

PHARMACEUTICAL MANAGEMENT
THEORY 3 hours/week

UNIT – I

- 1. Concept of Management:** Administrative management (Planning, Organizing, Staffing, Directing and Controlling), Entrepreneurship development, Operative Management (Personnel, Materials, Production, Financial, Marketing, Time/space, Margin/Morale).
- 2. Principles of Management:** (Co-ordination, Communication, Motivation, Decision-making, leadership, innovation, creativity, delegation of authority/responsibility and record keeping).

UNIT – II

- 3. Accountancy:** Principles of accountancy, Ledger posting and book entries, Preparation of trial balance, columns of a cash book, bank reconciliation statement, rectification of errors, profits and loss account, balance sheet, purchase, keeping and pricing of stocks, treatment of checks, bills of exchange.
- 4. Economics:** Principles of economics with special reference to the laws of demand and supply, demand schedule, demand curves, general principles of insurance, inland and foreign trade, procedure of exporting and importing goods.

UNIT – III

- 5. Pharmaceutical Marketing:** Function, buying, selling, transportation, storage, finance, feedback, information, channels of distribution, wholesale, retail, departmental store, multiple shop and mail order business.
- 6. Salesmanship:** Principles of sales promotion, advertising, ethics of sales. Recruitment, training, evaluation and compensation to the pharmacist.

UNIT – IV

- 7. Market research:** Prerequisites, Basic information services.
- 8. Materials management:** A brief exposure to the basic principles of materials management, purchase, stores & inventory control and evaluation of materials management.

UNIT – V

- 9. Production Management:** A brief exposure of the different aspects of production management (Visible & Invisible) inputs, methodology of activities, performance evaluation techniques, process – flow.
- 10. Emerging Concepts in Marketing:** Vertical & Horizontal Marketing, Consumerism, Industrial marketing, Global marketing.

RECOMMENDED BOOKS:

1. M. J. Etazel , B. J. Walker and W. J. Stanton, Marketing, Tata McGraw Hill, 13th Edition, 2004.
2. R. Saxena, "Marketing Management" Tata McGraw Hill, second Edition, 2003.