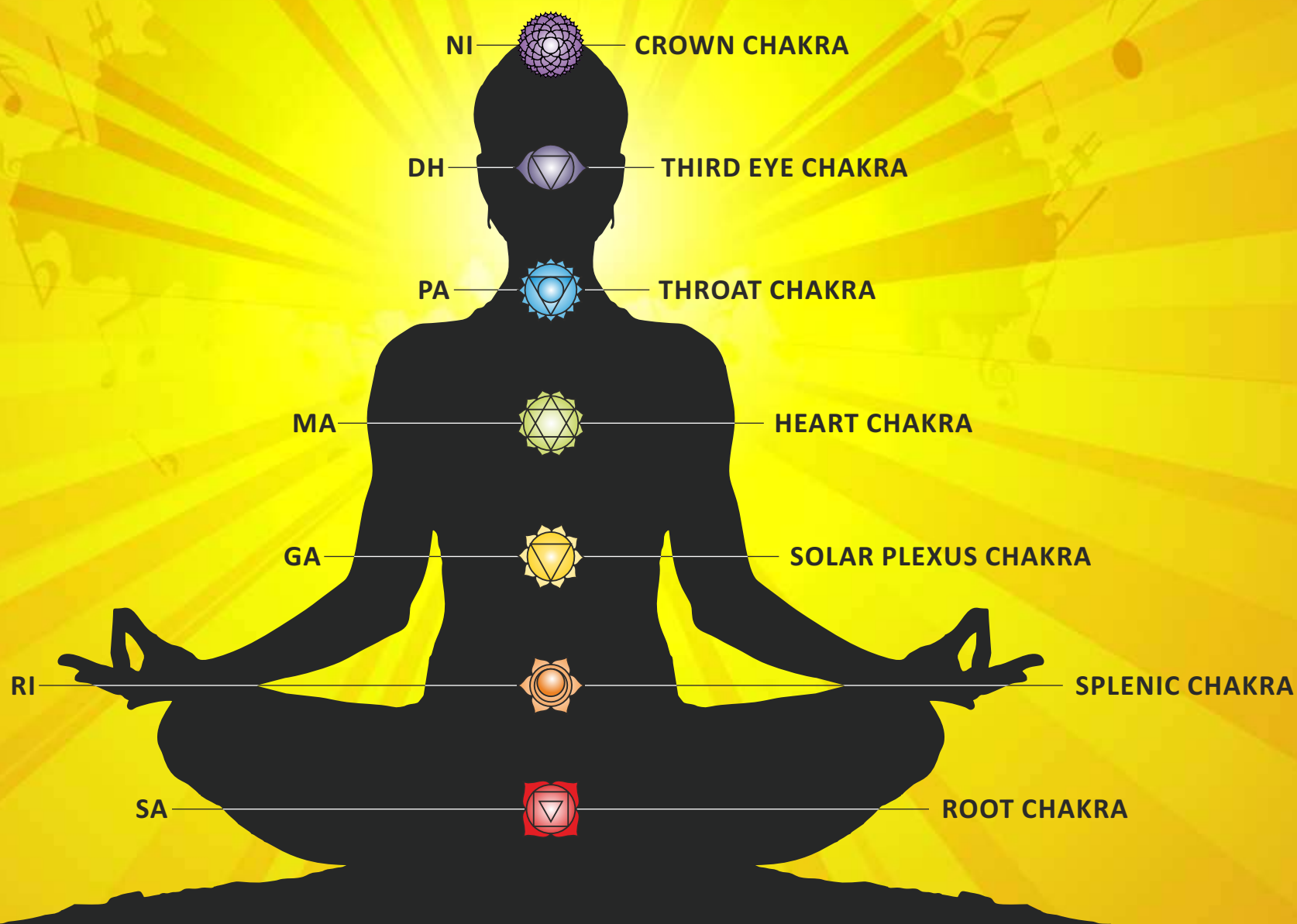


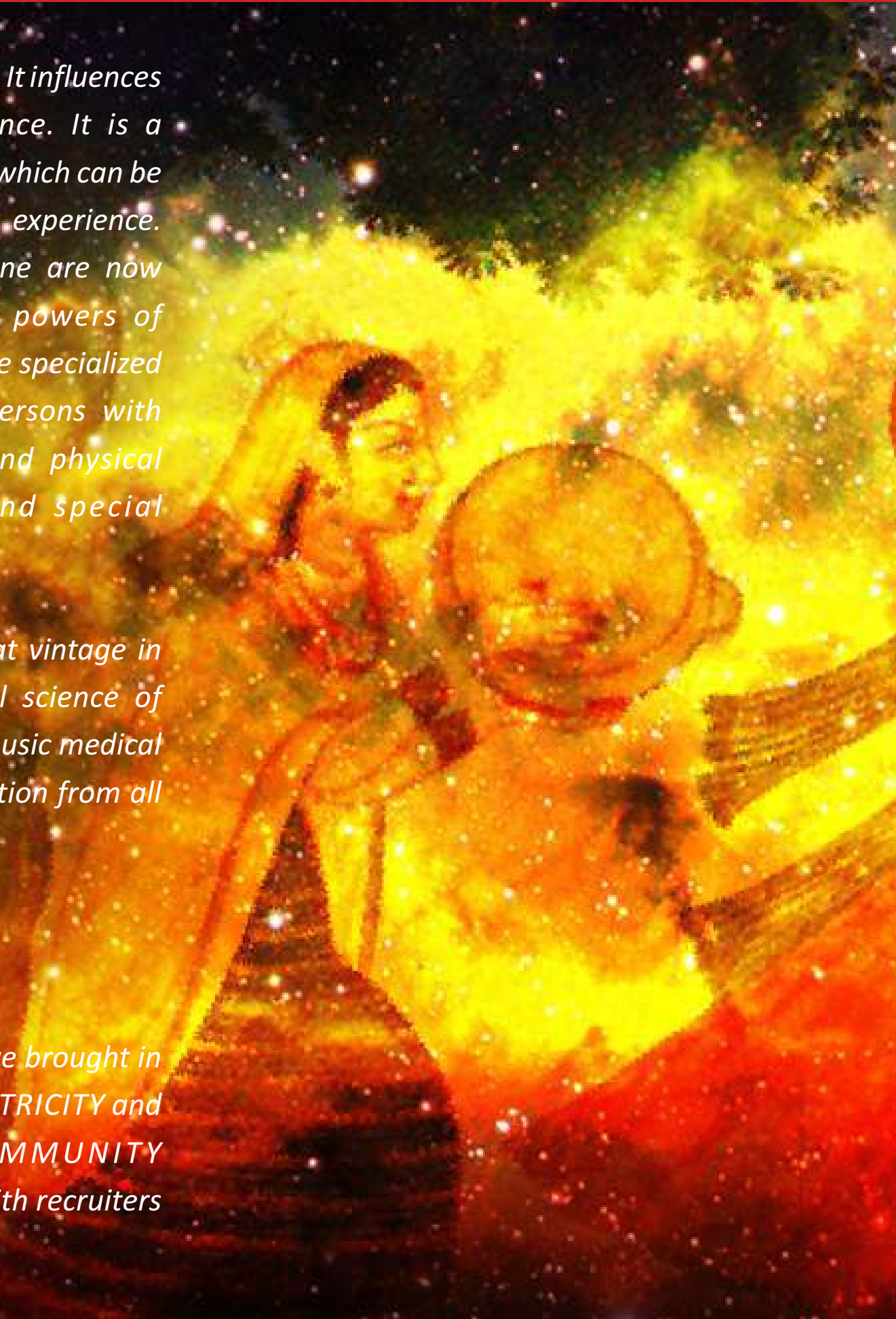
# *Indian Ragas and Therapies*



*Music is a universal language. It influences all levels of human existence. It is a medium for communication, which can be both a pleasant and healing experience. Modern science and medicine are now rediscovering the healing powers of music. And music therapy, the specialized use of music in treating persons with special needs in mental and physical health, rehabilitation and special education is gaining ground.*

*Music therapy carries a great vintage in the ancient holistic medical science of India. The whole subject of music medical therapy is now getting attention from all across the world...*

*...Hence we at SPPSPTM have brought in holistic view of PATIENT CENTRICITY and MANAGED CARE in COMMUNITY PHARMACY, thus aligning with recruiters brand strategy.*







## Vision

To develop an excellent pharmacy school focusing on research in current trends in Pharmaceutical Sciences and Technology Management and educate with a view to impact global healthcare system and thus develop a cadre of employable pharmacy professionals.

## Mission

To produce self-motivated, self reliant and socially sensitive young pharmacists catering to the needs of Industry, Academia, Research.

To create a centre of excellence for R&D in the field of pharmaceutical sciences with interdisciplinary approach in emerging area of Science and Technology with focus on Industry-Academia interaction and cooperation at National and International level.

To interlink Pharmaceutical Sciences with Life Sciences and Management Education.

To provide Life Long Learning opportunities in Pharm. Sciences.



