

SIES College of Management Studies – Syllabus (2016-18)

Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM):101

Subject Title: Financial and Cost Accounting

Semester: I

Learning Objectives:

At the end of the curriculum the student should be in a position to develop the following attributes:

1) Knowledge

- a. Understand basics of financial and cost accounting.
- b. Understand the tools and techniques of financial and cost accounting.
- c. Understand the relevance and application of accounting standards, GAAP and IFRS.

2. Skills:

- a. Develop problem solving skills.
- b. Acquire the ability to use the financial and cost accounting techniques in the context of cost and financial statements.
- c. Develop the ability to distinguish the expenses and incomes as capital and revenue.
- d. Develop the ability to understand fixed assets accounting.
- e. Acquire the ability to understand corporate annual reports.
- f. Develop the skill for the preparation of budgets and cost analysis.
- g. Develop the skill of decision making using marginal costing techniques.

3. Attitude:

- a. Develop positive attitude.
- b. Firmness of purpose and flexibility of approach.
- c. Develop the understanding towards objectives of financial and cost accounting.

Content:

Sr. No	Scope of topics to be covered	Hours
1	Introduction to Accounting: Concept and necessity of Accounting An Overview of Income Statement and Balance Sheet.	2
2	Accounting Mechanics: Process leading to preparation of Trial Balance and Financial Statements; Preparation of Financial Statements with Adjustment Entries.	4
3	Revenue Recognition and Measurement: Capital and Revenue Items Preproduction Cost, Deferred Revenue Expenditure etc.	3
4	Fixed Assets and Depreciation Accounting Definition Methods of depreciation Accounting procedures and maintenance	3

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5	Preparation and Complete Understanding of Corporate Financial Statements: 'T 'Form and Vertical Form of Financial Statements Annual Reports and their disclosure	4
6	IFRS –International Financial Reporting Standards Introduction Application of IFRS	2
7	Basics of Cost Accounting Introduction, Objectives of Cost Accounting, Cost concepts and Cost classification, Distinction between Financial Accounting and Management Accounting	2
8	Elements of Cost:- 1 Material Cost :- Inventory Control, Minimum, Maximum and Reorder levels, ABC analysis, Pricing of Receipts and Issues Labor Cost :- Classification, Measurement of Labor efficiency and Productivity Direct Expenses:- Nature, Collection and Classification and its treatment Overheads:- Nature, Collection and Classification and its 7treatment	5
9	Introduction to Budgetary Control	2
10	Marginal Costing and Breakeven Analysis Introduction Application Decision making Standard costing and variance Application of costing techniques to business	3

Reference Materials:

Books:

Financial Accounting

1. M.C. Shukla, T.S. Garewal and S.C. Gupta: Advanced Accounts Vol I. S Chand and Co Ltd, Ram Nagar, New Delhi 55.
2. S.P. Jain and K.L. Narang : Financial Accounting, Kalyani Publishers, Dariyaganj New Delhi 2.
3. S.N. Maheshwari: Financial Accounting, Viskas Publishing House, Jangpura, New Delhi 14.

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Cost Accounting

1. C.T. Horngren: Cost Accounting, A Managerial Emphasis, Pearson Education Asia 482. F.I.E. Patparganj, Delhi.
2. Jawahar Lal: Cost Accounting, TATA MacGraw-Hill Publishing, New Delhi.
3. S.N. Maheshwari: Cost and Management Accounting, Sultan Chand and Sons, New Delhi.

Journals:

Indian Journal of Finance
Dalal Street Investment Journal
ELK Asia Pacific Journal of Finance & Risk Management
Journal of Financial Management & Analysis

Websites:

www.bloomberg.com
www.moneycontrol.com

Addendum:

The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/interactions.

The evaluation pattern would be designed to assess the students on various aspects of knowledge, skill and attitude.

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Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM):102

Subject Title: Decision Science

Semester: I

Learning Objectives:

At the end of the curriculum the student should be in a position to develop the following attributes:

1) Knowledge:

- a. Develop understanding of operations research and market research.
- b. Use statistical techniques for analysis of market research data.
- c. Understand the role of quantitative techniques in managerial decision making.

2) Skills:

- a. Apply the concepts of operations research to decision making problems.
- b. Apply the concepts of Statistics to market research.
- c. Ability to use software like SPSS to analyze data in market research.

3. Attitude:

- a. Application of concepts to problems (correlating theory with practical aspects).
- b. Confidence to analyze a research problem (Problem solving).
- c. Concern for good mathematical skills.

Content:

Sr.No	Scope of topics to be covered	Hours
1.	Introduction to Statistics, Meaning and Importance-Data-Types Of Data	1.5
2	Introduction to Measures of Central Tendency,Mean—The Concept and Computation For Raw Ungrouped, Grouped Data-Concept and Application, Median	1.5
3	Median Computation for Raw and Ungrouped Data Computation of Median for Grouped Data, Mode—Computation for Raw, Ungrouped and Grouped Data	2
4	Measures Of Variation, Range, Mean Deviation, Standard Deviation Coefficient Of Variation	1.5
5	Standard deviation continues, Concept of Skewness, Concept of Probability	2
6	Probability distribution, Normal Distribution. Use of the Z Table Characteristics Of Normal Distribution	1.5
7	Normal distribution, Sampling concepts	1.5
8	Estimation, Types of Estimates, Concepts of Parameter, Statistic , Sampling Distribution.	1.5
9	Parametric And Non-Parametric Tests, Testing Of Hypothesis	2

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	Concepts of Null Hypothesis, Alternate Hypothesis	
10	Application Of Z Test. Paired T Test, Unpaired T Test	1.5
11	t-test continues, Use Of Chi-Square Test	1.5
12	Correlation and Regression	1.5
13	Understand Operations Research terms, Decision variable, objective functions constraints- Acquire the skills to formulate LP problem- Identify feasible regions	1.5
14	Obtain Graphical Solutions in linear programming, Acquire General idea of the Simplex method, Understand the terms slack variables Obtain Initial Basic feasible solution- Represent Initial solution in a tableau form	1.5
15	Simplex continues	1.5
16	Assignment problem, Hungarian Method	1.5
17	Decision analysis, Decision under risk and uncertainty	1.5
18	Decision analysis for research- Concept of project management	1.5

Reference Materials:

Books:

J.K.Sharma-Operation Research-Macmillan
J.K.Sharma-Business Statistics- Vikas Publishers
Statistics for Managers (Excel)Pearson Education.
P.N.Arora, Sumeet Arora, Statistical methods- S.Chand.

Websites:

www.orsi.in
www.marketresearch.com

Addendum:

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The evaluation pattern would be designed to assess the students on various aspects of knowledge skill and attitude.

SIES College of Management Studies – Syllabus (2016-18)

Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM):103

Subject Title: Business Communication: 1

Semester: 1

Learning Objectives:

At the end of the curriculum the student should be in a position to develop the following attributes:

1) Knowledge

- a. Learn the strategies and tools to practice effective communication.
- b. Understand the importance of adaption to successful communication.
- c. Develop understanding of the key factors that affect the types and amount of communicating that a business does.

