSEMESTER EVALUATION (100 Marks)			END SEMESTER EXAMINATION (100 / 50 marks)	CONTINUOUS INSEMESTER EVALUATION (50marks)	END SEMESTER EXAMINATION (50 marks)	CONTINUOUS INSEMESTER EVALUATION (50marks)	END SEMESTER EXAMINATION (50 marks)			
							T1 (30 Marks)	T2 (30 Marks)	Assignments (40 Marks)								
PSBC	230VMSM46_02	Economics for Business	2	1	-	-	30	30	40	100	-	-	-	-	100	3	
PCC	230VMSM04_02	Pharma Marketing Management	2	-	-	4	30	30	40	100	-	-	50	50	150	3	
PCC	230VMSM05_02	Pharma Regulatory Management	2	1	-	-	30	30	40	100	-	-	-	-	100	3	
PCC	230VMSM06_02	Human Resource Management	3	-	-	2	30	30	40	100	-	-	50	50	150	3.5	
MMC	230GCSM29_02	Introduction to Artificial Intelligence	1	-	2	-	-	-	-	-	50	50	50	50	100	2	
VSC	230IINB01_02	Innovation	1	-	-	2	-	-	-	-	-	-	50	50	50	1.5	
AEC (HSMC)	230UENM02_02	Business Communication	1	-	2	-	30	30	40	50	-	-	-	-	50	2	
RMC	230IRMM03_02	Research Data Analysis	2	-	-	-	30	30	40	50	-	-	-	-	50	2	
IITP/FP /CEP	230VMSM47_02	Internship/Field Project/Community Engagement Programme	4 to 6 Weeks				-	-	-	-	-	-	-	50	50	50	2
<b>TOTAL</b>			14	2	4	8								800	22		

Note: A Certificate will be awarded if a student exits after first year.

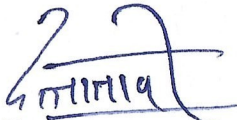
For "Exit" at the end of First Year the student must complete a total of 8 additional credits.

a) An internship / OJT of 8 - 10 weeks (4 credits) over and above semester 2 internship of minimum 4 weeks.

b) Additional one Course of 4 credits (Course offered will be Vocational Skill Course (VSC) or Skill Enhancement Course (SEC) or a mini project)



Sem.	Multidisciplinary Minor (MMC)							
	Specialization	Marketing and Brand Management	Financial Management	Human Resource Management	Business Analytics and Intelligence	Operations & Supply Chain Management	Global Business Management	Pharma Management
I	Course Code	230GCSM28_01	230GCSM28_01	230GCSM28_01	230GCSM28_01	230GCSM28_01	230GCSM28_01	230GCSM28_01
	Course Name	Introduction to Data Science	Introduction to Data Science	Introduction to Data Science	Introduction to Data Science	Introduction to Data Science	Introduction to Data Science	Introduction to Data Science
II	Course Code	230GCSM29_02	230GCSM29_02	230GCSM29_02	230GCSM29_02	230GCSM29_02	230GCSM29_02	230GCSM29_02
	Course Name	Introduction to Artificial Intelligence	Introduction to Artificial Intelligence	Introduction to Artificial Intelligence	Introduction to Artificial Intelligence	Introduction to Artificial Intelligence	Introduction to Artificial Intelligence	Introduction to Artificial Intelligence



