

Careers in Pharmaceutical Business Management

Pharma Business Management is a multi star profession says **Dr. Anand Shedge**.

Liberalisation is the new name to the old Darwin's principle 'Survival of the Fittest' and Globalisation of Management is the Fact of Life. The liberalisation process started in 1991 in India has integrated Indian economy with the world economy and protection in the form of sheltered markets; subsidies licenses, quotas and restriction for import are being gradually removed. Globalisation of Business is witnessing a major revolution in the Pharma Industry.

Globalisation and the development of the information superhighway have brought the countries of the world closer. From a business perspective, the world is but one marketplace. The situation could not be more appropriate for the Indian pharmaceutical industry. India's pharmaceutical market is one of the major economic sectors in India, with a current need of funds, infrastructure, R & D, management, and human resources for the development of the pharmaceutical sector.

Emphatic competition, new product launches, brand extensions, drug quality, clinical trials, growing marketplace with reduced brand loyalty, stringent regulatory issues & price control and rapid changes in technology are just a few of the challenges that offer opportunities with pharma industry. All these need professionally qualified, competent and efficient managerial and entrepreneurial talent.

We at the [MET Institute of Medical Sciences](#), understand these need and, through this programme, endeavor to prepare aspiring professionals to get ready to take up the challenge and shape the landscape for the Indian pharmaceutical industry of tomorrow. Our programme therefore has two enlightening practical semesters that crack the password to your success in the Pharma world.

Aims of the Post Graduate Diploma Programme In Pharmaceutical Business Management

Modern life is dependent on things provided by industry. The curriculum honors expectations of the industry and the industries employ Post Graduate Diploma holders as Sales Managers, Sales & Marketing Managers, Market Researcher & Drug Developer Drug Distributions Managers & Drug Cost Accountant.

The aims of this programme are:

- To induce life long learning skill and attitudes for personal social and development.
- To provide trained manpower to businesses and industry.
- To inculcate leadership qualities in the youth of the society.
- To seek gainful employment in the food production unit
- To develop entrepreneurship skills to run small-scale drug, pharmaceutical industry.
- To gain and apply knowledge of the scientific aspects of Drug Sales & Marketing
- To impart systematic knowledge of basic and applied aspects of Pharmaceutical Business Management
- To survey different Marketing strategies & examine opportunities for sale of drug / pharmaceutical goods.
- To develop innovations entrepreneurship in marketing field in domestic as well as international areas
- To offer an opportunity for the candidate to develop an appreciation of Standards, knowledge of the organisational and operation of manufacturing unit, Personal and professional attitudes and management ability.

Recognition:

[MET Institute of Medical Sciences](#) is recognised by Govt. of Maharashtra and Directorate of Technical Education, Mumbai and the programs are affiliated to Maharashtra State Board of Technical Education, Mumbai.

Eligibility Criteria

Any Science Graduate with 50 % marks for open and 45 % marks for reserve category BSc / B Pharm / MBBS / BDS / BAMS / BHMS / M.Sc. / M. Pharm / M.D (Pharmacology).

Admission Procedure

Strictly on the merit basis and assisted by Group Discussion and Personal Interview.

Internship Opportunities / Summer Job Opportunities

Every semester project is to be done by interacting with industries and 100% job opportunities are offered.

Employment Opportunities

Marketing & Consulting Services: Sales Promotion, Sales, Drug Stores, Retail Wholesale Distribution, Product Management, Marketing Management Information, Data Management, Methodology, Processes, Projects

Library Information Publication, Journalism And Public Relations: Journalism and information science in pharma industry needs graduates with pharmaceutical and management background. Pharmaceutical companies are also benefited by Public Relations Officers with pharma background and managerial skills. Literature search, online search services, Books, e-journals, Database, Literature for promotion to doctors and laboratories

Research & Development: New Drug Discovery, Process Development, Formulations & Development (F&D), Natural Products Research, Biotechnology Research, Molecular Research, Molecular Biology & Biophysics, Clinical Pharmacy, Bio equivalence studies, Pharmacodynamics, Immunology, Toxicology.

Documentation: Documentation of Records for GMP, GLP, ISO, USFDA approvals, etc. Data Analysis & Computations, Patents & IPR.

Production & Manufacturing: Building & Intermediates, Formulations & dosage forms, Cosmetics, Soaps & Toiletries Dental Products, Blood & Plasma Products, Surgical dressings, Biological & Biotechnological Products, Medical devices & equipments, Ayurvedic formulations, Homeopathic formulations, Perfumery, Fragrances & Aromatics, Nutritional supplement, Food Products & Beverages, Veterinary formulations, Insect repellents, Pest Control Products etc.

Pharmaceutical Manufacturing Industries and Trade:

- Sales Managers
- Sales & Marketing Manager
- Market Researcher & Drug Developer
- Drug Distribution Manager & Drug Cost Accountant

Self-Employment Opportunities:

To start own Marketing & Distributorship in pharmaceutical area

Marketing Management:

- Brand Management
- Product Management Marketing
- Market Research
- Business Development

Marketing:

Sales Promotion, Sales, Drug Stores, Retail Wholesale Distribution, Product Management, Marketing Management

Allied Industry:

- Clinical Research Organisation
- Contract Manufacturing Organisations
- Pharmaceutical Machinery Manufacturers
- Biotech Institutions

Technical Management:

- Research & Development
- Manufacturing
- Clinical Research

- Regulatory Affairs / Quality Assurance / Quality Control

Duration of the programme:

Two Semesters

Programme available at:

[MET Institute of Medical Sciences,](#)

MET Complex, Bandra Reclamation,

Bandra (West),

Mumbai 400 050, Maharashtra, India

Board line: +91 22 2644 0446

Counsellor's Desk: +91 22 26440096/ 57

Toll: 1800 - 22 - 0234

Fax: +91 22 26440155

email:communications@met.edu

(This is the only Govt. recognised Programme in Mumbai)

Further studies abroad:

One may even consider venturing in to pursuing higher studies abroad in order to make their careers even more lucrative and challenging.

Dr. Anand Shedge, Chief Coordinator - MET Institute of Medical Sciences has authored this article.