# *Raag Vasant*

*A Morning Raga*

*Gall Stones (Cholecystitis)*





# Chancellor

The Higher Education Sector is transforming itself to remain relevant to changing times. The focus therefore, apart from ensuring employability, is to prepare the students into thinking, solution focused, decision making professionals. Quality Education will ensure better employment opportunities unlocked as a result of learning, giving the country's economy a substantial boost, greater growth and innovation with the addition of skilled professionals to the existing talent pool.

I am happy that our NMIMS School of Pharmacy & Technology Management is alert to respond to current trends in job market and is enabling the individual for decision making, training them in softer aspects, through innovative usage of technology and techniques, giving them real world experience and letting them unlearn & learn new skills.

I wish them all the best for coming Placement season.

**Shri Amrish Patel**





# *Raag Hindola*

*A Morning Raga*

*Rheumatic Arthritis,  
Backache Hypertension*





# Vice Chancellor

NMIMS (Deemed University) is today one of the rapidly growing universities in India. As it happens in most cases, the demographic structure of the country has offered to NMIMS opportunities to innovate and create a new paradigm in higher education. Over the last 10 years the institution has launched innovative programs and developed innovative pedagogies and academic processes.

The programs of Pharmacy and Technology Management are a testimony of such innovations that have the potential to impact Pharmaceutical and Healthcare Industry. Remaining relevant also drives the innovation agenda at NMIMS. However, relevance alone has not been the sole criteria. Programs and processes have to pass another acid test that of rigour.

Today NMIMS is acknowledged as an institution that has rigour, relevance and quality embedded in its various activities. All this has helped us groom future leaders who also possess the skills of social sensitivity and ethical leadership.

In a fast changing world, where healthcare has assumed significance, industry has to consider issues of morality, ethics and corporate responsibility. No firm today can afford to ignore the issues of technology, governance, ethical conduct and above all affordable healthcare regime.

Our school has attempted to develop graduates who not only understand these issues but also have the skills to respond to these stages.

I am sure, you will find our graduates worth your investments .

I look forward to seeing you on our campus.

My very best wishes to the graduating students.

**Dr. Rajan Saxena**

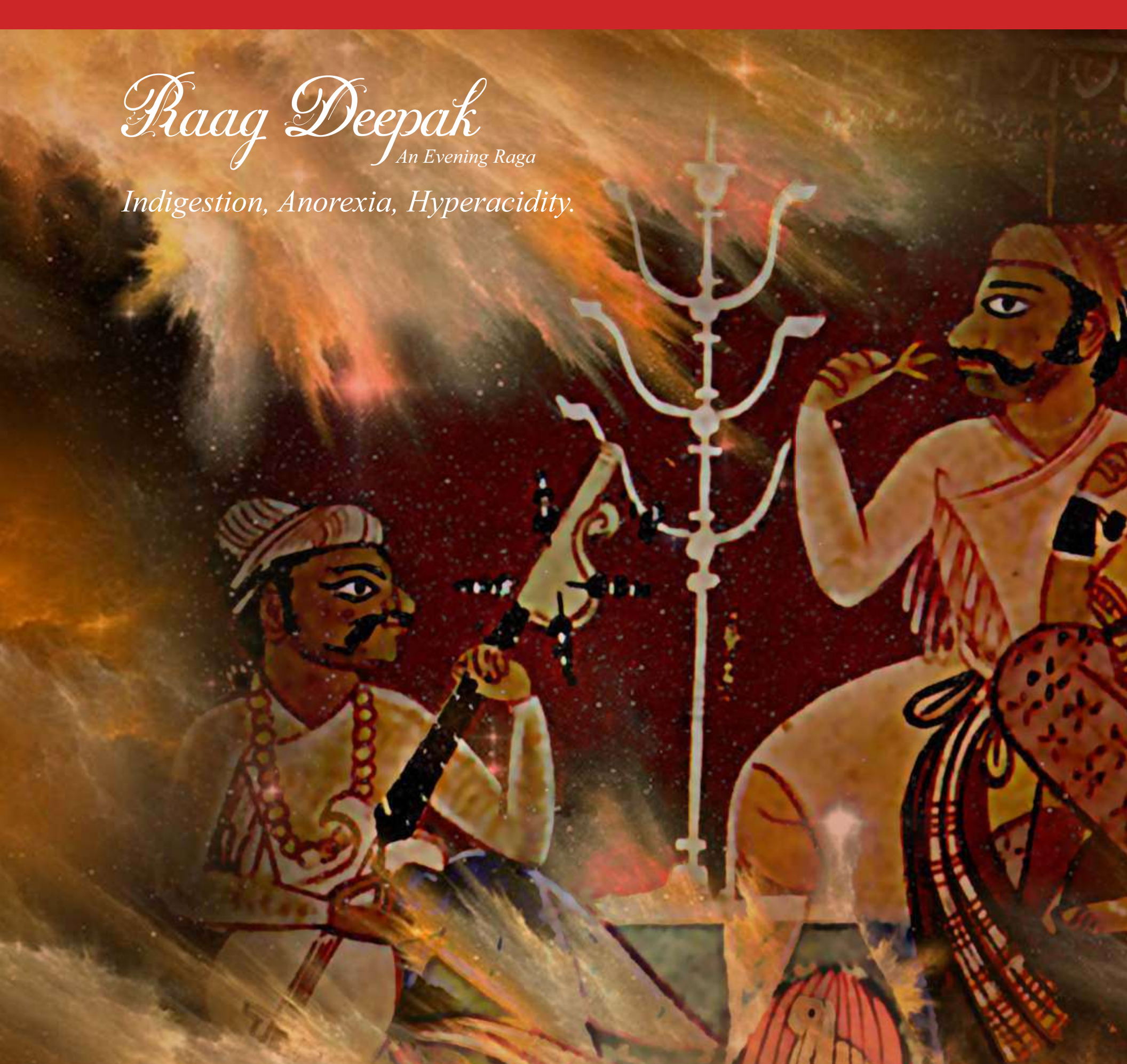




# *Raag Deepak*

*An Evening Raga*

*Indigestion, Anorexia, Hyperacidity.*







# Director

SVKM's Pharma Institutions

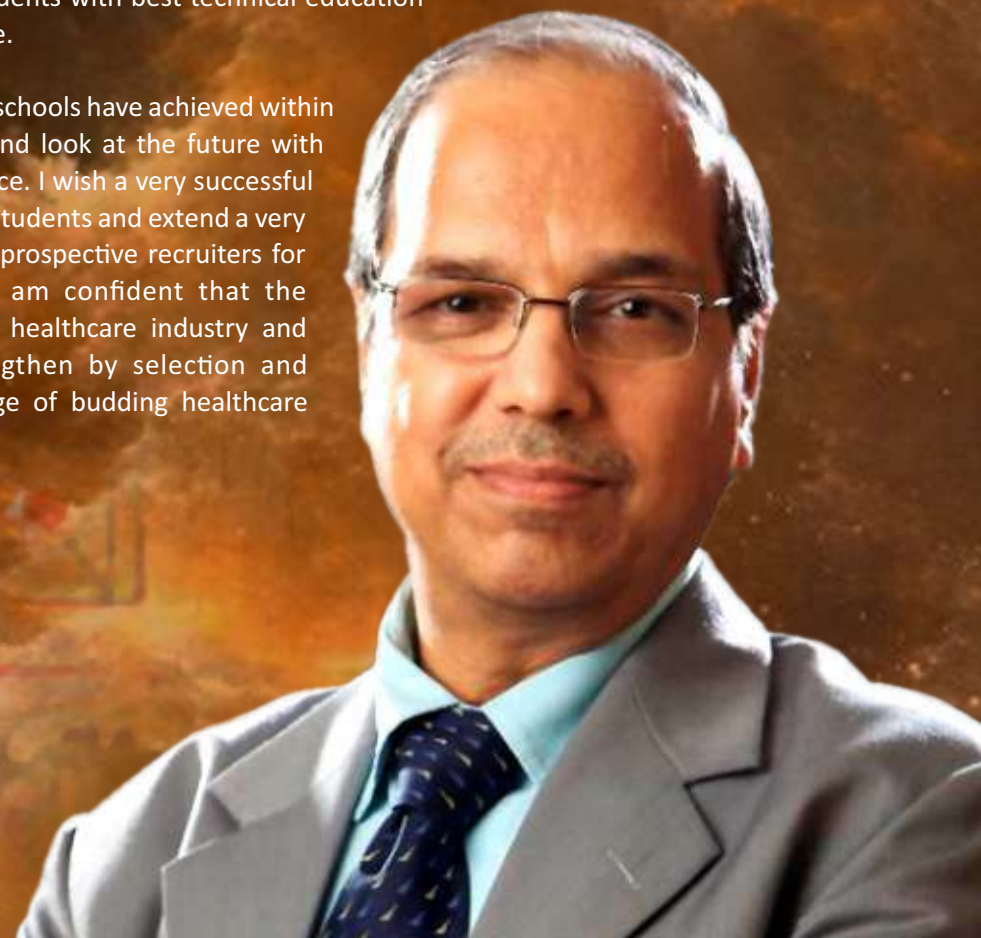
I am delighted to introduce you to SVKM's NMIMS Pharmacy & Technology Management Schools. The schools were established in the year 2006 at Mumbai and in 2007 at Shirpur and have been a pioneer in the integrated programs of Pharmacy with Management. The Schools have made their niche by providing quality innovation program in an industry oriented, professional learning, competent and competitive mind-set to fulfil aspirations of the students and to blend the pharmaceutical technology with management through its updated need based curriculum.