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Programme Coordinator, MBA



**Dr. Prabha Singh**  
Dean, Faculty of Business Management and Commerce




**Dr. Anuradha S. Deshpande**  
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## SEMESTER III (LEVEL 7)

COURSE

TEACHING  
SCHEME

EXAMINATION SCHEME AND MARKS

TYPE	CODE	COURSE NAME	Hours / Week				THEORY (Equal Weightage for CIE and ESE)				PRACTICAL (Equal Weightage for CIE and ESE)		ORAL (Equal Weightage for CIE and ESE)		TOTAL	CREDITS
			L	T	P	EL	CONTINUOUS INSEMESTER EVALUATION (100 Marks)			END SEMESTER EXAMINATION (100 / 50 Marks)	CONTINUOUS INSEMESTER EVALUATION (50 Marks)	END SEMESTER EXAMINATION (50 Marks)	CONTINUOUS INSEMESTER EVALUATION (50 Marks)	END SEMESTER EXAMINATION (50 Marks)		
							T1 (30 Marks)	T2 (30 Marks)	Assignments (40 Marks)							
PCC	230VPMM04_03	Pharma Operations and Supply Chain Management	2	-	-	-	30	30	40	50	-	-	-	-	50	2
IOC	230IESB04_03	Entrepreneurship and Start up Management	2	-	-	-	30	30	40	100	-	-	-	-	100	2
IOC	230UPYB67_03	Business Ethics and Sustainability	2	-	-	-	30	30	40	100	-	-	-	-	100	2
PEC	--	Programme Elective Course-I	3	-	-	-	30	30	40	100	-	-	-	-	100	2
PEC	--	Programme Elective Course-II	3	-	-	-	30	30	40	100	-	-	-	-	100	3
VEC	230USYB01_03	Behavioral Science and Ethics	2	-	-	-	30	30	40	100	-	-	-	-	100	3
FP	230VPMM14	Internship	-	-	6	12	-	-	-	-	-	-	-	50	2	
TOTAL			14	-	6	12	-	-	-	-	-	-	100	100	200	6
															700	20

L-Lecture

Format No.: JSPMUni/ACAD/001

T-Tutorial

Rev. No.:0.0

P-Practical Session (Laboratory)

Rev. Date:01/07/2024

EL-Experiential Learning

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Sem.	Programme Elective Course (PEC)							
	Specialization	Marketing and Brand Management	Financial Management	Human Resource Management	Business Analytics and Intelligence	Operations & Supply Chain Management	Global Business Management	Pharma Management
III	Course Code	230VMBM10_03	230VFMM13_03	230VHRM22_03	230VBAM16_03	230VOSM25_03	230VGBM52_03	230VPMM05_03
	Course Name	Service Marketing	Financial Markets and Services	Learning and Development	Data Analytics	Production and Operation Management	Global Business Environment	Community Pharmacy Management
III	Course Code	230VMBM11_03	230VFMM14_03	230VHRM23_03	230VBAM17_03	230VOSM26_03	230VGBM53_03	230VPMM06_03
	Course Name	Brand Management	Strategic Cost Management	Performance Management Systems	Business Intelligence	Project Management	Cross Cultural Management	Pharmaceutical Jurisprudence & Drug Laws
III	Course Code	230VMBM12_03	230VFMM15_03	230VHRM24_03	230VBAM18_03	230VOSM27_03	230VGBM54_03	230VPMM08_03
	Course Name	Consumer Behavior	Personal Financial Planning	Conflict & Negotiation Management	Basics Business Analytics Using R	Inventory and Store Management	International Trade Operations and Foreign Trade Policy	Pharma Product & Brand Management
IV	Course Code	230VMBM28_04	230VFMM31_04	230VHRM40_04	230VBAM34_04	230VOSM43_04	230VGBM55_04	230VPMM09_04
	Course Name	Digital Marketing	Digital Banking	Talent Management	Econometrics	Logistics and Distribution Management	Export and Import Procedures and Documentation	Pharmaco Vigilance Management
IV	Course Code	230VMBM29_04	230VFMM32_04	230VHRM41_04	230VBAM35_04	230VOSM44_04	230VGBM56_04	230VPMM10_04
	Course Name	Marketing Analytics	Security Analysis and Portfolio Management	Organizational Interventions	Enterprise Resource Planning	Total Quality Management	Management of International Business	Pharma Import & Export Management
IV	Course Code	230VMBM30_04	230VFMM33_04	230VHRM42_04	230VBAM36_04	230VOSM45_04	230VGBM57_04	230VPMM11_04
	Course Name	Customer Relationship Management	Financial Modeling	HR Analytics	Artificial Intelligence in Business Applications	Six Sigma for Operations	Overseas Project Management	Pharma Quality Assurance Management

