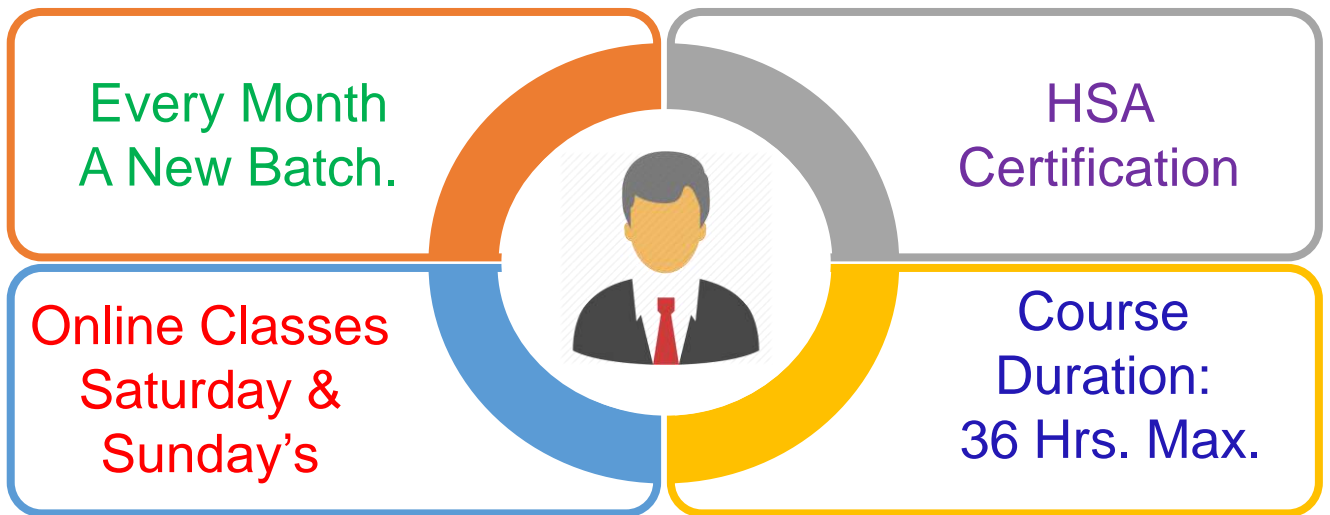




Health Services Academy Islamabad Course Outline

Pharmaceutical Business Management



Course Fee:

- For Pakistani Students PKR 15,000/-
- For Foreign Students US \$ 125/-

Health Services Academy. Park Road ,Chakshahzad , Islamabad

Email : pharma@hsa.edu.pk Web: www.hsa.edu.pk,

Phone: 051-9255590-4 WhatsApp. 0321858000

Pharmaceutical Business Management

Course Description

Pharmaceutical Business Management (PBM) designed to develop practical skills across a range of Pharmaceutical Business Management activities and to ensure that participants have an understanding of modern PBM practices. This Program will enable the Managers in Pharmaceutical Industry to Make Business Decisions, and excel in Pharmaceutical Business. It will provide a better understanding of Pharmaceutical Business Environment and Challenges focused on Self Development and enhancement of Organizational Competitive Advantage.

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Course Objective

The objective of Pharmaceutical Business Management is to make participants understand principles of Pharmaceutical Marketing and Sales Management both areas. How he can be a good business manager in terms of adopting, formulating and implementing sales and marketing strategies

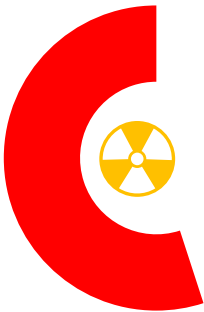
Pharmaceutical Business Management

Knowledge Outcomes



- Pharmaceutical Marketing Strategies
- New product development and launching
- Competition and strategies
- Budgeting Techniques
- Market evaluation and segmentation.
- Product Segmentation, targeting and positioning.
- Handling and developing teams

Abilities Outcomes



- Prepare Business Plan.
- New product development
- Market segmentation and positioning
- Preparation of effective detailing and promotional mix
- Will be able to create and develop product and pricing strategies.

Skills Outcomes



- Organizational and planning skills.
- Team Building Skills.
- Coaching and Counselling
- Management Skills
- Skills to analyze, observe and monitoring market trends.
- Skills to create manage and coordinate marketing activities.



Teaching and Learning Methodology

This course will build on presentations, discussion & assignments. This course rests on several components – self-study, case discussions, interaction, as well as implementing Strategies to practice and application in the subject area:

- Self-Study:
- Student-Instructor Interaction in the class.
- Discussion of selected questions, finding of examples, answering of questions etc.
- Group Discussions.
- Preparation of short assignments.
- Final report/project and discussion on a selected topic.