World class infrastructural facilities, laboratories obsessed with sophisticated instruments, highly learned and experienced faculties and enthusiastic students is our strength. Apart from curriculum, school invests efforts in soft skill training of the students to make them industry ready in every respect. This makes our students most sought after in industry. Our efforts are recognized by Government of India and other non-government organizations. We confidently invite you to offer best human resources with at par knowledge and skills to be an asset to the esteemed organization of yours.

NMIMS is proud producing industrious students out of premier education system along with the finest facilities ensuring that our students achieve excellence in their chosen fields. We, at NMIMS, nurture our students in an environment that ensures rigor, encourages teamwork and expects excellence. The curriculum and pedagogy are tailored to develop students with best technical education and practical experience.

I am proud of what the schools have achieved within a short span of time and look at the future with optimism and confidence. I wish a very successful career ahead to all the students and extend a very warm welcome to the prospective recruiters for campus placement. I am confident that the collaboration between healthcare industry and NMIMS, would strengthen by selection and utilisation of knowledge of budding healthcare professionals.

**Dr. R.S. Gaud**





# *Raag Asavari*

*A Morning Raga*

*To build confidence – Low BP*





# Dean

SPPSPTM

SVKM's NMIMS SPP School of Pharmacy & Technology Management takes great pleasure in presenting before you the Batch of 2017-18. We foster sharpening of skills and enhancement of knowledge base in our students through various extra-curricular & co-curricular activities through faculty who not only keep themselves at par with the current developments but also contribute to the expansion of knowledge in their field of expertise. To facilitate this, we have Centers of Excellence to enhance domain specific research and training for members of faculty and entrepreneurship among students. With very congenial and professional environment our faculty makes substantial contribution to the academia through quality teaching, publications, seminars, conferences, etc. Faculty contribution has received recognition by way of various collaborations we have with various institutions and universities in India and abroad, and the excellent goodwill we enjoy with the corporate world who generously contribute to our various academic processes too. The corporate interactions including corporate supported projects undertaken by our students under faculty supervision which provides a close hands-on-experience to our students as part of our curriculum.

Our curriculum is in lockstep with the evolving skill set demands of the industry; a cutting edge core curriculum that lays the foundation to navigate the minefields of the highly specialized elective offerings. We work in the direction to transform our students into ready manager who can deliver and contribute as soon as they step into their roles, buoyed by a spirit of competitive cooperation and armed with an interlocking interdependent body of knowledge and a spirit of lifelong learning – self-motivated pursuits as well as peer learning in a group teeming with the diversity of region & techno managerial experience.

The entire stint of their educational period spent with us is devoted to building right attitude. Right attitude is the recognition that an unswerving commitment to excellence is what marks the professional to stand out. Right attitude is the realization that sustainability is achieved when every action is considered with its impact on every relevant aspect. Right attitude is the recollection that learning does not end with graduation, but is instead life-long. It is this set of attitudes that our graduates bring to the work place. They have been trained to combine individual brilliance with team accomplishment.

I extend a cordial welcome to your esteemed organization and would be honored by your participation in our Campus Placement 2017.

**Dr. Bala Prabhakar**





# *Raag Bhairavi*

*A Morning Raga*

*Rheumatic Arthritis Sinusitis  
encourages dataachment*





# Director

Pharma Network (SPPSPTM) & Advisor - Marketing (NMIMS)

The world around us is changing rapidly. Technological Innovations have been faster and cheaper and thus making traditional jobs & skills redundant. Therefore, we at NMIMS School of Pharmacy & Technology Management have learnt to be outcome-driven instead of input-led.

India's job market has witnessed an evolution, with working professionals leveraging their learnings for their career advancement. The current industrial revolution is expected to give rise to a growing need for newer skills & better job preparedness, leading to expansion in the Skill-based & Analysis-based jobs rather than Rule-based jobs, particularly in services sector.

The impact of these changes is being felt by both Students & working Professionals, who in turn are finding ways to remain relevant for the jobs of future and our ever changing customized syllabus is helping them to stay abreast with 21st century skills required by the Healthcare Industry.

As in the past, I am excited to offer our new batch for employment, knowledge driven & Skilled, differentiated & ready to be productive from day 1.

**Mr. Sunil Chaturvedi**





## Pioneers in Integrated programmes in India with Pharmacy and Technology Management Programmes at the School

- D. Pharm. (2 Years)
- B. Pharm. (4 Years)
- B. Pharm. + MBA (Pharma Tech) (5 Years)
- M.Pharm. (2 Years)
  - Pharmaceutics
  - Pharmaceutical Quality Assurance
  - Industrial Pharmacy
  - Pharmaceutical Technology
- M. Pharm. + MBA (Pharma Tech and Healthcare Management) (3 Years)
  - Pharmaceutics
  - Pharmaceutical Quality Assurance
  - Industrial Pharmacy
  - Pharmaceutical Technology
- Ph.D. (Pharmaceutical Sciences) (3-6 Years)
- Industry Sponsored Ph.D. (Pharmaceutical Sciences) (3-6 Years)



## Our Eclectic Board of Studies

### Board of Studies for Pharmaceutics and Quality Assurance

- Dr. Sanjay Jain, Professor, Department of Pharmaceutical Sciences, Dr. H. S. Gour Central University, Sagar (MP)
- Dr. M. M. Patel, Director & Principal (SVBIP), Bapu Gujarat Knowledge Village, Gandhinagar

### Board of Studies for Pharm. Chemistry, Pharm. Biotechnology, Natural Products and Pharm. Analysis

- Dr. K. S. Laddha, Professor of Pharmacy, Dean (ICD), Institute of Chemical Technology, Mumbai
- Dr. (Mrs.) Suneela Sunil Dhaneshwar, Head AIP & Dy. Dean Research, Amity Institute of Pharmacy, Lucknow

### Board of Studies for Pharmacology & Clinical Pharmacy

- Dr. Rema Razdan, Professor, Al-Ameen College Of Pharmacy, Bangalore
- Dr. Mrs. Aarati G. Jagtap, Retired Professor in Pharmacology, Bombay College of Pharmacy, Mumbai

### Board of Studies for Pharm. Tech. Management

- Mr. Sanjeev Navangul, Managing Director, Janssen India (Pharmaceutical Company of Johnson & Johnson)
- Mr. Amitabh Gangopadhyay, Head Strategy, Sun Pharma
- Mr. Ronald Sequeira, Executive Director, GlaxoSmithKline Pharmaceuticals Ltd.
- Mr. Mehul Shah, Managing Director, Encube Ethicals Private Ltd.
- Mr. Sudarshan Jain, Ex-Managing Director, Abbott Healthcare Pvt. Ltd.
- Mr. Jitendra Tyagi, Managing Director, Bristol-Myers Squibb India
- Ms. Gauri Pathak, General Manager, Kantar Health



# Raag Darbari

*A Night Raga*

*Sedative - Easing Tension*



## Awards & Achievements

- Best Placement Brochure Award by Business School Affaire & Dewang Mehta National Education Awards.
- Institute with Best Academic & Industry Interface Award by Business School Affaire & Dewang Mehta National Education Awards.
- 1st position for the RX CULTURAL and RX SPORTS in RX VOYAGE 2017, the annual state level inter-collegiate festival for pharmacy colleges.
- 2nd Position for the BEST COLLEGE in RX VOYAGE 2017, the annual state level inter-collegiate festival for pharmacy colleges.
- All India NIRF Rankings of 43rd Ranking was assigned to SPPSPTM for the academic year 2016-17.



