

**CURRICULUM FOR  
ADVANCE DIPLOMA IN PHARMACEUTICAL  
BUSINESS MANAGEMENT (PB)**

***SCHEME : E***

**DURATION:** ONE YEAR

**PATTERN:** FULL TIME -SEMESTER

**ELIGIBILITY:** Any B.Sc. / B. Pharmacy / M.B.B.S. / B.A.M.S./ B.H.M.S./ B.D.S. / B.U.SC. / B.E (Chemical) or its Equivalent from a recognized statutory University.


(To be implemented from the Academic Year 2009 – 2010)



**MAHARASHTRA STATE BOARD OF TECHNICAL EDUCATION. MUMBAI  
(AUTONOMOUS)**


***ISO 9001-2000 Certified***

49, Kherwadi, Aliyawer Jung Marg, Mumbai – 400 051

 <b>MAHARASHTRA STATE BOARD OF TECHNICAL EDUCATION, MUMBAI</b> <b>TEACHING AND EXAMINATION SCHEME FOR ADVANCE DIPLOMA COURSES.</b>																
<b>COURSE NAME : ADVANCE DIPLOMA IN PHARMACEUTICAL BUSINESS MANAGEMENT</b>																
<b>COURSE CODE : PB</b>																
<b>DURATION OF COURSE : ONE YEAR / TWO SEMESTER</b>										<b>WITH EFFECT FROM 2009-10</b>						
<b>YEAR / SEMESTER : FIRST</b>										<b>DURATION : 16 WEEKS</b>						
<b>PATTERN : FULL TIME – SEMESTER</b>										<b>SCHEME : E</b>						
SR. NO.	SUBJECT TITLE	Abbreviation	SUB CODE	TEACHING SCHEME			PAPER HRS	EXAMINATION SCHEME								SW (16009)
				TH	TU	PR		TH (1)		PR (4)		OR (8)		TW (9)		
								Max	Min	Max	Min	Max	Min	Max	Min	
1	Pharma Business Environment	PBE	13031	3	--	--	3	100	50	--	--	--	--	--	--	50
2	Market Research And Drug Development	MRD	13032	3	--	--	3	100	50	--	--	--	--	--	--	
3	Manufacturing Management	MFM	13033	3	--	--	3	100	50	--	--	--	--	--	--	
4	Cost Accounting And Financial Accounting	CAA	13034	3	--	--	3	100	50	--	--	--	--	--	--	
5	Human Resources Management	HRM	13035	3	--	--	3	100	50	--	--	--	--	--	--	
6	Operation Research	OPP	13036	3	--	--	3	100	50	--	--	--	--	--	--	
7	Group Discussion And Presentation	GDP	13037	--	--	2	--	--	--	--	--	50@	25	--	--	
8	Project - I	PRJ	13038	--	--	9	--	--	--	--	--	100#	50	100#	50	
<b>TOTAL</b>				<b>18</b>	<b>--</b>	<b>11</b>	<b>--</b>	<b>600</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>150</b>	<b>--</b>	<b>100</b>	<b>--</b>	<b>50</b>

STUDENT CONTACT HOURS PER WEEK (FORMAL TEACHING) :**29 HRS.**  
**THEORY AND PRACTICAL PERIODS OF 60 MINUTES EACH.**  
**TOTAL MARKS: 900**  
 @ Internal Assessment, # External Assessment, Ø Common to All Conventional Diploma, ## Online Examination,   No Theory Examination.  
 Abbreviations: TH-Theory, TU- Tutorial, PR-Practical, OR-Oral, TW- Termwork, SW- Sessional Work

- Conduct two class tests each of 25 marks for each theory subject. Sum of the total test marks of all subjects is to be converted out of 50 marks as sessional work (SW).
- Progressive evaluation is to be done by subject teacher as per the prevailing curriculum implementation and assessment norms
- Code number for TH, PR, OR and TW are to be given as suffix 1, 4, 8, 9 respectively to the subject code.

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<b>COURSE CODE : PB</b>																
<b>DURATION OF COURSE : ONE YEAR / TWO SEMESTER</b>										<b>WITH EFFECT FROM 2009-10</b>						
<b>YEAR / SEMESTER : SECOND</b>										<b>DURATION : 16 WEEKS</b>						
<b>PATTERN : FULL TIME – SEMESTER</b>										<b>SCHEME : E</b>						
SR. NO.	SUBJECT TITLE	Abbreviation	SUB CODE	TEACHING SCHEME			EXAMINATION SCHEME									
				TH	TU	PR	PAPER HRS	TH (1)		PR (4)		OR (8)		TW (9)		SW (16010)
								Max	Min	Max	Min	Max	Min	Max	Min	
1	Sales And Distribution Management	SDM	13086	3	--	--	3	100	50	--	--	--	--	--	--	50
2	Marketing Strategy And Product Launch Dynamics	MSD	13087	3	--	--	3	100	50	--	--	--	--	--	--	
3	Drug Regulations – Domestic And International	DRG	13088	3	--	--	3	100	50	--	--	--	--	--	--	
4	Management Information System	MIS	13089	3	--	--	3	100	50	--	--	--	--	--	--	
5	Innovation And Entrepreneurship	IAE	13090	3	--	--	3	100	50	--	--	--	--	--	--	
6	Marketing Finance And Taxation	MFT	13091	3	--	--	3	100	50	--	--	--	--	--	--	
7	Group Discussion And Presentation	GDP	13092	--	--	2	--	--	--	--	--	50@	25	--	--	
8	Project - II	PRJ	13093	--	--	9	--	--	--	--	--	100#	50	100#	50	
<b>TOTAL</b>				<b>18</b>	<b>--</b>	<b>11</b>	<b>--</b>	<b>600</b>	<b>--</b>	<b>--</b>	<b>--</b>	<b>150</b>	<b>--</b>	<b>100</b>	<b>--</b>	<b>50</b>
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