2) Skills

- a. Apply the elements to effective oral presentations
- b. Ability to deliver the good voice output
- c. Understand the listening problems and execute on how to solve it

Sensitivity towards non-verbal communication

Active and meaningful participation in group discussions and interpersonal activities

Ability to write business correspondence

Ability to use technology extensively in organizational communication

3) Attitude

- a. Confidence communicators.
2. 'You' attitude (problem solving) - Empathy
3. Concern for positive interpersonal skills

Contents:

Session No:	Scope of topic to be covered	Teaching method proposed	Hours
1	Communication Strategy: <ul style="list-style-type: none">• Introduction ,Nature, Functions, Objectives of Communication	Lecture	3
2	Methods of Communication <ul style="list-style-type: none">• Oral – Written• Verbal – Non-verbal• Formal – Informal• Modern Forms of Communication-	Lecture/Case Study	1.5

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	Technology based		
3	Organizational Communication - Dimensions/Directions of Communication	Case Study	1.5
4	Barriers to Communication <ul style="list-style-type: none"> • Physical, • Semantic • Socio-psychological • Organizational and • Cross-cultural 	Lecture & Case study	3
5	Public Presentation skills & Group Discussion Skills <ul style="list-style-type: none"> • Methods: Impromptu, Extempore and Group Presentations • Group Discussion 	Lecture / Video / Practice	9
6	Non-verbal Communication <ul style="list-style-type: none"> • Kinesics • Proxemics • Chronemics • Paralanguage • Chromatics 	Lecture/Simulation Games	1.5
7	Listening Skills <ul style="list-style-type: none"> • Approaches to Listening • Barriers to Listening • Tips for Effective Listening 	Lecture & Video Case Study	3
8	Principles of Business Writing & Formats	Lecture	1.5
9	Application Letter and Resume	Practical exercise / workshop	3
10	Written Communication – <ul style="list-style-type: none"> • Internal : Office Memo & Circulars • E-mail writing 	Lecture/Practice	3

Reference material:

Books:

1. Chaturvedi P.D and Chaturvedi Mukesh ,Business Communication Concepts, Cases & Application, Pearson Education ,Singapore (2009)
2. Raman Meenakshi, Singh Prakash, Business Communication, Oxford University Press (2011)
Geraldine E.Hynes, Managerial Communication –Strategies and Applications, , Tata McGraw-Hill (2010)
3. Sharma, R.C and Mohan Krishna, Business Correspondence and Report Writing: A practical approach to Business and Technical Communication, , Tata McGraw-Hill Publishing Co. Ltd.(2004)
4. Guffy .Mary Ellen, Business Communication: Process & Product, South Western College Publication, Cincinnati
5. Business Communication: Bhatia, R.C, Ane Books India, New Delhi.
Shirley Taylor, Gartside L, Model business Letters,E-mails & Other Business Documents, Pearson Education (2012)
6. Herta A Murphy, Herbert W Hildebrandt, Jane P Thomas, Effective Business Communication, (2012)
7. Bovee, Thill & Chaturvedi, Business Communication Today, Pearson Education (2011)
Krishna Mohan, Meera Banerji, Development Communication Skills, Macmilan Publishers India Ltd, (2012)

Websites:

www.sfu.ca
www.johnsmurf.com
www.forbes.com
www.a4esl.org.
englishonline@uol.com.br .
www.ego4u.com.
www.english-4u.de
www.owl.english.purdue.edu
www.vocabulary.co.il

Addendum:

The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/interactions

The evaluation pattern would be designed to assess the students on various aspects of knowledge skill and attitude

SIES College of Management Studies – Syllabus (2016-18)

Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM):104

Subject Title: Perspective Management

Semester: I

Learning Objectives:

At the end of the curriculum the students should be in a position to develop the following attributes:

1) Knowledge:

- a. Understand the concept and need for Management.
- b. Insights into various theories of Management.
- c. In-depth understanding of various challenges in contemporary management.
- d. Learn about Managerial roles & responsibilities.
- e. Develop understanding of Leadership.
- f. Approach to Decision making & Problem solving

2) Skills:

- a. Applying the knowledge to comprehend problems and situations.
- b. Ability to evolve effective responses.
- c. Decision making.
- d. Analytical ability

3) Attitud

- a. Comprehension.
- b. Willingness to serve the community at large.

Content:

Session No:	Scope of topic to be covered	Duration
1 and 2	Introduction to Management and organizations Define management, Managerial Concerns Functions of management, Mintzberg’s managerial roles, Katz’s three essential managerial skills Management : Science, Theory and Practice –, Classifying Managers, Universal Need for Management, Rewards and Challenges of a Manager Management History The Evolution of Management Major Approaches to Management	3
3 and 4	Managing in a Global Environment and Organizational Culture - Understanding the Global Perspective and Environment and managing in the global environment - Definition of organization culture	3

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	<ul style="list-style-type: none"> - Different types of Culture - Functions of culture <p>Social Responsibility and Managerial Ethics</p>	
5	<p>Introduction to OB</p> <ul style="list-style-type: none"> - Definition of OB - Management Functions - Management Roles - Management Skills - Elton Mayo’s Contribution in OB - Variables in OB - Contributing disciplines to the OB field <p>Challenges and opportunities for OB</p>	1.5
6	<p>Personality and Emotions</p> <ul style="list-style-type: none"> - Definition of Personality - Personality Determinants - Personality Traits - Factors influencing personality, Major Personality Attributes Influencing OB - Achieving Personality Fit - Defining Emotions, Differentiate emotions from moods, Contrast felt versus displayed emotions, gender-differences in emotions, External constraints on emotions. - Apply concepts on emotions to OB issues 	1.5
7 and 8	<p>Perception and Decision Making</p> <ul style="list-style-type: none"> - Definition of Perception - Factors influencing perception - Making judgements about others - Steps in Individual Decision Making 	3
9 and 10	<p>Values, Attitudes and Job Satisfaction</p> <ul style="list-style-type: none"> - Definition of values, attitudes and job satisfaction - Types of values, Types of attitudes, Measuring job satisfaction 	3
11 and 12	<p>Motivation</p> <ul style="list-style-type: none"> - Definition of motivation - Theories of motivation (Theory X and theory Y; Maslow’s Theory; Two factor theory; ERG theory; Goal Setting theory; Reinforcement theory; Equity theory; Expectancy theory) - Motivation – from concepts to application 	3
13	<p>Foundations of Group Behaviour</p> <ul style="list-style-type: none"> - Definition of group - Stages of group development - Group structure (roles; norms; status), size - Group Properties and decision making 	1.5