# Faculty Listing

Dr. R.S. Gaud	Director - SVKM's Pharma Institutions	M.Pharm., Ph.D., FIPA
Dr. Bala Prabhakar	Dean	M.Pharm., Ph.D.
Dr. Addepalli Veeranjanyulu	Sr. Professor & Associate Dean	M.Pharm., Ph.D., PDF
Dr. Mayur Yergeri	Professor & Associate Dean	M.Pharm., Ph.D., PDF
Dr. Ashwini Deshpande	Professor & Associate Dean	M.Pharm., Ph.D.
Dr. P. G. Shrotriya	Director (Pharma Research)	M.Pharm., Ph.D.
Mr. Yugal Sikri	Director - Pharma Tech Management	M. Pharm., PGDMS, MMM
Dr. V. S. Velingkar	Professor	M.Pharm., Ph.D.
Dr. Sateesh B	Professor	M.Pharm., Ph.D.
Dr. Chandrakant Bonde	Professor	M.Pharm., Ph.D.
Dr. Shirish Deshpande	Professor	M.Pharm., Ph.D.
Dr. Vaishali Londhe	Associate Professor	M.Pharm., Ph.D.
Dr. Anil Pethe	Associate Professor	M.Pharm., Ph.D.
Dr. Saraswathy Nagendran	Associate Professor	M.Sc.(Botany), M.Sc. (IT), Ph.D.
Dr. Prashant Kharkar	Associate Professor	M.Pharm., Ph.D., PDF
Dr. Mukesh Nandave	Associate Professor	M.Pharm., Ph.D., PDF
Dr. Preeti Sangave	Associate Professor	B.Pharm., M.Sc. (Tech.) (Bioprocess Technology), Ph.D.
Mr. Ashutosh Ojha	Associate Professor	B.Pharm., MBA
Dr. Pravin Shende	Associate Professor	M.Pharm., Ph.D., PDF
Dr. Vaibhav Dixit	Associate Professor	M.Pharm., Ph.D., PDF
Dr. Sanjay S Sharma	Associate Professor	M.Pharm., Ph.D.
Dr. Saritha Shetty	Assistant Professor	M.Pharm., Ph.D.
Dr. Deepali Kaduskar	Assistant Professor	M.Pharm., Ph.D.
Dr. Ginpreet Khurana	Assistant Professor	M.Pharm., Ph.D.
Dr. Kalyani Barve	Assistant Professor	M.Pharm., Ph.D.
Dr. Amisha Vora	Assistant Professor	M.Pharm., Ph.D.
Dr. Yogesh Kulkarni	Assistant Professor	M.Pharm., Ph.D.
Dr. Maushmi Kumar	Assistant Professor	B.Pharm., M.Tech. (Bioprocess Technology), Ph.D.
Dr. Divya Suares	Assistant Professor	M.Pharm., Ph.D.
Dr. Surendra Agrawal	Assistant Professor	M.Pharm., Ph.D.
Dr. Archana Upadhyay	Assistant Professor	B.Pharm., M.Sc. (Tech) (Bioprocess Technology), Ph.D.
Mr. Haresh Raulgaonkar	Assistant Professor	B.E., MMM
Dr. Sarika Wairkar	Assistant Professor	M.Pharm., Ph.D.
Dr. Clara Fernandes	Assistant Professor	M.Pharm., Ph.D.
Dr. Kavita Singh	Assistant Professor	M.Pharm., Ph.D.
Ms. Anshul Garg	Assistant Professor	MBA





Faculty, Pharmacy & Technology Management 2017

Dr. Smita Bonde	Assistant Professor	M.Pharm., Ph.D.
Mr. Ajay Wagh	Assistant Professor	MCA/MBA(IT)/B.Sc./PGDCS
Dr. Shashikant B. Bagade	Assistant Professor	M.Pharm., Ph.D.
Dr. Payal Dande	Assistant Professor	M.Pharm., PGDPM, Ph.D.
Dr. Amit Page	Assistant Professor	M.Pharm., Ph.D.
Dr. Santosh U Yele	Assistant Professor	M.Pharm., Ph.D.
Dr. Ketan Hatware	Assistant Professor	M.Pharm., Ph.D.
Mr. Meghanath B Shete	Assistant Professor	M.Pharm.
Ms. Namita Hegde	Assistant Professor	M.Pharm.
Dr. Kapil Juwale	Assistant Professor	M.Pharm., Ph.D., PDF
Dr. Priyanka Prabhu	Assistant Professor	M.Pharm., Ph.D.
Dr. Vivek Nalawade	Assistant Professor	M.Pharm., Ph.D.
Mr. Harish Kundaikar	Assistant Professor	M.Pharm.
Mr. Sandip Auti	Lecturer	M.Pharm.
Ms. Anjali Takke	Lecturer	M.Pharm.
Ms. Shweta Mishra	Lecturer	M.Pharm.
Mr. Parshuram N Shendge	Lecturer	M.Pharm.
Mrs. Meena Tilawat	Lecturer	M.Pharm.
Mrs. Sravani K Hatware	Lecturer	M.Pharm.
Mr. Jineetkumar B Gawad	Lecturer	M.Pharm.
Mr. Madhav Shelke	Lecturer	M.Pharm.
Mr. Kiran Patil	Lecturer	M.Pharm.
Mr. Ashishkumar Parashar	Lecturer	M.Pharm.





Auditorium



Laboratory

## Our World Class Infrastructure



Classroom



Library



Shirpur



LCMS - MS



Computer Lab



Pilot Plant



## Herbal Garden

SPP-School of Pharmacy & Technology Management  
SVKM's NMIMS, Mumbai



Animal House







## Our Electrifying Events







Kshamta



Chai Pe Charcha



Isthmus - Urja



Alumni  
Interaction



Thodi Chai Thodi Gupshup...



## Participation in International & National Level Competitions



Final Event of Chancellor's Challenge - The Final Pitch!



Buzz : The Third Wave, a National - Level Business School Competition held at NMIMS, Hyderabad



CAMTechX Jugaadathon, Mumbai Organised by SINE, IIT Bombay & CAMTech X



Novartis Bio Camp



DIA 52nd Annual Global Meeting, Philadelphia (USA)



# Scholarship



Merck Annual Scholarship of Rs. 2 Lakh



**Mr. Chandradarshan Jain**  
of M.Pharm + MBA SVKM's NMIMS



**Ms. Richa Rajput**  
of B.Pharm SVKM's NMIMS



**Have been selected for the SCHOTT FIOLAX SCHOLARSHIP-2016.**

SCHOTT Glass India had launched its first scholarship program in 2014  
with an aim to foster deserving students of pharmacy in India.



# Corporate Relations & Placements

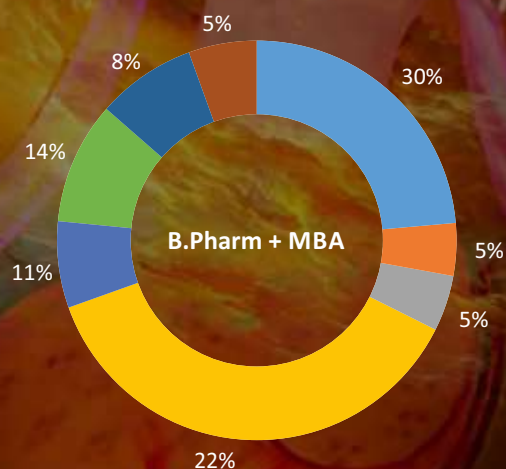
SVKM's NMIMS SPPSPTM witnessed a successful placement season 2016 -17 as in the past. The integrated programs of Pharmacy with Management degrees at the school continued to gain more and more popularity in the Pharmaceutical and Healthcare industry.

The M.Pharm + MBA (Pharma Tech & Healthcare Management) batch was recruited by some of the best companies in the Healthcare Industry in variety of profiles. The pioneering concept of our B.Pharm + MBA (Pharma Tech) course gained further traction and continued to be in demand by recruiters for Sales, Marketing and Management Trainee profiles.

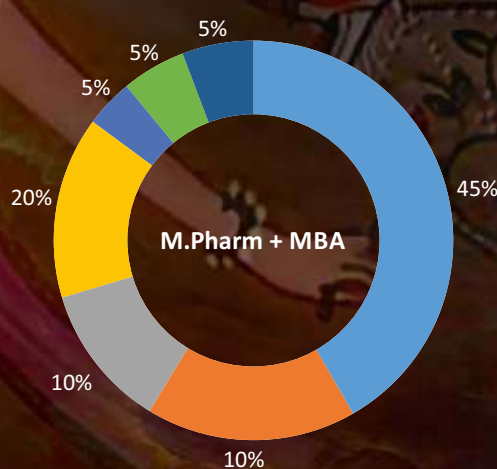
Top Pharma heavyweights such as GlaxoSmithKline, Sun Pharma, Novo Nordisk, Alkem and many other Indian and MNCs participated in the placement season and offered coveted profiles in Sales & Marketing, Project Management & Operations.

Summer Internships are an integral aspect of the pedagogy at NMIMS, offering students an opportunity to collaborate with the corporate world and put their skills and acquired learnings to practice. Companies perceive Summer Internships as an important measure to assess the skill sets of students and offer them PPOs/PPIs. It also helps interns get fresh industry perspective and work with corporate leaders. Students were placed with top healthcare companies for Management Internship Programme.

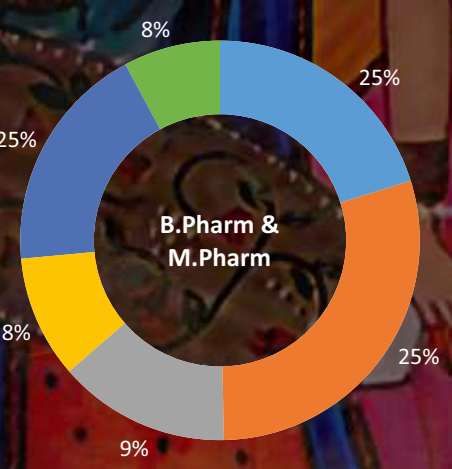
## Profiles offered



- Sales & Marketing
- Project Management
- International Business
- Operations
- Marketing Research
- Consulting
- Business Development
- General Management



- Sales & Marketing
- International Business
- Business Development
- Operations
- Marketing Research
- Project Management
- Consulting
- General Management



- F&D
- Regulatory Affairs & IPR
- Project Management
- Health Economics and Outcomes Research
- Sales & Marketing
- Medical Writing
- Consulting
- General Management



# Our Esteemed and Diverse Recruiters

 Since 1984	 Touching Lives over 100 years				 HEAL™ BY VIRTUE
 We create chemistry		 Celebrating 40th Anniversary			 EXCEL SUPPLY CHAIN
 We Care For U		 Building a better working world		 Your S. M. A. R. T. Research Companion	
		 Smart. Simple. Transformative. Science.		 Healthy Habits. Happier Lives	
 A dose of life					
		 LAURENCE COLLEGE Empowering the future	 Serving Life		
				 Healing comfortably	
 R. N. Laboratories					 Proven Ability in Life Science
			 celebrating life		
	 A Joint Venture of Emcure	 dedicated to life			



# *Shudh Surang*

*An Afternoon Raga*

## *Anorexia Gall Stones (Cholecystitis)*

What makes our Students job ready & sharper,  
not only in Sales, Marketing, Operations...

