

COURSES AND CREDITS

Trimester I				
Sr. No	Subject Code	Courses	Credits	Sessions (70 min)
1	A24G101	Managerial Economics	3	3
2	A24G102	Perspective Management	2	2
3	A24G103	Business Communication	2	2
4	A24G104	Introduction to Pharma Marketing	3	3
5	A24G105	Organizational Behavior	3	3
6	A24G106	Cost and Management Accounting	3	3
7	A24G107	AI for Managers (AIM)	2	2
		Japanese Language L5- stage I	NC	
		Excel-Advanced (EA)	NC	
		Industrial Visits/Speaker Series*	NC	
		Club activities**	NC	
		Total Credits	18	18
<p>* Alternate Saturdays</p> <p>** Functional clubs (Marketing, Finance, HR, Systems & Operations) & Special clubs (Debate, Entrepreneurship, Consulting, Leadership Development, Technology and Innovation, Women in Business)</p>				

Trimester II				
Sr. No	Subject Code	Courses	Credits	Sessions (70 min)
1	A24G201	Research Methodology	2	2
2	A24G202	Legal Aspects of Business	2	2
3	A24G203	Finance for Managers	3	3
4	A24G204	Human Resource Management	3	3
5	A24G205	Marketing Strategy	3	3
6	A24G206	Business Analytics	3	3
7	A24G207	Presentation Skills	2	2
8	A24L301	Leadership Enhancement Activity Program –(LEAP) (3-4 weeks) #	2	
		Japanese Language L5- stage II	NC	
		Live Projects/ Industrial Visits/Speaker Series	NC	
		Club activities	NC	
		Total Credits	18	18
# After Trimester II – Evaluation during Trimester III				

Trimester III				
Sr. No	Course code	Courses	Credits	Sessions (70 min)
1	A24G301	Brand Management	3	3
2	A24G302	International Pharma Management	3	3
3	A24G303	Design Thinking	2	2
4	E24X301	Elective 1- Sales and Distribution Management	3	3
5	E24X302	Elective 2- Medico-Marketing	3	3
6	E24X303	Elective 3 –Marketing Research and Analytics	3	3
7	E24X304	Elective 4/ Self Learning Course 1	3	3
8	A24SIP401	Summer Internship Programme (12-14 weeks)##	4	
		Live Projects/ Industrial Visits/Speaker Series	NC	
		Club activities	NC	
		Total Credits	22	
# After Trimester III- Evaluation during Trimester IV				

Trimester IV				
Sr. No	Course code	Courses	Credits	Sessions (70 min)
1	A24G401	Business strategy	3	
2	A24G402	Project Management	3	
3	E24X405	Elective 5- Business Development	3	
4	E24X406	Elective 6- Medical Devices and API Marketing	3	
5	E24X407	Elective 7-Pharma OCT Marketing	3	
6	E24X408	Elective 8 / Self Learning Course 2	3	
		Japanese Language L4- stage I	NC	
		Live Projects/ Industrial Visits/Speaker Series	NC	
		Club activities	NC	
		International study tour-CCC	NC	
		Total Credits	22	

Trimester V				
Sr. No	Course code	Courses	Credits	Sessions (70 min)
1	A24G501	Business plan proposal-Project & Viva-voce	3	3
2	A24G502	Empirical study Proposal-Project & Viva-voce	2	2
3	E24X509	Elective 9- E-Pharmacy/Diagnostics	3	3
4	E24X510	Elective 10-IPR & Regulatory frame work	3	3
5	E24X511	Elective 11-Health Insurance and Managed Care	3	3
6	E24X512	Elective 12 / Self Learning Course 3	3	3
		Japanese Language L4- stage II	NC	
		Skill development	NC	
		Business Models/ Enhancement of Domain Knowledge	NC	
		International guidance/ Route to PhD	NC	
		Total Credits	17	

Trimester VI				
Sr. No	Course code	Courses	Credits	Sessions (70 min)
1	A24G601	Contemporary Business Skills	NC	
2	E24R601	Empirical Study	4	
		Total Credits	4	
Program Credits			101	