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	Understanding Work Teams <ul style="list-style-type: none"> - Teams vs groups - Types of teams - Creating effective teams 	
14 and 15	Conflict & Negotiations <ul style="list-style-type: none"> - Definition of Conflict - Transitions in conflict thought - Functional and Dysfunctional conflict - The Conflict Process - Negotiation process - Bargaining strategies 	3
16	Planning <ul style="list-style-type: none"> - Introduction to planning - Types of Goals and Plans - Approaches to Establishing Goals and Developing Plans - MBO - Contemporary Issues in Planning Strategic management <ul style="list-style-type: none"> - Importance - Strategic Management Process - Types of Organizational Strategies 	1.5
17	Organizational Structure And Design <ul style="list-style-type: none"> - Designing Organizational Structure: Work Specialization , Departmentalization , Chain of command, Span of Control, Centralization and decentralization, Formalization - Two Generic models of Organizational Design: Mechanistic and Organic Organization - Contingency Factors - Common Organizational Designs - Organizational Design Challenges 	1.5
18	Organizational Change <ul style="list-style-type: none"> - Definition of Change - Forces influencing changes - Resistance to change Approaches to managing organizational change	1.5
19	Leadership and Managers as leaders <ul style="list-style-type: none"> - Concepts and skills of leadership - Types of leadership - Leadership theories - Leadership styles and effectiveness - Contemporary issues in leadership - Leadership and managerial roles 	1.5
20	Controlling	1.5

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	<ul style="list-style-type: none">- The nature and importance of controlling- The steps in process of controlling- How organizational performance is measured for Controlling- Tools used for measuring organizational performance- Contemporary issues in controlling	
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Reference Material:

Books:

Sales & Distribution Management – by Krishna H Havaladar & Vasant M Cavale(2007),Tata McGraw-Hill.

Sales & Distribution Management – by Dr. S L Gupta(2005),Excel Books.

Sales management (5th Edition)Decision,Strategies and cases – Richard Still, Edward Cundiff, Norman A P Govani(1998),Dorling Kindersley.

Addendum:

1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/interactions.

2. The evaluation pattern would be designed to assess the students on various aspects of knowledge, skill and attitude.

SIES College of Management Studies – Syllabus (2016-18)

Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM):105

Subject Title: Managerial Economics

Semester: I

Learning Objectives:

At the end of the curriculum the student should be in a position to develop the following attributes:

1) Knowledge

- a. To understand economic concepts, tools and techniques.
- b. Develop the knowledge of how managerial economics works and how they it impacts the business environment.
- c. Understand issues related to micro economics in an integrated fashion.

2) Skills:

- a. Application of Economic tools for decisions related to business and management.
- b. Thinking Skills through application of theory into application.

3) Attitude

Ability to understand micro economics and apply it to relate courses

Content:

Sr. No	Scope of topic to be covered	Hours
1	Introduction to Micro and Macro Economics <ul style="list-style-type: none">• Basic concepts and principles,	2
2	Demand Analysis <ul style="list-style-type: none">• Theory of Demand and Supply• Elasticity of Demand and Supply	4
4	Type of Income <ul style="list-style-type: none">• National Income	2
5	Market Structure <ul style="list-style-type: none">• Perfect Competition• inflation	4
6	Market Structure <ul style="list-style-type: none">• Imperfect Competition• Monopolistic Competition	4
7	Introduction to Policy <ul style="list-style-type: none">• Monetary Policy• Fiscal policy	4
8	Introduction to Budget <ul style="list-style-type: none">• Union Budget	2
9	Balance of Payments and International Trade	2

Reference Materials:

Books:

N.Gregory. Mankiw -Principles of Economics, 3rd Edition, by South-Western Publication
Mithani, D.M. Managerial Economics: Theory and Applications, Himalaya Publishing House, Fifth Edition, 2008.

Addendum:

1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/interactions.
2. The evaluation pattern would be designed to assess the students on various aspects of knowledge skill and attitude.

SIES College of Management Studies – Syllabus (2016-18)

Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM):106

Subject Title: Legal Aspects of Business

Semester: I

Learning Objectives:

At the end of the curriculum, the student should be in a position to develop the following attributes.

1) Knowledge:

a. Understanding of the fundamentals of constitution of India, the rights and duties conferred and imposed on a responsible citizen etc.

2)Skills:

a. Ability to prepare a rough draft of the salient points of the agreements they desire to enter into in their personal life as well as in their corporate career, either as an employee or as an entrepreneur.

3) Attitude:

To become a responsible citizens.

Content:

Sr.No	Scope of Topics to be covered	Hours
1	Introduction to Legal frame work <ul style="list-style-type: none">● Overview of Constitution with particulars as to -preamble<ul style="list-style-type: none">▪ Lists under federal structure▪ fundamental rights & duties▪ judicial hierarchy writ petitions● Stamping of documents● Law of Limitation● Civil & criminal suits	4
2	The Indian Contract Act,1872 <ul style="list-style-type: none">● Essential elements of a Contract● Performance of a contract● Discharge of a contract● Remedies for breach of contract● Contingent contract● Quasi contracts● Indemnity & guarantee contracts● Bailment & pledge● Agency contracts	6
3	The Sale of Goods Act,1930 <ul style="list-style-type: none">● Relevant definitions● Essential elements of a contract of sale Sale & agreement to sell distinction	6

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	<ul style="list-style-type: none">• Conditions & Warranties as stipulations• Passing of ownership from seller to buyer• When and its consequences• When a non-owner can sell• Unpaid seller's rights• Auction sale• Sale by instalment & hire purchase agreements	
4	<p>The Information Technology Act,2000</p> <ul style="list-style-type: none">• Introduction and objectives• Terminology explanations like digital signature certificate, legal recognition of electronic records etc.,• Contraventions & offences and remedy	4

Reference Material:

Books:

1. Gulshan and Kapur. (2011). Business and Company Law, New Age International Publishers.
2. Bulchandani, K.R. (2006). Business Law for Management, Himalaya Publishing House.
3. Singh, A. (2006). Mercantile Law, Eastern Book Company.
4. Goel, P.K. (2008). Business Law for Managers, Biztantra publications.
5. Pathak, A. (2008). Legal Aspects of Business, Tata McGraw Hill Publication Company Ltd.

Addendum:

- The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/ interactions.
- The evaluation pattern would be designed to assess the students on various aspects of knowledge, skill and attitude.

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Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM):107

Subject Title: Marketing Management - I

Semester: 1

Learning Objectives:

At the end of the curriculum the student should be in a position to develop the following attributes:

1) Knowledge:

- a. Develop an understanding of marketing management concepts and capturing marketing insights.
- b. Learn the elements of marketing mix and its applications, communicating and delivering value to the customers.
- c. Insight into modern marketing problems and solutions from conceptual, legal, and ethical perspectives.

2) Skills:

- a. Ability to apply the marketing mix for a specific target market.
- b. Ability to select segments in which to compete.
- c. Develop and implement a marketing plan.
- d. Ability to develop meaningful points of differentiation.
- e. Evaluate the effectiveness of existing marketing strategy.
- f. Demonstrate a clear understanding of major marketing concepts to make business decisions.

3) Attitude

- a. Ability to connect with the customers.
- b. Willingness to serve the community at large.
- c. Willingness to create successful long term growth.