**Unique subjects in our Course Curriculum differentiating us from other traditional  
Pharmacy & Management Colleges / Syllabus.**

- Regional Languages like Gujarati, Marathi, Telgu & Kanada
- Legal Aspects of Pharma Business
- Project Management
- Drug Delivery Systems
- Hospital Pharmacy
- Pharmacovigilance
- Entrepreneurship Management
- Pharma Supply Chain End to End
- Brand and Product Management
- Laws Relevant to Pharmaceutical Industry
- Marketing of Biosimilars & Specialty Products
- Digital Strategy in Pharma Industry
- Drug Regulatory Affairs & Quality Systems
- Business Analytics
- Ethics in Pharma Sales & Marketing
- Pharma Industry supply chain and logistics Management
- Marketing of OTC / Nutraceuticals
- Marketing of Cosmeceuticals
- Pharma & Biomedical Project Management
- Marketing of Medical Devices
- Health Insurance & Financing
- Pharma Tech Transfer
- Disaster Management
- Herbal Drug Technology
- Drug Evaluation Techniques
- Management Internship Programme (17 Weeks)
- Major & Minor Project Work
- Research Project



... but also creditable output in  
Research and Development due to  
significant domain expertise



### PATENTS

- Applied: 19
- Granted: 03

### PAPER PUBLISHED

- International: 371
- National: 102



### GRANTS

Government – Rs. 7,90,89,647/-

University Seed Grant – Rs. 10,67,000/-

Industry – Rs. 81,89,693/-

Consultancy – Rs. 20,71,000/-

\*The above data is since inception till July 2017.



# M.Pharm + MBA

(Pharma Tech & Healthcare Management)

## About the Programme

- A unique 3 year integrated program after B.Pharm spread over 6 Semesters
- Leading to 2 Post Graduate degrees in Master of Pharmacy (Pharmaceutics / Quality Assurance) + MBA (Pharma Tech & Healthcare Management)
- Tailor made course to suit the needs of the Pharmaceutical & Healthcare Industry
- Well Trained students to become Techno Managers to handle Managerial Roles in not only Management side but also in the Technical Side of Pharma / Healthcare business
- Students are suitable as Management Trainees for Sales & Marketing, Project Management, Market Research, Production Planning, Supply Chain & Operations

## Course Curriculum

### FIRST YEAR Semester I

AREA	SUBJECT
Drug Regulatory Affairs	Drug Regulatory Affairs & Quality Systems
Pharmaceutics /	Dosage Form Technology /
Pharmaceutical Analysis	Modern Approaches In Pharmaceutical Analysis
Pharmaceutics	Advances in Pharmaceutical Technology I /
	Product Development And Validation
Pharmaceutics	Biopharmaceutics and Pharmacokinetics
	Lab
Management	Management Today
Management	Business Economics
Management	Human Resource Management - I
Management	Sales Management
Management	Financial Management - I
Management	Statistics for Management
Management	Project Management
Management	Marketing Management

### FIRST YEAR Semester II

AREA	SUBJECT
Pharmaceutics /	Pharmaceutical Technology & Packaging /
Pharmaceutical Analysis	Approaches to Analytical Method Development
Pharmaceutics /	Advances in Pharmaceutical Technology II /
Quality Assurance	Quality Management
Pharmaceutics /	Quality Assurance
Quality Assurance	
Quality Assurance /	Advances in Industrial Pharmacy / Drug
Pharmaceutical Chemistry	Evaluation Techniques
	Lab
Management	Managerial Communications
Management	Corporate Social Responsibility
Management	Operations Research
Management	Marketing of Pharmaceutical products &
	Industry trends
Management	Operations Management
Management	Brand and Product Management
Management	Pharma Industry supply chain and logistics
	Management
Management	Entrepreneurship Management



# Raag Bageshri

*A Night Raga*

## Insomnia

### SECOND YEAR Semester III & IV

AREA	COURSES
Project Work	Major Project Work (Semester III IV)
Project Work	Minor Project Work (Semester III & IV)

AREA	SUBJECT
Management	Management Internship Programme
Management	Quantitative Techniques for Forecasting and Decision Making
Management	Advance Course in Marketing Strategy
Management	Marketing Research Methodology including Advanced Statistical Tools
Management	Brand Plan for Pharma Products
Management	Financial Management II
Management	<b>Electives - Any Five</b>
Electives	International Marketing
	Marketing of Biosimilars & Specialty Products
	Digital Strategy in Pharma Industry
	Customer Relationship Management
	Marketing of Services
	Pharma & Biomedical Project Management
	Operations Strategy
	Marketing of Medical Devices
	Business Process Management

### THIRD YEAR Semester VI

AREA	SUBJECT
Management	Business Analytics
Management	Laws Relevant to Pharmaceutical Industry
Management	Ethics in Pharma Sales & Marketing
Management	Business Strategy Management
Management	Human Resource Management II
Management	Quality Management Systems and Practices
Management	Pharma Factory Management
Management	Research Project
Management	<b>Electives - Any Five</b>
Electives	Marketing of OTC / Nutraceuticals
	Marketing of Cosmeceuticals
	Consumer Behaviour
	Operational Excellence in Pharmaceutical Industry
	Services Operations Management
	Knowledge Management
	Mergers and Acquisitions
	Health Insurance & Financing
	Pharma Tech Transfer
	Hospital Management





M.Pharm + MBA  
(Pharma Tech & Healthcare Management)

# Students' Profile





Name : **AKANKSHA SINGH PARIHAR**  
MIP Company : Grand View Research  
Project Title : Liquid Biopsy Market Analysis



Name : **ALAY JOSHI**  
MIP Company : OrthoHeal Pvt. Ltd.  
Project Title : Development of Marketing Plan for Product Launch of FLEXIOH product at OrthoHeal Pvt. Ltd.



Name : **CHANDRADARSHAN JAIN**  
MIP Company : Frost & Sullivan  
Project Title : 1. Assessment of prescription pattern of Retinologists for various retinal pathologies with special focus on IVT injections. 2. Diagnostic market assessment of Chikungunya in India. 3. Profiling top Global Biotech and Pharma Companies - 2016



Name : **DRASHTI DESAI**  
MIP Company : BASF  
Project Title : Study of API Off-patent Pipeline for the period between 2021-2030



Name : **HELY DESAI**  
MIP Company : 1. Fullife Healthcare Pvt. Ltd.  
2. Aeronutrix Sports Products Pvt Ltd.  
Project Title : 1. Marketing of Effervescent Products. 2. Operation Management in the e-commerce OTC Healthcare area



Name : **MANAN DESAI**  
MIP Company : DocRosh Health Pvt. Ltd.  
Project Title : Market Research on digital practices by doctors and promotion of healthcare technology.



Name : **MAYURI CHOTHANI**  
MIP Company : Pfizer India Ltd.  
Project Title : 1) Portfolio mapping of Oncology market along with in depth understanding & analysis of cancer therapy area through various databases to find leads for commercial opportunities.  
2) Qualitative and Quantitative analysis for compelling opportunities in Iron market for ancillary treatment and supportive care.  
3) Launch of digitalized new product development requirement form for Pfizer India.  
4) Pipeline database review as per treatment protocols & Prescription data assessment and growth analysis for X therapy area.



Name : **MINAXI SALUNKE**  
MIP Company : Carestream Health India Pvt. Ltd.  
Project Title : 1) Market feasibility study of MyVue self - service printer kiosk into Indian  
2) Customer satisfaction survey for MPS



Name : **MOHIT HARSOLEKAR**  
MIP Company : Kantar Health  
Project Title : Qualitative and Quantitative Data Analysis of Emerging Trends of Cosmeceuticals in India





Name : **MRINAL PATIL**  
MIP Company : DocRoSh Health Private Ltd.  
Project Title : Business development & promotion  
of Advanced digital healthcare  
services to the potential Hospitals



Name : **MRUNMAYI SARDESAI**  
MIP Company : MSD Pharmaceuticals Private Ltd.  
Project Title : Evaluation of potential new product  
launch in oral anti-diabetes market



Name : **POULAMI DAS**  
MIP Company : Alembic Pharmaceuticals Ltd.  
Project Title : Territory Sales Management



Name : **PRAJAKTA KADAM**  
MIP Company : Grand View Research  
Project Title : Asthma Therapeutics Market  
Analysis



Name : **PRATIKSHA SAHU**  
MIP Company : Carestream Health India Pvt. Ltd.  
Project Title : 1) Market feasibility study for MyVue  
Self-Service Printer Kiosk in Indian  
market  
2) Customer satisfaction survey for  
Managed Print Solution



Name : **ROHIT PATEL**  
MIP Company : Intas Pharmaceuticals Ltd.  
Project Title : Project for implementation for MTS  
(make to stock) and inventory  
management for international  
business.