Contents

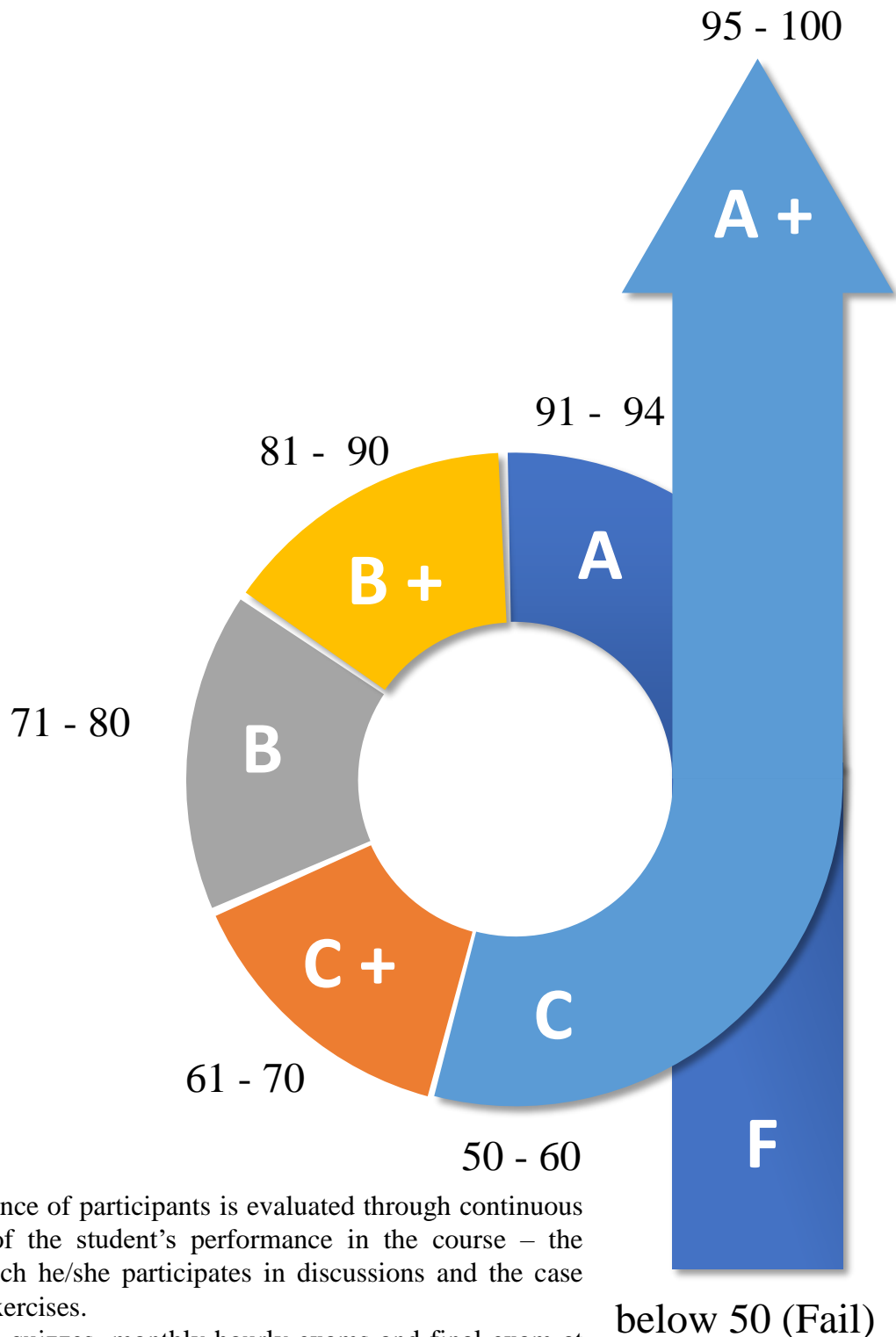
- 01 Pharmaceutical Marketing**
Types of Pharma. Companies, Global Pharma Market trends. Pakistan Pharma Market an overview. (Sri Lanka Pharma Market for Sri Lankan students)
- 02 Business Management**
Definition, Role and Scope.
- 03 Management**
Management Process and Phases.
- 04 Hiring and Team Building**
Hiring techniques, Interview basics, Team building Phases and strategies,
- 05 Leadership**
Definition, types and tools. Praising, reprimand. Coaching Counselling.
- 06 Conflict Management**
Identifying & Styles of conflict management



Contents

- 07 Marketing**
Definition, Environment, Marketing Mix.
- 08 Competition**
Definition, types and strategies.
- 09 Marketing Campaign**
Contents , Types, Analysis and strategies.
- 10 Product Line**
Product line decisions. SWOT analysis
- 11 Promotional Expense/Budgeting**
Budgeting techniques, BCG Matrix, GE-McKinsey Matrix, PESTEL analysis, PETER's forces
- 12 Business Plan**
Marketing Plan Content and methodology
- 13 Basic Project Management**
(For Sri Lankan Students)
- 14 Regulatory Affairs**
(For Sri Lankan Students)

EVALUATION AND GRADING



The performance of participants is evaluated through continuous observation of the student's performance in the course – the extent to which he/she participates in discussions and the case studies and exercises.

There will be quizzes, monthly hourly exams and final exam at the end of the program. The total marks for passing the course will be 50 out of a total of 100 marks.

Participants, who do not meet attendance or any other eligibility criteria, will not be allowed to appear in the final examination.

PARTICIPANT PROFILE

- MBBS/BDS
- +PharmDs
- +BEMS
- +MScs/Bscs
- +Already working as Asst PM /
PM
- +Already working as AM/Sr.AM