Content:

Sr. No	Scope of topics to be covered	Hours
1	Introduction to marketing, Evolution of marketing, Scope of marketing, Core concepts of marketing	3
2	Market Forces and Environment Analysis, Micro & Macro Marketing Environment, Factors affecting marketing decisions.	3
3	Developing marketing strategies & plans, <ul style="list-style-type: none">• Concepts of customer value• value delivery process,• value chain,	6

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	<ul style="list-style-type: none"> • Core competencies. • Corporate & division strategic planning, business unit strategic planning, functional strategic planning. <p>Understanding various strategic tools like BCG matrix, GE Matrix, Ansoff matrix</p>	
4	<p>Forecasting demand, Conducting market research & Marketing information system</p> <ul style="list-style-type: none"> • Forecasting and demand measurement • Conducting Marketing Research • Components of marketing information system 	3
5	<p>Consumer behavior</p> <ul style="list-style-type: none"> • Factors affecting buying decisions. • Buying decision process: Five stage Model 	3
6	<p>Analyzing business markets</p> <ul style="list-style-type: none"> • What is organizational buying • Business buying process • Procurement process means? 	3
7	<p>Segmentation, and Targeting</p> <ul style="list-style-type: none"> • Identifying market segments • Effective segmentation criteria <p>Evaluating and selecting the market segments</p>	3
8	<p>Crafting the Brand Positioning</p> <ul style="list-style-type: none"> • Developing and establishing the brand positioning <p>Differentiation strategies</p>	3
9	<p>Brief orientation on 4 P's.</p> <ul style="list-style-type: none"> • Product • Price • Place • Promotion 	3

Reference Materials:

Books:

- a) Kotler, P., Keller, K. & Koshy, A. (2000). Marketing Management, Pearson Education.
- b) Ramaswamy, N. (2009). Marketing Management, Macmillan Publication.

Addendum:

1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/interactions.
2. The evaluation pattern would be designed to assess the students on various aspects of knowledge skill and attitude.

Course: PGDM (biotechnology Management)

Subject Code: PGDM (BM): 108

Subject Title: Pharmacology I

Semester: 1

Learning Objectives: At the end of the curriculum the student should be in a position to develop the following attributes:

1) Knowledge:

- a. Develop an understanding of lifelong learning skill and attitudes for personal social development.
- b. Learn the elements of pharmacology terms, communicating and delivering value to the customers
- c. Insight into modern marketing problems and solutions from conceptual, legal, and ethical perspectives.

2) Skills:

- a. Ability to apply the Pharmacology concept for a specific target market.
- b. Ability to select segments in which to compete.
- c. Develop and implement a marketing plan.
- d. Ability to develop meaningful points of differentiation in pharma marketing..
- e. Evaluate the effectiveness of existing marketing strategy.
- f. Demonstrate a clear understanding of major marketing concepts to make business decisions.

3) Attitude

- a. Ability to connect with the customers.
- b. Willingness to serve the community at large.
- c. Willingness to create successful long term growth.

Content:

Sr. No	Scope of topics to be covered	Hours
1	PartA: Basic Principles of Pharmacology	2
2	Drugs acting on the Gastrointestinal system <ul style="list-style-type: none">• Drugs for Peptic Ulcer• Drugs for Emesis, Reflux• Digestive Disorders	6
3	Drugs acting on the Cardio vascular system <ul style="list-style-type: none">• Cardio glycosides and drugs for heart failure• Antiarrhythmic Drugs• Antianginal and other Anti-ischaeic Drugs• Antihypertensive Drugs	6
4	Antihistaminic & Anti-inflammatory agents	3

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5	National List of essential medicines-2011/DPCO-2013	3
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Reference Materials:

Books:

1. Essentials of Medical Pharmacology, 5th Edition (2003), KD Tripathi, Jaypee Brothers Medical Publishers, New Delhi.
2. Pharmacology and Pharmacotherapeutic, 15th Edition(1997),Satoskar & Bhandarkar, Popular Prakashan, Mumbai.
3. Principle of Anatomy and Physiology, Tortora, Gerard J Grabowski, Sandra, Harper Collins, New York, 1996.
4. Text book of medical Physiology, 9th Ed, Guyton,Arthur C and Hall John E, Prism Books Pvt Ltd, Bangalore,1996.

Addendum:

- The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/ interactions
- The evaluation pattern would be designed to assess the students on various aspects of knowledge skill and attitude

SIES College of Management Studies – Syllabus (2016-18)

Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM):109

Subject Title: Pharma Manufacturing and Production Management

Semester: 1

Learning Objectives:

At the end of the curriculum the student should be in a position to develop the following attributes:

1) Knowledge

- a. To help the students learn the systems of pharma manufacturing in a pharmaceutical company and understand the basic functions of the Manufacturing dept.
- b. Fostering the pedagogical management qualification of post graduate students to prepare them for their corporate tenure.
- c. Co relates theory and practice to equip oneself and create a framework for a focussed and goal oriented Masters Degree.

2) Skills

- a. Ability to develop Emotional Intelligence Skills as managers.
- b. Ability to be tactful and handle conflict situations with diplomacy.
- c. Ability to handle and manage change in a working environment.

3) Attitude

- a. To develop positive attitude in themselves and others so as to create better employee engagement in the organization.
- b. To develop a sense of belonging in themselves and others this would result higher commitment in the Pharma organization.

Contents

Sr. No.	Scope of the Topics to be covered	Hours
1	Part – A (Manufacturing Cycle) <ul style="list-style-type: none">● Formulation of medicine● Systems in Pharmaceutical manufacturing● The development of New Medicine● Primary Manufacturer● Secondary Manufacturer● Packaging● Equipment● Specificities of pharma manufacturing	8

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2	Part – B (Delivery System) <ul style="list-style-type: none">■ Dosage Forms■ Oral drug delivery■ Parental drug delivery■ Site specific■ New Drug Development	6
3	Part – C <ul style="list-style-type: none">■ Quality Checks & Assurances■ Current Regulatory Environment■ GMP , TQM , JIT Pharma	6

Books:

1. Pharmaceutical Manufacturing Hand book: Production and processes, Shayne Cox Gad(2007), Wiley,

Addendum:

1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/ interactions
2. The evaluation pattern would be designed to assess the students on various aspects of knowledge skill and attitude.

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Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM): 110

Subject Title: Applied Biochemistry & Physiology

Semester: I

Learning Objectives:

At the end of the curriculum the student should be in a position to develop the following attributes:

1) Knowledge

- a. Acquaint students with basic concepts of Anatomy, applied Physiology and Biochemistry.
- b. Help understanding application of this knowledge in drug formulation & development.

2) Skills:

- a. Ability to apply the Pharma marketing mix for a specific target market.
- b. Ability to select segments in which to compete.
- c. Develop and implement a marketing plan.
- d. Ability to develop meaningful points of differentiation in pharma marketing.
- e. Evaluate the effectiveness of existing marketing strategy.
- f. Demonstrate a clear understanding of major marketing concepts to make business decisions.