Name : **RUCHA SHIRSAT**  
MIP Company : Alembic Pharmaceuticals Ltd.  
Project Title : 1) Territory Sales Management  
2) Understanding Ophthalmic  
Antioxidant Market & Practice Pattern



Name : **RUDRA TRIVEDI**  
MIP Company : GlaxoSmithKline Pharmaceuticals Ltd.  
Project Title : Digitalisation and designing of Site  
Learning Zone



Name : **RUHI RAJ**  
MIP Company : Bilcare GCS  
Project Title : How to improve the visibility of  
Bilcare GCS through Digital  
Marketing Platform



Name : **RUPSA HALDER**  
MIP Company : Alembic Pharmaceuticals Ltd.  
Project Title : Territory Sales Management





Name of : **RUTUJA YAWALKAR**  
MIP Company : Sun Pharma Laboratories Ltd.  
Project Title : A study to determine the effect of nutritional intervention in Polycystic Ovarian Syndrome (PCOS) subjects and factors for non-compliance

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Name : **SHARVARI UGAONKAR**  
MIP Company : Grand View Research  
Project Title : Radiation oncology market analysis

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Name : **SHIVANGI DUBEY**  
MIP Company : Carestream Health India Pvt.Ltd.  
Project Title : 1) Market feasibility study of MyVue self - service printer kiosk into Indian market.  
2) Customer satisfaction survey for MPS

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Name : **SHREYASI SHINGATGERI**  
MIP Company : Sun Pharma Ltd.  
Project Title : Evaluating customer perceptions of anti- allergic drugs for allergic conjunctivitis

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Name : **SONALI DESAI**  
MIP Company : DocRoSh Health Pvt Ltd  
Project Title : Digital marketing and Promotion of Healthcare technology

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Name : **SREEVIDYA KRISHNAN**  
MIP Company : Alembic Pharmaceuticals Ltd.  
Project Title : Territory Sales Management

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Name : **SURBHI THAKKAR**  
MIP Company : Grand View Research  
Project Title : Analysis and forecasting of Pharmaceutical analytical Testing Outsourcing Market By Services and Segment.

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Name : **VEDANTI PATIL**  
MIP Company : Alembic Pharmaceuticals Ltd.  
Project Title : Territory Sales Management

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# Raag Kedar

A Night Raga

Headache, Common Cold, Cough, Asthma

## B.Pharm + MBA

(Pharma Tech)

### About the Programme

- A unique 5 year integrated program after 10+2 spread over 10 Semesters
- Leading to a Post Graduate degree in B.Pharm + MBA (Pharma Tech)
- Tailor made course to suit the needs of the Pharmaceutical Industry
- Well Trained students to become Techno Managers to handle Managerial Roles in not only Management side but also in the Technical Side of Pharma/Healthcare business
- Students are suitable as Management Trainee for Sales & Marketing, Project Management, Business Development, International Business & Market Research

### Course Curriculum

#### FIRST YEAR Semester I

AREA	COURSES
Mathematics	Remedial Mathematics
Pharmaceutical Chemistry	Basics in Pharmaceutical Chemistry
Computer Science	Computer Science
Pharmaceutics	General Pharmacy
Pharmaceutical Chemistry	Lab: Basics in Pharmaceutical Chemistry
Pharmaceutics	Lab: General Pharmacy
Life Sciences	Remedial Biology
Management	Constitution of India
Management	Environment Management
Pharmaceutical Management	Management Today
Pharmaceutical Management	Managerial Communication
Computer Science	Lab: Computer Science
Life Sciences	Lab: Remedial Biology

#### FIRST YEAR Semester II

AREA	COURSES
Mathematics	Applied Mathematics & Pharmaceutical Statistics
Pharmacology	Human Anatomy & Physiology I
Pharmaceutical Chemistry	Lab: Pharmaceutical Organic Chemistry I
Pharmaceutics	Lab: Physical Pharmacy I
Life Sciences	Pharmaceutical Microbiology
Pharmaceutical Chemistry	Pharmaceutical Organic Chemistry I
Pharmaceutics	Physical Pharmacy I
Pharmaceutical Management	Disaster Management
Pharmacology	Lab: Human Anatomy & Physiology I
Life Sciences	Lab: Pharmaceutical Microbiology
Pharmaceutical Management	Principles of Economics
Management	Basic Marketing and Selling

#### SECOND YEAR Semester III

AREA	COURSES
Pharmacology	Human Anatomy and Physiology II
Pharmaceutical Chemistry	Lab: Pharmaceutical Organic Chemistry II
Pharmaceutics	Lab: Physical Pharmacy II
Pharmaceutical Analysis	Pharmaceutical Analytical Approaches I
Pharmaceutical Chemistry	Pharmaceutical Organic Chemistry II
Pharmacognosy	Pharmacognosy I
Pharmaceutics	Physical Pharmacy II
Management	Statistical methods for Management decision-making
Management	Macroeconomics Concepts and Applications
Pharmacology	Lab: Human Anatomy and Physiology II
Pharmaceutical Analysis	Lab: Pharmaceutical Analytical Approaches I
Pharmacognosy	Lab: Pharmacognosy I



**SECOND YEAR Semester IV**

AREA	COURSES
Life Sciences	Biochemistry
Special Subject	Community Pharmacy
Management	Financial Analysis and Accounting
Pharmaceutics	Lab: Unit Operations I
Life Sciences	Pathophysiology I
Pharmaceutical Analysis	Pharmaceutical Analytical Approaches II
Pharmacognosy	Pharmacognosy II
Pharmaceutics	Unit Operations I
Management	Legal Aspects of Pharma Business I
Management	Operations Research
Life Sciences	Lab: Biochemistry
Pharmaceutical Analysis	Lab: Pharmaceutical Analytical Approaches II
Pharmacognosy	Lab: Pharmacognosy II
Quality Assurance	Pharmacopoeial Testing

**THIRD YEAR Semester V**

AREA	COURSES
Life Sciences	Pathophysiology II
Pharmaceutics	Unit Operations II
Pharmaceutics	Lab : Unit Operations II
Pharmaceutics	Pharmaceutical Technology I
Pharmaceutics	Lab : Pharmaceutical Technology I
Pharm Analysis	Pharmaceutical Analytical Approaches III
Pharm Analysis	Lab : Pharmaceutical Analytical Approaches III
Pharmacognosy	Herbal Drug Technology
Pharmacognosy	Lab: Herbal Drug Technology
Pharmacology	Pharmacology I
Pharmacology	Lab :Pharmacology I
Management	Sales Management
Management	Project Management

**THIRD YEAR Semester VI**

AREA	COURSES
Pharmaceutics	Pharmaceutical Technology II
Pharmaceutics	Lab :Pharmaceutical Technology II
Pharm Chem	Medicinal Chemistry I
Pharm Chem	Lab : Medicinal Chemistry I
Life Sciences	Cell Molecular Biology
Life Sciences	Lab : Cell Molecular Biology
Management	Marketing Research Methodology including Advanced Statistical Tools
Management	Cost & Management Accounting
Management	Enterprise Resource Planning
Management	Organizational Behaviour
Management	Operations Management
Management	Research Project - Part I
Management	Gujarati
Management	Marathi

**FOURTH YEAR Semester VII**

AREA	SUBJECT
Pharmacology	Pharmacology II
Pharmacology	Lab : Pharmacology II
Pharm.Chem	Medicinal Chemistry II
Pharm.Chem	Lab : Medicinal Chemistry II
Pharmacology	Hospital Pharmacy
Pharmacology	Lab : Hospital Pharmacy
Pharmaceutics	Pharmaceutical Technology III
Pharmaceutics	Lab :Pharmaceutical Technology III
Life Sciences	Pharmaceutical Biotechnology
Life Sciences	Lab : Pharmaceutical Biotechnology
	Technical Training
	<b>Elective-I</b>
Pharma Elective	Pharmaceutical Marketing
Pharma Elective	Pharmacovigilance
Pharma Elective	Good Manufacturing Practices, Quality Assurance
Management	Financial Management II
Management	Human Resource Management
Management	Marketing Management
Management	Research Project II



#### FOURTH YEAR Semester VIII

AREA	SUBJECT
Pharmaceutics	Drug Delivery Systems
Pharmaceutics	Lab : Drug Delivery Systems
Pharm Chem	Medicinal Chemistry III
Pharm Chem	Lab : Medicinal Chemistry III
Pharmacology	Pharmacology III
Pharmaceutics	Drug Regulatory Affairs
Hospital Pharmacy	Clinical Pharmacy and Drug Interaction
Pharmaceutics	Biopharmaceutics and Pharmacokinetics
Pharmaceutics	Lab : Biopharmaceutics and Pharmacokinetics
	<b>Elective II</b>
Pharma Elective	Pharmacy Chain Management
Pharma Elective	Intellectual Property Rights
Management	Quality Management Systems and Practices
Management	Pharma Macro Environment
Management	Pharma Supply Chain End to End
Management	Brand and Product Management
Management	Brand Plan for Pharma Products

