



**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: 2024-25)**



# 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

2024-2025

RELEASE DATE

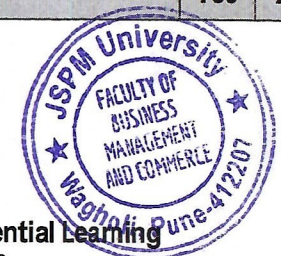
01/07/2024

REVISION NO.

0.0 (NEP)

## SEMESTER I (LEVEL 6.5)

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)							
PSMC	231GMAM01_01	Advanced Statistics	3	-	-	-	30	30	40	100	-	-	-	-	100	3
PCC	231VMSM01_01	Principles and Practices of Management	2	-	-	4	30	30	40	100	-	-	-	-	100	3
PCC	231VPMM01_01	Pharma Production and Quality Control Management	2	-	-	2	30	30	40	100	-	-	-	-	100	2.5
PCC	230VMSM03_01	Organizational Behavior	2	1	-	-	30	30	40	100	-	-	-	-	100	3
MMC	--	Multidisciplinary Minor	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	-	-	-	-	-	-	50	50	50	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
<b>TOTAL</b>			<b>16</b>	<b>1</b>	<b>6</b>	<b>8</b>									<b>750</b>	<b>22</b>

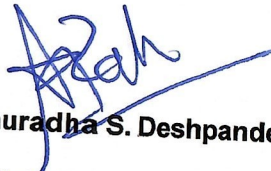


Sem.	Specialization	Multidisciplinary Minor (MMC)						
		Marketing and Brand Management	Financial Management	Human Resource Management	Business Analytics and Intelligence	Operations & Supply Chain Management	Global Business Management	Pharma Management
I	Course Code	230GCSM28_01	230GCSM28_01	230GCSM28_01	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. Anuradha S. Deshpande

Associate Dean (Academics)




Dr. Prabha Singh

Dean, Faculty of Business Management and Commerce



Prof. B.B. Ahuja

Vice Chancellor, JSPM University Pune



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SEMESTER II (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)									
PSBC	230VMSM46_02	Economics for Business																
PCC	231VPMM02_02	Pharma Marketing Management	2	1	-	-	30	30	40	100	-	-	-	-	100	3		
PCC	231VPMM03_02	Pharma Regulatory Management	3	-	-	-	30	30	40	100	-	-	-	-	100	3		
PCC	231VMSM06_02	Human Resource Management	2	1	-	-	30	30	40	100	-	-	-	-	100	3		
MMC	--	Multidisciplinary Minor Course	2	-	-	2	30	30	40	100	-	-	-	-	100	2.5		
VSC	230IINB02_02	Innovation	1	-	2	-	-	-	-	-	50	50	50	50	100	2		
AEC (HSMC)	230UENM02_02	Business Communication	1	-	-	2	-	-	-	-	-	-	50	50	50	1.5		
RMC	230IRMM02_02	Research Design and Techniques	1	-	2	-	30	30	40	50	-	-	-	-	50	2		
SLC	240VPMM01_02	Dynamics of Pharma Marketing Management	2	-	-	-	30	30	40	50	-	-	-	-	50	2		
IITP/FP /CEP	230VPMM13_02	Internship/ Field Project/ Community Engagement Programme	-	-	-	4	-	-	-	-	-	-	50	-	50	1		
			-	-	2	4	-	-	-	-	-	-	50	50	50	2		
<b>TOTAL</b>			14	2	6	12							50	50	750	22		

Note: A Post Graduate Diploma will be awarded if a student exits after the 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).

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.	Specialization	Multidisciplinary Minor Course (MMC)						
		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,

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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	3
PEC	--	Programme Elective Course-II	3	-	-	-	30	30	40	100	-	-	-	-	100	3
VEC	230USYB01_03	Behavioral Science and Ethics	2	-	-	-	30	30	40	50	-	-	-	-	50	2
FP	230VPMM14_03	Field project	-	-	4	8	-	-	-	-	50	50	50	50	100	4
<b>TOTAL</b>			<b>14</b>	<b>-</b>	<b>4</b>	<b>8</b>									<b>600</b>	<b>18</b>
MLC*	240VMSM01	Audit Course - I	1	-	-	-	-	-	-	50	-	-	-	-	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
	Course Name	Service Management and Marketing	Financial Markets and Services	Learning and Development	Data Science	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	Global Cultural Management	Pharmaceutical Jurisprudence and Drug Laws
III	Course Code	230VMBM12_03	230VFMM15_03	230VHRM24_03	230VBAM18_03	230VOSM27_03	230VGBM54_03	230VPMM08_03
	Course Name	Consumer Behavior, Concepts and Applications	Personal Financial Planning	Conflict & Negotiation Management	Basics Business Analytics Using R	Inventory and Store Management	International Trade Operations and Foreign Trade Policy	Pharma Product and 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 Acquisition and 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	Organization Development	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

Mandatory Learning Course (MLC#) – Audit Course SEM III		Mandatory Learning Course (MLC#) – Audit Course SEM IV	
Course Code	Course Name	Course Code	Course Name
240VMSM01_03	Indian Business Heritage and Indigenous Management Practices	230UPOB02_04	Introduction to Indian Constitution

  
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## SEMESTER IV (LEVEL 7)

COURSE			TEACHING SCHEME				EXAMINATION SCHEME AND MARKS								TOTAL	CREDITS
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)				
			L	T	P	EL	CONTINUOUS INSEMESTER EVALUATION (100 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)					END SEMESTER EXAMINATION (100 / 50 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	231VPMM15_04	Project / Internship with Project	-	-	12	24	-	-	-	-	200	200	100	100	300	12
<b>TOTAL</b>			<b>6</b>	<b>-</b>	<b>12</b>	<b>24</b>									<b>500</b>	<b>18</b>
MLC#	220UPOB02	Audit Course - II	1	-	-	-	-	-	-	50	-	-	-	-	50	1



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Rev. No.:0.0 Rev. Date:01/07/2025

EL-Experiential Learning  
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Sem.	Specialization	Programme Elective Course (PE)						
		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	Services management and Marketing	Financial Markets and Services	Learning and Development	Data Science	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	Global Cultural Management	Pharmaceutical Jurisprudence and Drug Laws
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IV	Course Code	230VMBM28_04	230VFMM31_04	230VHRM40_04	230VBAM34_04	230VOSM43_04	230VGBM55_04	230VPMM09_04
	Course Name	Digital Marketing	Digital Banking	Talent Acquisition and 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	Organization Development	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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Course Code	Course Name	Course Code	Course Name
240VMSM01_03	Indian Business Heritage and Indigenous Management Practices	230UPOB02_04	Introduction to Indian Constitution

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