*[Signature]*

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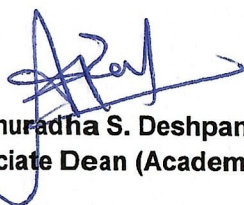
Sem.	Programme Elective Courses (PEC) Opted by Students							
	Specialization	Marketing and Brand Management	Financial Management	Human Resource Management	Business Analytics and Intelligence	Operations & Supply Chain Management	Global Business Management	Pharma Management
III	PEC 1 - Course Code	230VMBM10_03	230VFMM13_03	230VHRM22_03	230VBAM16_03	230VOSM25_03	230VGBM52_03	230VPMM05_03
	Course Name	Service Marketing	Financial Markets and Services	Learning and Development	Data Analytics	Production and Operation Management	Global Business Environment	Community Pharmacy Management
III	PEC 2 - Course Code	230VMBM11_03	230VFMM14_03	230VHRM23_03	230VBAM18_03	230VOSM27_03	230VGBM53_03	230VPMM08_03
	Course Name	Brand Management	Strategic Cost Management	Performance Management Systems	Basics Business Analytics Using R	Inventory and Store Management	Cross Cultural Management	Pharma Product and Brand Management



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## SEMESTER IV (LEVEL 7)

TYPE	CODE	COURSE NAME	TEACHING SCHEME				EXAMINATION SCHEME AND MARKS										
			Hours / Week				THEORY (Equal Weightage for CIE and ESE)				PRACTICAL (Equal Weightage for CIE and ESE)		ORAL (Equal Weightage for CIE and ESE)		TOTAL	CREDITS	
			L	T	P	EL	CONTINUOUS INSEMESTER EVALUATION (100 Marks)			END SEMESTER EXAMINATION (100 / 50 Marks)	CONTINUOUS INSEMESTER EVALUATION (50 Marks)	END SEMESTER EXAMINATION (50 Marks)	CONTINUOUS INSEMESTER EVALUATION (50 Marks)	END SEMESTER EXAMINATION (50 Marks)			
							T1 (30 Marks)	T2 (30 Marks)	Assignments (40 Marks)								
PEC	--	Programme Elective Course-III	3	-	-	-	30	30	40	100	-	-	-	-	100	3	
PEC	--	Programme Elective Course-IV	3	-	-	-	30	30	40	100	-	-	-	-	100	3	
PROJ	230VPMM15_04	Project / Internship with Project	-	-	12	24	-	-	-	-	-	-	-	-	-	-	
<b>TOTAL</b>			<b>6</b>	<b>-</b>	<b>12</b>	<b>24</b>	-	-	-	-	-	-	-	<b>100</b>	<b>100</b>	<b>200</b>	<b>12</b>
MLC#	--	Audit Course - I	1	-	-	-	-	-	-	50	-	-	-	-	-	400	18
																50	1

Sem.	Programme Elective Course (PEC)							
	Specialization	Marketing and Brand Management	Financial Management	Human Resource Management	Business Analytics and Intelligence	Operations & Supply Chain Management	Global Business Management	Pharma Management
III	Course Code	230VMBM10_03	230VFMM13_03	230VHRM22_03	230VBAM16_03	230VOSM25_03	230VGBM52_03	230VPMM05_03
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	Course Name	Brand Management	Strategic Cost Management	Performance Management Systems	Business Intelligence	Project Management	Cross Cultural Management	Pharmaceutical Jurisprudence & Drug Laws
III	Course Code	230VMBM12_03	230VFMM15_03	230VHRM24_03	230VBAM18_03	230VOSM27_03	230VGBM54_03	230VPMM08_03
	Course Name	Consumer Behavior	Personal Financial Planning	Conflict & Negotiation Management	Basics Business Analytics Using R	Inventory and Store Management	International Trade Operations and Foreign Trade Policy	Pharma Product & Brand Management
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	Course Name	Digital Marketing	Digital Banking	Talent Management	Econometrics	Logistics and Distribution Management	Export and Import Procedures and Documentation	Pharmaco Vigilance Management
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	Course Name	Marketing Analytics	Security Analysis and Portfolio Management	Organizational Interventions	Enterprise Resource Planning	Total Quality Management	Management of International Business	Pharma Import and Export Management
IV	Course Code	230VMBM30_04	230VFMM33_04	230VHRM42_04	230VBAM36_04	230VOSM45_04	230VGBM57_04	230VPMM11_04
	Course Name	Customer Relationship Management	Financial Modeling	HR Analytics	Artificial Intelligence in Business Applications	Six Sigma for Operations	Overseas Project Management	Pharma Quality Assurance Management

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