#### FIFTH YEAR Semester IX

AREA	SUBJECT
Management	Management Internship Programme
Management	Quantitative Techniques for Forecasting & Decision Making
Management	Advance Course in Marketing Strategy
Management	Entrepreneurship Management
Management	<b>Electives - Any Five</b>
Electives	International Marketing
	Marketing of Biosimilars & Specialty Products
	Digital Strategy in Pharma Industry
	Customer Relationship Management
	Marketing of Services
	Operations Strategy
	Marketing of Medical Devices
	Corporate Social Responsibility

#### FIFTH YEAR Semester X

AREA	SUBJECT
Management	Business Analytics
Management	Laws Relevant to Pharmaceutical Industry
Management	Ethics in Pharma Sales & Marketing
Management	Business Strategy Management
Management	<b>Electives - Any Five</b>
Electives	Marketing of OTC / Nutraceuticals
	Marketing of Cosmeceuticals
	Consumer Behaviour
	Pharma & Biomedical Project Management
	Knowledge Management
	Mergers and Acquisitions
	Health Insurance & Financing
	Pharma Tech Transfer
	Hospital Management





B.Pharm + MBA  
(Pharma Tech)

Students' Profile





Name : **AAKRITI GROVER**  
MIP Company : BASF India Ltd.  
Project Title : Intermediate Market Exploration  
Study for Gujarat Pharmaceutical  
Industry



Name : **AAYUSH SHARMA**  
MIP Company : DocRoSh Health Private Ltd.  
Project Title : Digital marketing strategy planning/  
market research on digital practices  
by doctors and promoting advance  
digital healthcare service



Name : **ABHISHEK KULKARNI**  
MIP Company : DocRoSh Health Private Ltd.  
Project Title : Market Research for various health  
care providers in Mumbai with prime  
target of blood bank and disease  
categories



Name : **ABHISHEK NEGI**  
MIP Company : Southside Health Care  
Project Title : To study & evaluate the process of  
dispensing specialty prescription in  
an independent community  
pharmacy based in the USA and  
make recommendations to improve  
processing time of the prescriptions



Name : **ADITI AGARKAR**  
MIP Company : Torrent Pharmaceuticals Ltd.  
Project Title : Factors affecting demand forecasting  
in supply chain of Torrent pharma.



Name : **ADITI JAYAKAR**  
MIP Company : Pfizer Ltd.  
Project Title : Marketing Internal Trainee



Name : **ADITI PRABHAKARA**  
MIP Company : Alembic Pharmaceuticals Ltd.  
Project Title : Territory Sales Management



Name : **ADITYA CHAUDHARI**  
MIP Company : Grand View Research  
Project Title : Antibody Production Market



Name : **AKANKSHA AGRAWAL**  
MIP Company : Grand View Research  
Project Title : Bone densitometers market analysis



Name : **AKASH GUPTA**  
MIP Company : Grand View Research  
Project Title : Anti viral drugs Market





Name : **AKHYA GUPTA**  
MIP Company : Novo Nordisk  
Project Title : Mapping identifying and classifying Insulin prescribers by conducting Retail Chemist Prescription Audit



Name : **AMEY DANAVE**  
MIP Company : GlaxoSmithKline Pharmaceuticals Ltd.  
Project Title : Navratna Project



Name : **AMEYA NADKARNI**  
MIP Company : Zydus Cadila  
Project Title : Evaluating the market potential of ear drops for new product launch



Name : **ANGANA CHAKRABARTI**  
MIP Company : Grand View Research  
Project Title : Global Tourniquet Market



Name : **ANJALI NEGI**  
MIP Company : Alembic Pharmaceuticals Ltd.  
Project Title : Territory Sales Management



Name : **ANJALI RAMIDHAMI**  
MIP Company : Grand View Research  
Project Title : Structural Heart Devices Market



Name : **ANJALI SINGH**  
MIP Company : Zydus Cadila  
Project Title : 1) To evaluate the scope of fixed dosage combination of PPI with Acotiamide by indication mapping among Gastroenterologist and Physicians in Mumbai. 2) Perception and Strategy mapping of Pantaprazole (Pantodac) by understanding the behaviour and influence pattern of Pantodac among Gastroenterologist and Physicians in 3 major cities.



Name : **ANVI DESAI**  
MIP Company : MSD Pharmaceuticals Pvt. Ltd.  
Project Title : 1) Understanding the drivers and barriers for prescribing 2 dose Vis-a-Vis 3 dose regimens of Rotavirus Vaccine  
2) To understand the drivers and barriers as well as the factors influencing doctor's recommending behaviour between bivalent and quadrivalent HPV vaccine



Name : **APARNA KAMATH**  
MIP Company : Frost & Sullivan  
Project Title : 1. Assessment of prescription patterns of Retinologists for various retinal pathologies with special focus on IVT injections. 2. Diagnostic market assessment of Dengue in India. 3. Profiling top Global Biotech and Pharma Companies - 2016



Name : **APOORVA NAYAK**  
MIP Company : MSD Pharmaceuticals  
Project Title : facebook gardasil project





Name : **ARCHIT ARORA**  
MIP Company : Intas Pharmaceuticals Limited  
Project Title : Perceptual Analysis of Various Gliptin  
Classes Used for Type 2 Diabetes  
Treatment (Chemists and Doctors)

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Name : **ARPIT TRIVEDI**  
MIP Company : Alembic Pharmaceuticals Ltd.  
Project Title : Territory Sales Management

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Name : **ASIM DAVE**  
MIP Company : Grand View Research  
Project Title : Biologics Market Analysis

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Name : **ASMITA MOGHE**  
MIP Company : Novo Nordisk  
Project Title : Mapping, identifying and classifying  
potential insulin prescribers by  
conducting retail chemist  
prescription audit (RCPA)

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Name : **AYUSH MALLA**  
MIP Company : Pharmadesk solutions Pvt Ltd  
Project Title : Development and digital Marketing  
of a B2B web platform

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Name : **CHANDAN BASWANI**  
MIP Company : DocRoSh Health Private Ltd.  
Project Title : Digital Marketing and Promotion of  
Healthcare Technology

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Name : **DHAVAL DAVE**  
MIP Company : Alembic Pharmaceuticals Ltd.  
Project Title : Territory Sales Management

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Name : **DHRUMIL PATEL**  
MIP Company : DocRoSh Health Private Ltd.  
Project Title : Market Research on Digital Practices  
by Doctors and Promotion

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Name : **DINSA BENJAMIN**  
MIP Company : Alembic Pharmaceuticals Ltd.  
Project Title : Territory Sales Management

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Name : **DWARDESH GIRASE**  
MIP Company : Alembic Pharmaceuticals Ltd.  
Project Title : Territory Sales Management

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Name : **ELAINE PATEL**  
MIP Company : DocRoSh Health Private Ltd.  
Project Title : Business Development & Promotion  
of Advanced Digital Healthcare  
Services to Potential Hospitals

---



Name : **HARJIT SINGH**  
MIP Company : Kantar Health  
Project Title : Digital Media Listening

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Name : **HARSHIT GUPTA**  
MIP Company : Parth Antibiotics Pvt Ltd  
Project Title : Business Development

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Name : **HENNA SHAH**  
MIP Company : GEP Solutions Pvt. Ltd.  
Project Title : Market Research on Biologics'  
Contract Manufacturing Industry

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Name : **ISHA PUROHIT**  
MIP Company : Wockhardt Ltd.  
Project Title : NCE Market Research

---



Name : **ISHITA ROY**  
MIP Company : Grand View Research  
Project Title : CTMS Market analysis

---



Name : **ISHITA SENGUPTA**  
MIP Company : Pfizer  
Project Title : Provide analytical and data  
management support for network  
optimization studies in view of GST  
implications/impact to sales and  
distribution of products of Pfizer  
India

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Name : **ISHITA SHAH**  
MIP Company : MSD Pharmaceuticals Pvt. Ltd.  
Project Title : Digital marketing campaign for  
channel partners

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Name : **JAYNEEL DOSHI**  
MIP Company : Swasthya Vardhak  
Project Title : Marketing & Sales

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Name : **JIGISHA SAVLA**  
MIP Company : Aarti Drugs Pvt. Ltd.  
Project Title : Management of Export Orders

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Name : **JINAL KAMANI**  
MIP Company : DocRoSh Health Pvt. Ltd.  
Project Title : Digital Marketing & Promotion of  
Advanced Digital Healthcare  
Technology



Name : **JINAL PAREKH**  
MIP Company : Abbott  
Project Title : Stocknorm Calculations



Name : **KARAN SHAH**  
MIP Company : MSD Pharmaceuticals  
Project Title : Transportation Lane Risk Assessment



Name : **KARTIK KINGRANI**  
MIP Company : Glenmark Pharmaceuticals Ltd.  
Project Title : Market analytics and brand plan  
implementation



