

<b>SIES School of Business Studies</b>		
<b>PGDM Biotechnology Batch 2025-27</b>		
<b>Bridge Course</b>	<b>Design Thinking</b>	<b>15hrs</b>
	<b>Economics</b>	<b>10hrs</b>
	<b>Financial Accounting</b>	<b>15hrs</b>
	<b>Principles of Management</b>	<b>15hrs</b>
	<b>Statistics</b>	<b>10hrs</b>
	<b>Total hours</b>	<b>65 hrs</b>

<b>Trimester I</b>		
<b>Code</b>	<b>Subject</b>	
PGB101	Accounting for Managers	3
PGB102	Anatomy and Physiology	3
PGB103	Business Statistics	3
PGB104	Introduction to Artificial Intelligence	1.5
PGB105	Introduction to Data Science and Business Analytics	1.5
PGB106	Managerial Communication	3
PGB107	Marketing Management	3
PGB108	Micro Economics	1.5
PGB109	Organisational Behaviour	1.5
PGB110	Pharmacology	3
<b>*Value added courses-graded</b>		
<b>VAC101</b>	<b>Basic Excel</b>	<b>15 hrs</b>
<b>VAC102</b>	<b>Personality Development</b>	<b>15 hrs</b>
	<b>Total Credits Trimester I</b>	<b>24</b>

<b>Trimester II</b>		
<b>Code</b>	<b>Subject</b>	
PGB201	Application to Artificial intelligence	1.5
PGB202	Application of Marketing Management	3
PGB203	Business Research Methods	1.5
PGB204	Emerging areas in Healthcare	3
PGB205	Financial Management	3
PGB206	Intellectual Property Rights	1.5
PGB207	Macro Economics	1.5
PGB208	Operation Management	3
PGB209	Pharma and Healthcare Communication	3
<b>*Value added courses-graded</b>		
<b>VAC201</b>	<b>Advance Excel -20 hours</b>	<b>20 hrs</b>
<b>VAC204</b>	<b>IPR for Start-ups-15 hrs</b>	<b>15 hrs</b>
<b>VAC205</b>	<b>NGO Internship -30 days</b>	<b>30 hrs</b>
	<b>Total Credits Trimester II</b>	<b>21</b>

Trimester III		
Code	Subject	Course Credit
PGB301	Data Visualization	3
PGB302	Human Resource Management	1.5
PGB303	Marketing Research	3
PGB304	Regulatory Affairs	3
PGB305	Supply Chain Management	1.5
	<b>Core Credits</b>	<b>12</b>
<b>Electives</b>	<b>Marketing</b>	
PGB311	Brand Management	1.5
PGB312	Digital Marketing	3
PGB313	Pharmaceutical Sales Management	3
PGB314	Product Management	1.5
PGB315	Market Based Project	1.5
		<b>10.5</b>
<b>*Value added courses-graded</b>		
VAC301	Healthcare Entrepreneurship (NPTEL)	
VAC302	Environment and Sustainability	10 hrs
VAC303	Cost and Management Accounting	15 hrs
VAC304	Leadership and Management Excellence	15 hrs
VAC305	Cases Unboxed	15 hrs
VAC306	Idea Research	
	<b>Total Credits Trimester III</b>	<b>22.5</b>

Trimester IV		
	<b>Core</b>	
PGB401	Applied Predictive Analytics	3
PGB402	Biotechnology Business and Young Analyst Program	3
PGB403	Strategic Management	3
PGB404	<b>Geopolitics</b>	1.5
	<b>Core Credits</b>	<b>10.5</b>
	<b>Marketing Specialisation</b>	
PGB411	B2B Marketing	3
PGB412	International Marketing	3
PGB413	Marketing Analytics	3
PGB414	Marketing Strategy	3
PGB415	OTC Marketing	3
PGB417	AI in Healthcare Marketing	1.5
		<b>16.5</b>
PGB416	Summer Internship	3
	<b>Total Credits Trimester IV</b>	<b>30</b>

Trimester - V		
PGB501	International Business	1.5
PGB502	Project Management	3
PGB503	Health Care Management	3
	<b>Core Credits</b>	<b>7.5</b>
	<b>Marketing Specialisation</b>	
PGB511	Advanced Pharma Marketing	3
PGB512	Consumer and Industry Buying Behaviour and Integrated Marketing Communications	3
PGB513	Medico Marketing	1.5
PGB514	Negotiation & Selling Skills in Pharma and Healthcare	3
PGP515	Services Marketing	1.5
		<b>12</b>
	<b>Total Credits Trimester V</b>	<b>19.5</b>
	<b>*Swayam Moocs (Culture Ethics and Governance) Project based with seminars</b>	
Trimester - VI		
PGB601	Capstone Project	3
	<b>Total credits Trimester VI</b>	<b>3</b>