

# Postgraduate Diploma in Management -(Biotechnology)

## Course Outline

Term 1	Term 2	Term 3
Behavioral Science in Management Managerial Communication I Marketing Management Financial and Management Accounting Statistics for Management Operations Management Applied Physiology and Biochemistry Pharmacology-1 Legal Aspects of Business Business Ethics Research Methodology Experiential Learning	Pharmco Economics Intellectual Property Rights Managerial Communication II Product & Brand Management Financial Management Design Thinking in Management Business Computing with Spreadsheets Logistics & Supply Chain Management Corporate Social Responsibility Marketing Research Pharmacology-II Experiential Learning CSR Project (One Week)	Biopharmaceuticals and Biomaterials Strategic Management Regulatory Affairs Sales Management Human Resource Mgmt . Business Analytics Elective I Elective II Experiential Learning Case study Analysis Strategic Management Regulatory Affairs
Term 4	Term 5	Term 6
Core: International Business Hospital Management Experiential: Leadership Lab Five Elective Papers	Core: Project Management One course from General Management Five Elective Papers	One course from General Management Capstone

## Electives

Marketing	Operations	General Management
Advance Marketing Analytics Advertising and Sales Promotion Business- 2-Business Marketing	Advanced Inventory Control Advanced Operations Research Business Intelligence and Data Mining	AI and Applications in Management Analysis for Managerial Decision Making

Competition and Globalization	Demand and Business Forecasting	Analysis of Sports and Sportspersons
Consumer Behavior	Enterprise Resource Planning	Block chain
Customer Relationship Management	Lean Sustainable Supply Chain	Communicating Critical Decision
Digital Marketing	Logistics & Warehousing Management	Corporate Image Building
Entrepreneurial Marketing	Logistics and Supply Chain Management	Doing Business in India
Integrated Marketing Communication	Manufacturing Resource Planning & Control	Emerging Economies
International Marketing	Materials Management	Knowledge Management
Luxury Marketing	Multi-criteria Decision Making	Social Media and Text Analytics
Marketing Analytics	Operations Strategy	Clinical Research Management
Pricing Management	Predictive Business Analytics	Health Insurance and Under Writing
Marketing Decision Models	Process Analysis and Improvement	Pharma-eBusiness
Product and Brand Management	Production Planning and Control	
Qualitative Market Research	Project Management	
Retail Marketing	Qualitative Models in Operations	
Rural Marketing	Service Operations Management	
Sales and Distribution Management	Supply Chain Analytics	
Services Marketing	Technology Management	
Social Marketing	Theory of Constraints	
OTC Marketing	TQM-Manufacturing and Services	
Hospital Marketing		
API Marketing		
Medical Devices and Diagnostics		
Agri Business and Marketing		
Food Processing and Marketing		
Medico Marketing		

**SUMMER INTERNSHIP** This is an exclusive two-three months training program at the end of the First year. It is a firsthand unique opportunity to the students to relate all the classroom discussions and theoretical education with the practical corporate arena.

*Disclaimer: Institute reserves the right to change/alter/modify courses offered as per its discretion*