3) Attitude

- 1. Ability to connect with the customers.
- 2. Willingness to serve the community at large and Willingness to create successful long term growth.

Content:

Sr. No	Scope of topics to be covered	Hours
1	Introduction to Physiology	1
2	Cells and Tissues	2
3	Physiology of Digestion and absorption and metabolism	2
4	Contractility of Muscle, Glycolysis, TCA cycle and ETS	3
5	Diversity of Endocrine and Physiology of Endocrine glands	3
6	Immunity System, Cell cycle, Apoptosis and Cancer	2
7	Physiology of Heart and Blood vessels	2

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8	Function of Respiratory Apparatus	2
9	The Kidney and its functions	2
10	Physiology of Aging	2
11	Specific function of the Nervous system and signal transduction	3
12	Manipulating DNA and Genes	2
12	Applications of Bioinformatics	2
13	Dental Hygiene	2

Reference Materials:

Books

1. Textbook Of Medical Physiology ,9 Ed, Guyton, Arthur C And Hall ,John E ,Prism Books Pvt Limited ,Bangalore ,1996
2. Illustrated Physiology, 6th Ed, Mackenna, B R and Callender, R, Churchill Livingstone, New York, 1990
3. Principle of Anatomy and Physiology, Tortora, Gerard J Grabowski, Sandra, Harper Collins, New York, 1996
4. Human Physiology, E.B. Babsky, B.I. Khodorov, G.I. Kositsky, A.A. Zubkov, MIR Publishers.

Addendum:

1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/interactions
2. The evaluation pattern would be designed to assess the students on various aspects of knowledge skill and attitude.

Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM): 111

Subject Title: Corporate social responsibility

Semester: 1

Learning Objectives: At the end of the curriculum the student should be in a position to develop the following attributes and tries to: **Create Social Sensitivity.**

1) Knowledge

- a. Understand the concept and need for CSR
- b. Insights into various. Dimensions of CSR
- c. In-depth understanding of various challenges in CSR
- d. Learn about Managerial roles & responsibilities towards social issues
- e. Develop understanding of the constrains in CSR
- f. Approach to social Problem solving.

2) Skills

- a. Applying the knowledge to comprehend problems and situations.
- b. Ability to evolve effective responses.
- c. Concern to social cause
- d. Analytical ability with lateral thinking on social responsibility

3) Attitude

- a. Willingness to serve the community at large.
- b. Balanced good personality

Content:

Sr No:	Scope of topics to be covered	hours
1	Introduction to CSR Concept <ul style="list-style-type: none">• The need in management• Constituents of Management CSR• Functional aspects of CSR	3
2	Social Responsibility and Ethics issues In Today's World	3
3	Corporate Social Responsibility, Interface Between Business And Society	3
4	Trends in CSR programmes, of the companies <ul style="list-style-type: none">• An overview	3

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5	<ul style="list-style-type: none">Operational sing CSR ,impact and benefitsCSR rules, Challenges	3
6	<ul style="list-style-type: none">Professional’s perspectives of Corporate Social Responsibility, Identify CSR activities of a company and do a brief presentation of its programmes	3

Reference Material:

Reference Books:

1. Introduction to Management by John. Schermerhorn and. Management Stephen Robbins

[Wiley: The A to Z of Corporate Social Responsibility: A ...](#)

www.wiley.com › ... › Management › Strategic Management

The A to Z of *Corporate Social Responsibility: A Complete Reference Guide to ...* The book comprises 339 terms, which are split into core concepts, key words ...

[Corporate Social Responsibility - Mdos](#)

mdos.si/Files/defining-corporate-social-responsibility.pdf

Download free books at BookBooN.com. *Corporate Social Responsibility*. 6.9 Multi-dimensional performance management. 6.10 Conclusions. 6.11 *References*.

Addendum:

1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/ interactions
2. The evaluation pattern would be designed to assess the students on various aspects of knowledge skill and attitude.

Course: PGDM (Pharmaceutical Management)

Subject Code: PGDM (BM): 112

Subject Title: Applied Marketing Management

Semester: 1

Learning Objectives:

At the end of the curriculum the student should be in a position to develop the following attributes:

1) Knowledge:

- a. Develop an understanding of Pharmaceutical marketing management concepts and capturing marketing insights.
- b. Learn the elements of marketing mix and its applications, communicating and delivering value to the customers.
- c. Insight into modern marketing problems and solutions from conceptual, legal, and ethical perspectives.

2) Skills:

- a. Ability to apply the marketing mix for a specific target market.
- b. Ability to select segments in which to compete.
- c. Develop and implement a marketing plan.
- d. Ability to develop meaningful points of differentiation.
- e. Evaluate the effectiveness of existing marketing strategy.
- f. Demonstrate a clear understanding of major marketing concepts to make business decisions.

3) Attitude

- a. Ability to connect with the customers.
- b. Willingness to serve the community at large.
- c. Willingness to create successful long term growth.

Content:

Sr. No	Scope of the topics to be covered	Hours
1	1. Pharmaceutical marketing <ul style="list-style-type: none">• Various stakeholders in pharmaceutical marketing & their roles• Understanding customers & consumers;• Internal customers in an organization & External customers,• Various customer specialities• Market dimensions, Practical ways of segmentation,• Diff bet FMCG & Pharmaceutical marketing	3

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	<ul style="list-style-type: none"> • Organizational structure of professional hierarchies 	
2	<p>1. The marketing-mix for pharmaceuticals & drug promotion-</p> <ul style="list-style-type: none"> • The classical Ps & the new Ps; • Avenues[Tools] for pharmaceutical promotion • Purpose of using various promotional tools 	2
3	The pharmaceutical patient segmentation, patient journey, patient flow	2
4	Pharmaceutical Marketing Strategy: Concepts of Segmentation, Target Marketing, Positioning-Practical examples of developing positioning	3
5	<p>Pharmaceutical Product Management</p> <ul style="list-style-type: none"> • Products & Brands-Practical examples • Product Levels • Concept of Branding • 	3
6	Medical Information Management	3
7	New Products & New Product Introduction –Role of new products	3
8	Pharmaceutical selling –Diff between sales & marketing , Job profile of a MR	3
9	<p>The Regulatory aspects of Pharma marketing</p> <p>i]The Pharmaceutical Research & Manufacturers of America [PhRMA] ‘s code on Interactions with Healthcare professionals and guidelines</p> <p>ii] The Indian Medical Council [Professional Conduct, Etiquette and Ethics] Regulations, 2002</p> <p>iii] Code of marketing practices for the Indian Pharmaceutical Industry [Ministry of Chemicals & Fertilisers-Govt. of India]</p>	3

Reference materials:

Books:

- a) Kotler, P., Keller, K. & Koshy, A. (2000). Marketing Management, Pearson Education.
- b) Ramaswamy, N. (2009). Marketing Management, Macmillan Publication.
- c) C. Pharmaceutical marketing, Subba Rao, Pearson Education.

