Executive Post Graduate Program in “Pharmaceutical Marketing”

Background:

Global pharmaceutical industry has in recent times gained an unmatched momentum the world over and Indian pharmaceutical industry is no exception, growing by leaps and bounds. The new keyword for the pharmaceutical industry is innovation. Also, India is home to a vast reserve of knowledge and resource base and is strategically located in the arena of global market. India is witnessing and will see the largest number of M&A (Mergers and Acquisitions) in the pharmaceutical and healthcare sector. Further, this industry estimates the healthcare market in India to reach US $ 31.59 billion by 2020. Presently, the industry directly employs over 50,000 people, while 24,00,000 are indirectly employed. A large number of executives are in the sales and marketing area. In an increasingly integrated world, there is a need to bring in professionalism among such sales and marketing professionals. In view of the above, the pressure on the sales and marketing people today is far greater than ever before in terms of marketing skills, social skills, personality and more importantly hitting sales targets, gaining customers and surviving in this competitive world.

About Us:

SIES College of Management Studies (SIESCOMS) was established in 1995. SIESCOMS provides quality Management education and has been playing pivotal role in grooming dynamic future managers and leaders for 21st century. SIESCOMS foundation maps its roots to the rich tradition of South Indian Education Society (SIES), one of the oldest and value-based educational trusts that run a number of educational Institutes in the city of Mumbai. Located in a sprawling campus at Nerul, the academic hub of Navi Mumbai, SIESCOMS boasts of one of the best physical and academic infrastructure befitting a modern b-school. SIESCOMS believes in developing and disseminating valuable knowledge and has a proven track record of grooming future managers and leaders. During its brief life span of two decades, SIESCOMS is today among the top business schools on a Pan-India basis.
The programs offered at SIESCOMS include:

- Masters in Management Studies (MMS)
- Post Graduate Diploma in Management (PGDM)
- Post Graduate Diploma in Management (Pharmaceutical Management)
- Post Graduate Diploma in Management (Biotechnology Management)
- Master of Computer Applications (MCA)
- AIMA - PGDM Program
- AIMA - PGDM Program for Working Executives

SIESCOMS is the first business school in the private sector to launch a full-time 2-year program in Pharmaceutical Management (PGDM-PM) as early as 1997. Considering the synergy that exists between pharmaceutical and biotechnology sector, the institute also launched a 2-year full-time program in Biotechnology Management in 2004. Today both these programs are highly respected in the market.

**About Executive Post Graduate Program in “Pharmaceutical Marketing”:**

There are lots of graduates (with pharmaceutical and other backgrounds) working in the pharmaceutical and other sectors of health care industry in the area of Sales like MRs / Area Sales Managers / Zonal Sales Managers, etc. Many of these executives do not have a formal MBA degree; many of them also do not want to pursue a full-time program considering the opportunity cost. Keeping this target group in mind and to acquaint them with higher levels of skills and competencies in the area of sales and marketing, SIESCOMS proposes to launch this new week-end program exclusively for working executives as a part of its continuing education program. This will help provide them with opportunities of advancement in life.

**Objectives:**

This program is aimed at creating professional marketing leaders for pharmaceutical industry. In broader sense, this is also targeted at creating marketing leaders for other types of companies in health care sector.

Within the above broad objective, the specific micro objectives of the program include:

1. Enhancing skill sets of the participants in terms of better decision making, analytical skills, and facilitating their application competencies in day to day working;

2. Developing a strategic perspective among the participants with particular reference to developing leadership abilities for managing tomorrow’s organizations; and

3. Making them conscious of the importance of leadership through team work and comradeship in the context of organizational working.
**Target Group:**

Working executives with:

a. Graduation in any discipline and

b. Working as MRs/Area Sales Managers/or any other related areas in pharmaceutical and other companies in the health care sector

c. The candidate may either be self-sponsored or sponsored by the company where he/she is working

In addition, students doing other professional courses can do this program concurrently and seek lateral entry in health care sector in the sales and marketing area.

**Duration:**

10 months spanning two semesters

**Timings:**

**Sundays (10.00 am to 5 pm)**

**Curriculum:**

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In addition, every student has to undertake an exhaustive **Capstone Project** in the area of Pharmaceutical Marketing related to a particular company and particular drug formulation.

The program also contains certain other value-add subjects that include:

1. Managerial communication
2. Data analysis management
3. Digital marketing
4. Case study analysis and presentation techniques
5. Negotiation skills

These value-add subjects will be administered through workshop mode.

**Pedagogy:** Since the program is going to be primarily application oriented, the pedagogic approach will be combination of classroom lecture/discussion, situation case study analysis, simulation and small group discussions.

**Evaluation:** Assignment based evaluation, exercises, project work and end term examinations

**Award of Certification:** The participants who successfully complete the above program will be awarded a Certification on Executive Post Graduate Program in "Pharmaceutical Marketing" by the SIES College of Management Studies (SIESCOMS).

**Program Coordinators (please contact them for any enquiry related to the program):**

1. **Dr. Chitra Ramanan:** Mobile: 09323652205, chitra.ramanan38@gmail.com
2. **Prof. Jharna Lulla:** Mobile: 9920527664, jharnalulla@gmail.com

For any other details please contact:

SIES College of Management Studies (SIESCOMS)
Sri Chandrasekarendra Saraswati Vidyapuram
Plot 1-E, Sector V
Nerul, Navi Mumbai - 400706
Tel: 91-22 - 61082400
Fax: 91-22- 27708379
General Email: sies@siescoms.edu
Website: www.siescoms.edu