

<b>SIES School of Business Studies</b>		
<b>PGDM (Pharmaceutical Management) 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>	
PGP101	Accounting for Managers	3
PGP102	Anatomy and Physiology	3
PGP103	Business Statistics	3
PGP104	Introduction to Artificial Intelligence	1.5
PGP105	Introduction to Data Science and Business Analytics	1.5
PGP106	Managerial Communication	3
PGP107	Marketing Management	3
PGP108	Microeconomics	1.5
PGP109	Organisational Behaviour	1.5
PGP110	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>		
PGP201	Application to Artificial intelligence	1.5
PGP202	Application of Marketing Management	3
PGP203	Business Research Methods	1.5
PGP204	Emerging areas in healthcare	3
PGP205	Financial Management	3
PGP206	Intellectual Property Rights	1.5
PGP207	Macro Economics	1.5
PGP208	Operation Management	3
PGP209	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
PGP301	Data Visualization	3
PGP302	Human Resource Management	1.5
PGP303	Marketing Research	3
PGP304	Regulatory Affairs	3
PGP305	Supply Chain Management	1.5
	<b>Core Credits</b>	<b>12</b>
<b>Electives</b>	<b>Marketing Specialisation</b>	
PGP311	Brand Management	1.5
PGP312	Digital Marketing	3
PGP313	Pharmaceutical Sales Management	3
PGP314	Product Management	1.5
PGP315	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		
	Core	
PGP401	Applied Predictive Analytics	3
PGP402	Pharmaceutical Business and Young Analyst Program	3
PGP403	Strategic Management	3
PGP404	Geopolitics	1.5
	<b>Core Credits</b>	<b>10.5</b>
	<b>Marketing Specialisation</b>	
PGP411	B2B Marketing	3
PGP412	International Marketing	3
PGP413	Marketing Analytics	3
PGP414	Marketing Strategy	3
PGP415	OTC Marketing	3
PGP417	AI in Healthcare Marketing	1.5
		<b>16.5</b>
PGP416	Summer Internship	3

	<b>Total Credits Trimester IV</b>	<b>30</b>
<b>Trimester - V</b>		
<b>PGP501</b>	International Business	1.5
<b>PGP502</b>	Project Management	3
<b>PGP503</b>	Health Care Management	3
	<b>Core Credits</b>	<b>7.5</b>
	<b>Marketing Specialisation</b>	
<b>PGP511</b>	Advanced Pharma Marketing	3
<b>PGP512</b>	Consumer and Industry Buying Behaviour and Integrated Marketing Communications	3
<b>PGP513</b>	Medico Marketing	1.5
<b>PGP514</b>	Negotiation & Selling Skills in Pharma and Healthcare	3
<b>PGP515</b>	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>	
<b>Trimester - VI</b>		
<b>PGP601</b>	Capstone Project	3
	<b>Total credits Trimester VI</b>	<b>3</b>