Addendum:

1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/interactions.
2. The evaluation pattern would be designed to assess the students on various aspects of knowledge skill and attitude.

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Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM):201

Subject Title: Production, Logistics and Supply Chain Management

Semester: II

Learning Objectives:

At the end of the curriculum the student should be in a position to develop the following attributes:

1) Knowledge:

- a. To help the students learn the system of production operation, logistics and Supply chain management
- b. Fostering the pedagogical management qualification of post graduate student to Prepare them for their corporate tenure
- c. Co-relate theory and practice to equip oneself and create a frame work for a d. Focused and goal oriented master degree

2) Skills:

- a. Ability to design supply chain network.
- b. Ability to respond to supply chain challenges in uncertain world.
- c. People management in supply chain network.
- d. Ability to estimate demand and supply in supply chain network.
- e. Inventory management.

3) Attitude:

- a. Ability to coordinate supply chain through partnership and trust of all the links in the chain.
- b. Designing supply chain network through ethical market practices.

Content:

Sr.No	Topic	Hours
1	Production and operation management	2
2	Production system design	2
3	Production planning	2
4	Scheduling	2
5	Optimization techniques	2
6	Productivity improvement & cost reduction CM,CAD	2
7	Quality management	2
8	Material management	2

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9	Maintenance management	2
10	Modem method	2
11	Logistics & its importance & Tools of Appraisal	2
12	Supply chain management & vertical integration CM,CAD&IS	2
13	Information usage for strategic purpose	2

Reference Materials:

Books:

1. Altekar, R. V. (2005). Supply Chain Management: Concept and Cases, PHI Learning Pvt. Ltd.
2. Chopra, S. & Meindl, P. (2005). Supply Chain Management: Strategy, Planning and Operation, Pearson Education India.
3. Raghuram, G. (2000). Logistics and Supply Chain Management: Cases & Concepts, Macmillan Publishers India.

Addendum:

1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/ interactions.
2. The evaluation pattern would be designed to assess the students on various aspects of knowledge skill and attitude.

Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM):202

Subject Title: Business Communication-II

Semester: II

Learning Objectives:

At the end of the curriculum the student should be in a position to develop the following attributes:

1) Knowledge:

- a. Write documents that flow smoothly, through the use of a logical order helped by the transitional devices and in readable formats.
- b. Employ positive language in business correspondence to achieve goodwill and other desired effects.
- c. Learn the strategies and tools to practice effective group communication like meetings, conferences, seminars, symposium and workshops.
- d. Follow e-mail conventions and organize and write clear e-mail messages.
- e. Understand the importance of adaption to successful corporate communication.
- f. Develop understanding of the key factors in preparing Business Reports and Proposals collaboratively.

2) Skills:

- a. Practice effectively in group communication activities like meetings, conferences, seminars, symposium and workshops with proper documentary evidences.
- b. Write business messages not only to inform but also to persuade.
- c. Ability to deliver good corporate culture.
- d. Communicate clearly across cultures.
- e. Sensitivity towards non-verbal communication.
- f. Active and meaningful participation in group discussions and interpersonal activities.
- g. Ability to write business blogs.
- h. Ability to manage Public Relations effectively and conduct press conferences, write press releases, etc.

3) Attitude:

- a. To respect the significance of communication in an organization.
- b. Possess “You” attitude – Empathy.
- c. Desire to achieve persuasion through effective writing.
- d. Concern for positive inter-cultural managerial communication skills.

Content:

Sr.No	Topics	Hours
1	Group Communication Strategies Meetings Seminar	3

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	Symposium Workshop Conferences	
2	Inter Cultural Managerial Communications: Culture, intercultural myths, ways we differ, and Managerial non-verbal sensitivity.	6
3	Business Correspondence : E- mail form, Routine, Status enquiry-credit , Negative messages Sales letters	6
4	Strategies for Successful Interpersonal Communication	3
5	Management Reports: Précis writing, Types of reports, Effective report writing	3
6	Blogging	1.5
7	Corporate Communication : Strategies of public relations, Tools of PR, Writing press releases and Holding press conferences, crisis communication	4.5
8	Business Proposal Writing: Kinds of proposals, Parts of proposals, Writing styles of proposals	3

Reference Materials:

Books:

1. Chaturvedi, P.D. & Chaturvedi, M. (2009). Business Communication Concepts, Cases & Application, Pearson Education.
2. Raman, M & Singh, P. (2011). Business Communication, Oxford University Press.
- Hynes, G. E. (2010).
3. Managerial Communication –Strategies and Applications,, Tata McGraw-Hill Publishing Co. Ltd.
4. Sharma, R.C & Mohan, K. (2004). Business Correspondence and Report Writing: A Practical Approach to Business and Technical Communication, Tata McGraw-Hill Publishing Co. Ltd.
5. Bhatia, R.C. (2012). Business Communication, Ane Books India.
6. Shirley, T. & Gartside, L. (2012). Model business Letters, E-mails & Other Business Documents, Pearson Education.
7. Murphy, H.A., Hildebrandt, H.W & Thomas, J.P. (2012). Effective Business Communication, Tata McGraw-Hill Publishing Co. Ltd.

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8. Bovee, C., Thill, J. & Chaturvedi, M. (2011). Business Communication Today, Pearson Education.
9. Krishna, M. & Banerji, M. (2012). Developing Communication Skills, Macmillan Publishers.

Websites:

www.sfu.ca
www.johnsmurf.com
www.forbes.com
www.a4esl.org
englishonline@uol.com.br .
www.ego4u.com.
www.english-4u.de
www.owl.english.purdue.edu
www.vocabulary.co.il

Addendum:

1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/interactions.
2. The evaluation pattern would be designed to assess the students on various aspects of knowledge skill and attitude.

SIES College of Management Studies – Syllabus (2016-18)

Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM):203

Subject Title: Human Resource Management

Semester: II

Learning Objectives:

At the end of the curriculum the student should be in a position to develop the following attributes:

1) Knowledge:

- a. Understand the unique challenges of the corporate Human Resource Department.
- b. Understand the various man- management functions that operate under the HR department.
- c. Study the role of HR as a strategic partner in business.

2) Skills:

- a. Ability to be impartial.
- b. Ability to be ethical and transparent.
- c. Ability to be self – critical.
- d. Ability to be tactful and handle conflict situations with diplomacy.
- e. Ability to design loyalty programs.

3) Attitude:

- a. Ability to understand manpower management and its implementation.
- b. Attitude to be just and fair in all the decisions taken with regards to the larger mass in the organization.