Name : **KRRITEE R BATRA**  
MIP Company : Glenmark Private Limited  
Project Title : Nubulization: Clinical Overview



Name : **KRUTIKA PALAN**  
MIP Company : Grand View Research  
Project Title : Microbiome Therapeutics



Name : **MADHURA JOGI**  
MIP Company : Carestream Health Pvt. Ltd.  
Project Title : 1) Market feasibility study for MyVue  
Printer Kiosk in Indian Market  
2) Customer satisfaction survey for  
Managed Print Solutions



Name : **MANAV PATEL**  
MIP Company : Lupin Ltd.  
Project Title : Compliance in Pharmaceutical  
Marketing



Name : **MOHAMED UMAR MASTAN**  
MIP Company : Novo Nordisk India Pvt. Ltd.  
Project Title : To identify potential Insulin  
Prescribers by doing RCPA



Name : **MUKUND WAGHELA**  
MIP Company : Alembic Pharmaceuticals Ltd.  
Project Title : Territory Sales Management





Name : **NESSICA BIRWADKAR**  
MIP Company : Haffkine Bio-Pharmaceutical Corporation Ltd.  
Project Title : Tender preparation and bid submission from Government of India for the procurement of OPV from various manufacturers



Name : **NIKITA PATEL**  
MIP Company : Micro Labs Ltd.  
Project Title : Product Concept Testing and Pre-launch Evaluation of Colostrum



Name : **NIKITA SAVAGAON**  
MIP Company : Alkem Laboratories Ltd.  
Project Title : Market Research on the applications of Nitrofurantoin SR tablets in treating uncomplicated UTIs in females



Name : **NIMISHA BARDIA**  
MIP Company : Glenmark  
Project Title : Vwash and extension product



Name : **NISHIT DEDHIA**  
MIP Company : Sun Pharma  
Project Title : Creating & implementing a Product Quality Review System for all Sun products in Europe



Name : **NITHYA SHANKAR**  
MIP Company : Alembic Pharmaceuticals Ltd.  
Project Title : Territory Sales Management



Name : **PARTH SHETH**  
MIP Company : ACG Worldwide  
Project Title : 1) To identify the growth potential of current product portfolio  
2) To make business plan and strategic plan for new principals along with growth potential analysis of their products



Name : **PRAJAKTA DESHPANDE**  
MIP Company : Abbott Nutrition India  
Project Title : Understanding the nutrition recommendation pattern for infants and factors influencing it in birthing centres



Name : **PRAPTI PANDYA**  
MIP Company : Grand View Research  
Project Title : mHealth Market Analysis



Name : **PRITIKA BEDI**  
MIP Company : Grand View Research  
Project Title : Report on Orthopaedic Bone Cement market





Name : **PRIYAL MODI**  
MIP Company : UCB Pharma  
Project Title : Understanding innovative trends that can be implemented by UCB and Market research for the same



Name : **PRIYANK SONI**  
MIP Company : DocRoSh Health Private Ltd.  
Project Title : Market Research on Digital Practices by Doctors and Digital Promotion of Healthcare Technology



Name : **PUSHPAK JAIN**  
MIP Company : Pharmadesk Solutions Pvt. Ltd.  
Project Title : Development and designing of "EXHIMEET" a B2B platform and development of Project Management Software for Pharmadesk



Name : **RAASHI ARUNACHALAM**  
MIP Company : Abbott  
Project Title : Understanding doctor preferences and perception regarding Ensure and Ensure diabetes care



Name : **RHEA AVASHIA**  
MIP Company : Wockhardt  
Project Title : Market Research for NCE



Name : **RIDHISH AHUJA**  
MIP Company : Alembic Pharmaceutical Ltd.  
Project Title : Territory Sales Management



Name : **RISHI NAGAR**  
MIP Company : Novo Nordisk  
Project Title : Mapping, Identifying and classifying potential insulin prescribers by conducting RCPA



Name : **ROHIT PATEL**  
MIP Company : DocRoSh Health Private Ltd.  
Project Title : Market Research on Digital Healthcare practices among Doctors in MUMBAI.



Name : **RUCHIRA PATWARDHAN**  
MIP Company : AlphaMD  
Project Title : Market Research



Name : **SANCHITA SRIVASTAVA**  
MIP Company : Carestream Health India Pvt. Ltd.  
Project Title : 1) Market Feasibility of MyVue Self-service printer kiosk in Indian Market  
2) Customer Satisfaction Survey for MPS





Name : **SAUMYA SHRIVASTAVA**  
MIP Company : Grand View Research  
Project Title : Hepatitis Therapeutic Market Analysis

---



Name : **SAYALI KADAM**  
MIP Company : QuintilesIMS  
Project Title : Aiding in New Business Development and Working on Presentations on International Markets.

---



Name : **SAYALI SAWANT**  
MIP Company : Wockhardt pvt ltd  
Project Title : New Product Positioning and related market research

---



Name : **SHIVAM BAJPAI**  
MIP Company : Ikon Remedies Pvt. Ltd.  
Project Title : Marketing of Ayurvedic products

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Name : **SHUBHAM JAIN**  
MIP Company : Southside Medical Services LLP  
Project Title : Study and evaluate the process of dispensing specialty prescriptions in an independent community pharmacy based in USA and make recommendations to improve processing time of the prescriptions

---



Name : **SHUBHAM SINGH**  
MIP Company : DocRoSh Health Private Ltd.  
Project Title : Market Research on Digital practices by Doctors and Digital Promotion of Healthcare Technology

---



Name : **SIMRAN PARMAR**  
MIP Company : Sanofi  
Project Title : 1) To understand the drivers and barriers of insulin therapy  
: 2) Deepen understanding on Traditional Remedies Vs Allopathic components of Digestive Health & Pain

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Name : **SNEHAL PAWAR**  
MIP Company : Alembic Pharmaceuticals Ltd.  
Project Title : Territory Sales Management

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Name : **SOHAM RATHOD**  
MIP Company : BASF India Ltd.  
Project Title : Study of API Off-Patent Pipeline for the Period between 2021-2030

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Name : **STUTI MITTAL**  
MIP Company : Lupin Ltd.  
Project Title : New Product Development- From Consumer Insight Mining To Launch

---





Name : **SUCHIT SHAH**  
MIP Company : Gattefosse  
Project Title : Dermatology Product



Name : **SUKANYA GHOSH**  
MIP Company : Carestream Health India Pvt. Ltd.  
Project Title : 1) Market Feasibility of MyVue Self Service Printer Kiosk in Indian Market  
2) Customer Satisfaction Survey of MPS



Name : **SUVYUHA HONAWAR**  
MIP Company : Syngene International  
Project Title : Comprehensive Overview of CRO Industry Including key aspects under it



Name : **VAIBHAV NAHATA**  
MIP Company : GlaxoSmithKline  
Project Title : To develop deployment strategies and capability building for embedding GSK Production System (GPS) at the Quality Lab in the Greenfield Project



Name : **VAIBHAVI MODI**  
MIP Company : Cipla Ltd.  
Project Title : Supplier De-risking



Name : **VEDANT SHUKLA**  
MIP Company : PK Pharmatech Pvt Ltd.  
Project Title : Business Development



Name : **VIPUL PATIL**  
MIP Company : Alembic Pharmaceutical Ltd.  
Project Title : Territory Sales Management



Name : **VRUSHIKA SHAH**  
MIP Company : Novartis India Ltd.  
Project Title : 1) Creating Sales & Business Planning Process for CPO India.  
2) Optimizing the number of company warehouses PAN India, post-GST.



Name : **YASIN KACHCHHI**  
MIP Company : Pharmadesk Solutions Pvt Ltd.  
Project Title : B to B platform and business developement



Name : **ZEN NANAVATI**  
MIP Company : Glenmark Pharmaceuticals Ltd.  
Project Title : Identification of a segmentation axis for a first time in India, novel drug for Psoriasis





# *Bhim Palasi*

*An Afternoon Raga*

*Anxiety, Hypertension*

## Placement Calendar

Placement season starts from October, 2017

### PLACEMENT RESPONSE

Mr. Sunil Chaturvedi, Director - Pharma Network and Advisor - Marketing, NMIMS

Mobile: 09223307408

Email: [sunil.chaturvedi@nmims.edu](mailto:sunil.chaturvedi@nmims.edu)

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Ms. Rachna Kacker, Placement Executive

Mobile: 09702357596

Email: [rachna.kacker@nmims.edu](mailto:rachna.kacker@nmims.edu)

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**BATCHES FOR FINAL PLACEMENTS READY TO JOIN FROM JUNE 2018 –**

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**BATCHES AVAILABLE FOR MANAGEMENT INTERNSHIP PROGRAM FROM 7<sup>TH</sup> MAY TO 1<sup>ST</sup> SEPTEMBER 2018 –**

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**M.Pharm + MBA (Pharma Tech & Healthcare Management) •**

**B.Pharm + MBA (Pharma Tech) •**



SVKM's

**Narsee Monjee Institute of Management Studies**

Deemed to be UNIVERSITY

**Pharmacy & Technology Management**

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