



**Minutes of Meeting of the Board of Studies
Under the SPM
on December 19, 2014 at the IIHMR University**

Minutes of meeting of the Board of Studies (BoS) in Pharmaceutical Management held on 19th December, 2014 at the IIHMR University, Jaipur.

The following members were present in the meeting.

1. Mr. Subhash Sethi
2. Dr. Hemant Dande
3. Dr. J.S.Bapna
4. Dr. B.P. Nagori
5. Dr. N.K. Gurbani (Coordinator)

1. Dr. N.K. Gurbani welcomed all and explained the purpose of the meeting as per the circulated course contents of MBA-PM.
2. Dr. Nagori insisted on the Regulations on eligibility, teaching hours distribution and examination scheme of the MBA-PM before considering review of the syllabus of MBA-PM. Dr. Gurbani requested Mr. Abhishekh Dadhich to coordinate with the Academic Cell in collecting all information as desired by Dr. Ngaori. Mr. Dadhich, in coordination with Academic Cell arranged all required information for the perusal by members of BoS and his support is thankfully acknowledged.
3. Dr. Hemant Dande felt while considering the review and revision on the course contents our major emphasis should be directed on employability all the passing out candidates, so as to convert education into the employment. There shall be less education and more emphasis on employability and students may be exposed to commercial research of the market for the futuristic scope in pharmaceutical industry in coming years. As per his experiences, he insisted communication in English language is most important. Dr JS Bapna and Mr. Subhash Seth also supported the improved in communication skills as suggested by Dr. Dande. Mr. Dande felt that the students should be able create impact in first few minutes of discussion/personal interview. He further added that there will be a huge requirement of manpower in OTC market, especiall in health supplements/ OTC wellness /nutraceuticals. In view of the emerging pharmacy management is retail pharmacy chain store, the commercial understanding of legal issues on Food Safety Act, Magic Remedies Act and impact of GST on profitability of industries may also be discussed during teaching under MBA-PM. A reasonable exposure on management of medical equipment, medical devises, stunts and diagnostics may also be discussed during the course. Understanding of human psychology from the point of view from doctor, team, trade unions and consumer may also receive sufficient emphasis during education. Advertising, products management and brand promotion through visual aids may also be given due to consideration. He summed up that

all these topics can be covered under the existing curriculum, with emphasis on issues pointed by him during teaching.

4. Mr. Seth shared that the pipeline of small molecules/NCE is gradually drying up due to Patent Cliff and top companies are shifting their strategies on biologics and biosimilars. This may be adequately emphasized under changing global environment. Under the current National and International environment a more emphasis may be given through case studies on warning letters issued by the USFDA and MHRA. Under Legal Environment, the IPR topics may be listed in separate para from the main topic (Sl. No 3). He also felt the importance of English Language and communication skills, which need to be improved and polished. He further added that it would be better if industries resource persons are invited for teaching current topics concerning the current needs.
5. Dr. Bapna by supported all the issues shared by the above experts and felt that a focus shall be made more of top 100 molecules, top 10 top products and growth segments during the teaching.
6. It was felt that all members with the current curriculum of MBA-PM is quite well define and during the implementation of this curriculum points/issues shared by the members be given extra emphasis.

Dr. Gurbani thanked all the members for their sparing valuable time and providing inputs for the meeting towards improving the design of MBA PM.