Content:

Sr. No	Topics	Hours
1	Evolution of Management, Evolution of management and human resource, Management - The entire growth story Concept, Difference between HRM & PMIR, why 'HRM', Competitive challenges & HRM, Ethics in HRM	3
2	Human Resource Planning: Definition Of HRP, objectives, process, model of HRP, Factors creating HR imbalance, job analysis & concepts of job specification, Job functions in job analysis, Steps in job analysis, Process of job Analysis, purposes / uses of job analysis, Job evaluation & its definition, Process & methods	3
3	Recruitment & Selection: Definition, purpose & importance of recruitment, Recruiting within & outside organization, Recruitment process, factors affecting recruitment,	3

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	Selection & its definition, purpose, selection, process & factors affecting selection	
4	Training & Development: Definition of training, definition of development, Need for training & development, Scope for training & development, Distinction between training & development, Areas of training & development, Methods of training & development, Activities involved in training	3
5	Performance Appraisal: Objectives of performance appraisal, Process of performance appraisal, Methods of performance appraisal, Uses of performance appraisal	3
6	Career Planning & Development: Definition of career planning, Definition of career development Difference between organization career planning & individual, career planning, Need for career planning Process of career planning, Career development, its steps to establish career development system, Process of career planning & career development, Stages of career planning & development, concept of Succession Planning, Purpose of succession planning, Internal & external succession planning, Advantages and disadvantages of succession planning	3
7	Compensation: Definition of compensation, Elements of compensation, Linking compensation to individual & organization goal expectancy, Theory, challenges of compensation, Internal & external factors influencing compensation, Benefits of compensation, Laws governing compensation, Steps in creating a compensation plan	2

Reference Material:

Books:

1. Subha Rao, P. (2002). Human Resource Management, Himalaya publication, Mumbai.
2. Dessler, G. (2011). Human Resource Management, 12th ed. Prentice Hall, India.

Websites:

<http://search.ebscohost.com>
www.hr.com

Addendum:

1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/interactions.
2. The evaluation pattern would be designed to assess the students on various aspects of knowledge skill and attitude.

SIES College of Management Studies – Syllabus (2016-18)

Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM):204

Subject Title: Strategic Management

Semester: II

Learning Objectives: At the end of the curriculum the student should be in a position to develop the following attributes:

1) Knowledge:

- a. Understand the unique opportunities challenges in strategic thinking both global and local.
- b. Learn the strategies and tools to deal with these challenges and opportunities.
- c. Learn different strategic models to develop strategies.
- d. Formulate, implement, and monitor strategies in a competitive environment.

2) Skills:

- a. Ability to craft and administer elements of strategic concepts.
- b. Ability to manage businesses and various SBUs.
- c. Ability to work in collaboration with various departments.
- d. Ability to develop a visionary approach towards life as well as for organization.

3) Attitude:

- a. Ability to understand strategic mindset.
- b. Willingness to serve the organization and community at large.
- c. Applying the theoretical models of strategy through ethical approach.

Contents:

Sr. No	Scope of topic to be covered	Hours
1	Introduction & information about course evaluation Why a course on “strategic management “? Genesis of strategy from “ war”, Definition of strategy, Concept of resources & resource leverage Concept of “tactics”	3
2	Understanding the term “Industry”, Predominant features, Types of industries, Experience curve effects, PLC & Porter’s 5 forces model	3
3	Strategic management process & Strategic intent-1 Understanding strategy & policy, Elements of strategic management, Different levels of strategy Strategic intent -Vision & mission formulation & characteristics of mission statements	3

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4	Strategic intent- 2: Business definition –concept, Abell’s three dimensional model of business definition , Business model , Goals & objectives, Strategic objectives, characteristics of objectives, process of objective setting, approach to objectives setting , Balanced scorecard, Critical success factors & Key performance indicators	3
5	Strategy Formulation –Analytical framework EFE- External Factor Evaluation , CPM- Competitive profile matrix, IFE –Internal factor evaluation matrix SPACE Matrix , IE- Internal –External matrix GS- Grand strategy matrix, QSPM- Quantitative strategic planning matrix. Outside In strategic approach A] Environment & Environmental appraisal- Concept of operating environment, industry environment & remote environment ,PESTLE analysis of the IPI SWOT analysis & its applications	3
7	C]Corporate level strategies- 1]EXPANSION STRATEGIES i] Expansion thru concentration –The Ansoff’s Product-Market Matrix, Application in the Pharma Industry , ii] Expansion thr Integration – Ansoff’s matrix for diversification , Horizontal integration, Vertical integration , iii] Expansion thr Diversification –Related & Unrelated diversification iv] BCG matrix based strategies	3
8	2] INTERNATIONALISATION STRATEGIES i] Porter’s model of competitive advantage of nations ii]C.A.Barlett & S.Ghoshal’s model of 4 types of international strategies	3
9	3] COOPERATIVE STRATEGIES i] Collaborations& Partnerships, ii]Mergers & Acquisitions, iii]Joint ventures, iv]Strategic alliances	3
10	Strategic analysis & choice : Tools & Techniques- i]3x3 GE Matrix , ii] McKinsey 7 s framework iii]Porter’s 5 forces model of competition , iv] Strategic plan	3

Reference Material:

Books:

1. Strategic management & Business Policy–Azhar Kazmi
2. Strategic Management: Concept & Cases –Thompson & Strickland [Tata McGrawHill]
3. Strategic Management: Pearce II & Robinson [Tata McGraw Hill]
4. Strategic Management: Concepts & Cases by Fred David [Prentice Hall]
5. Strategic Management, by Hitt,Ireland, Hoskisson [Cengage Learning]
- 6 .Exploring Corporate Strategy Text & Cases by Johnson,Scholes & Whittington [Pearson]
7. Competitive Strategy- Michael Porter

Addendum:

1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/ interactions.
2. The evaluation pattern would be designed to assess the students on various aspects of knowledge skill and attitude.

SIES College of Management Studies – Syllabus (2016-18)

Course: PGDM (Biotechnology Management)

Subject Code: PGDM (PM): 205

Subject Title: Intellectual property Rights

Semester: II

Course Objectives: IPR is of utmost significance in the present global scenario of trade and commerce. The objective of the study is to understand the concept of IPR with special emphasis on Pharma & Biotech Patents.

Content:

Sr.No	Topics	Hours
1	Evolution and Historical Development of IPR	1.5
2	Introduction to Intellectual Property Rights and its components including Patents, Trademarks, Copyrights, Undisclosed Information, Geographical indications, Industrial designs, Plant variety protection and Integrated circuits and semiconductor chips.	3
3	International Treaties and Convention governing IPR	4.5
4	Indian Patents Act' 1970 and its subsequent amendments of 1999, 2002 & 2005.	2
5	Patent Filing and its subsequent procedures of Publication, Examination & Grant	3
6	Drafting Patent Application	1.5
7	Compulsory Licensing	1.5
8	Patent Infringement issues	1.5
9	Hatch Waxman Act	1.5
10	Data Exclusivity	1.5
11	PCT Applications	2
12	Technology transfer & licensing	1.5
13	Protection of Biosimilars	1.5
14	Case studies pertaining to Indian Pharmaceutical Patents	3.5

Reference Materials:

Books:

1. "What everyone should know about Patents" by N. Subbaram
2. Manual of Patent Practice and Procedure, 2008.
3. Bare Act- Professional Publishers

Addendum:

The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/interactions. The evaluation pattern would be designed to assess the students on various aspects of knowledge skill and attitude.

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Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM): 206

Subject Title: Research Methodology

Semester: II

Learning Objectives:

At the end of the curriculum the student should be in a position to develop the following attributes:

1) Knowledge

- a. Develop understanding of research methodology.
- b. Learn the use of different data collection methods in research.
- c. Formulate research proposals.

2) Skills

- a. Apply the concepts of research to decision making problems.
- b. Apply the concepts of research in making research papers.
- c. Ability to prepare data collection tools like questionnaire for research.

3) Attitude

- a. Application of concepts to practical research (Correlating theory with practical aspects).
- b. Confidence to analyse a research problem (Problem solving).

Content:

Sr. No.	Topics	Hours
1	Introduction to research, Meaning, Types of research-relevance, Research design- Exploratory, descriptive, experimental	3
2	Research design continued: Exploratory research, Focus group, Other methods like projective techniques	2
3	Data collection- secondary data collection, Descriptive research-data collection	2
4	Measurement scales: Importance in hypothesis testing Scale construction techniques	2
5	Questionnaire design: Rules of questionnaire	2
6	Sampling Design: Experimental design-informal designs	2
7	Formal designs: Revision of Research Methodology	2

Reference Materials:

Books:

- Kothari, C. R. (2013). Research Methodology - Methods and Techniques, New Age International Publishing.
- Chawla, D. & Sondhi, N. (2011). Research Methodology - Concepts & Cases, Vikas Publishing.
- Cooper, D. & Schindler, P. (2010). Business Research Methods, Tata McGraw Hill.
- Nargundkar, R. (2012). Marketing Research, Tata McGraw Hill.

Addendum:

1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series and other appropriate sessions/ interactions.
2. The evaluation pattern would be designed to assess the students on various aspects of knowledge skill and attitude.

SIES College of Management Studies – Syllabus (2016-18)

Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM):207

Subject Title: Market Research

Semester: II

Learning Objectives:

At the end of the curriculum the student should be in a position to develop the following attributes:

1) Knowledge

- To familiarise the students with the quantitative analysis including hypothesis testing
- To give inputs into spss software
- To familiarise students with applications of research

2) Skills

- Apply the concepts of research to decision making problems.
- Apply the concepts of research in making research papers.
- Ability to prepare data collection tools like questionnaire for research.

3) Attitude

- Application of concepts to practical research (Correlating theory with practical aspects).
- Confidence to analyse a research problem (Problem solving).

Contents

Sr.No	Scope of the topics to be covered	Hours
1	Data analysis, Selecting appropriate test-Measurement Scales	1.5
2	SPSS introduction	1.5
3	Univariate and Bivariate analysis	1.5
4	SPSS hypothesis testing-t-test, non parametric test	1.5
5	Non Parametric tests continues	1.5
6	Multiple regression and other tools	1.5
7	Factor analysis, Cluster analysis	1.5
8	MDS, Other tools of Applications of research-	1.5
9	Conjoint Analysis-Applications continues-	1.5
10	SPSS Summary	1.5
11	Applications of Research in Pharma using SPSS	1.5
12	Applications of Research	1
13	Internal Assessment	1.5
14	Lecture for internal assessments and doubts	1.5

Reference Material:

Books

Marketing Research-Naresh Malhotra
Marketing Research- Dr.Rajendra Nargundkar
Research Methodology-Deepak Chawla& Neena Sondhi

Addendum:

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1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series and other appropriate sessions/ interactions.
2. The evaluation pattern would be designed to assess the students on various aspects of knowledge skill and attitude.

Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM):208

Subject Title: Pharmacology-II

Semester: II

Learning Objectives: At the end of the curriculum the student should be in a position to develop the following attributes:

1) Knowledge

- a. Develop an understanding of lifelong learning skill and attitudes for personal social development.
- b. Learn the elements of pharmacology terms, communicating and delivering value to the customers
- c. Insight into modern marketing problems and solutions from conceptual, legal, and ethical perspectives.

2) Skills:

- a. Ability to apply the Pharmacology concept for a specific target market.
- b. Ability to select segments in which to compete.
- c. Develop and implement a marketing plan.
- d. Ability to develop meaningful points of differentiation in pharma marketing..
- e. Evaluate the effectiveness of existing marketing strategy.
- f. Demonstrate a clear understanding of major marketing concepts to make business decisions.

3) Attitude

- a. Ability to connect with the customers.
- b. Willingness to serve the community at large.
- c. Willingness to create successful long term growth.

Content:

S. No	Topics	Hours
1	Drugs Affecting Blood and Blood Formation: Haematinics and Erythropoietin, Coagulation,bleeding and thrombosis, Hypolipidaemic Drugs and plasma Expanders	4
2	Drugs Acting on Kidney: Diuretics and Antidiuretics	4
3	Respiratory System Drugs: Drugs for Cough and Bronchial Asthma	2

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4	Hormones and Related Drugs: Anterior Pituitary Hormones Thyroid inhibitors Insulin, Oral Hypoglycaemic Drugs and Glucagon, Corticosteroids, Androgens and drugs for Erectile Dysfunction, Estrogens, progestins and contraceptives, Oxytocin and other drugs Acting on Uterus, Drugs affecting calcium balance	6
5	Nervous system Drugs: Cholinergic System and Drugs, Adrenergic System and Drugs, Drugs for Glaucoma, Skeletal Muscle Relaxants, Local Anaesthetics, Opioid Analgesics and Antagonists, CNS stimulants and Cognition Enhancers	6
6	Chemotherapy of Neoplastic Diseases: Anticancer Drugs	4
7	Immunosuppressants, Gene Therapy Drugs acting on Skin and mucous membranes, Vitamins, Vaccines and Drug Interactions	4

Reference materials

Books:

1. Textbook Of Medical Physiology ,9 Ed, Guyton, Arthur C And Hall ,John E ,Prism Books Pvt Limited ,Bangalore ,1996
2. Illustrated Physiology, 6 Ed, Mackenna, B R And Callender, R, Churchill Livingtone, New York, 1990
3. Principle of Anatomy and Physiology, Tortora, Gerard J Grabowski, Sandra, Harper Collins, New York, 1996
4. Human Physiology, 6 Ed, Vander, Arthur (ET El), MC Grew Hill Publication, USA, 1994
5. Pharmacology And Pharmacotherapeutics, 15 Ed ,Satoskar, R.S.(Et Al), Popular Prakashan, Mumbai, 1997

Addendum:

1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series and other appropriate sessions/ interactions.
2. The evaluation pattern would be designed to assess the students on various aspects of knowledge skill and attitude.

Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM):209

Subject Title: Marketing Management II

Semester: II

Learning Objectives:

At the end of the curriculum the student should be in a position to develop the following attributes:

1) Knowledge

- a. Develop an understanding of marketing management concepts and capturing marketing insights.
- b. Learn the elements of marketing mix and its applications, communicating and delivering value to the customers.
- c. Insight into modern marketing problems and solutions from conceptual, legal, and ethical perspectives.

2) Skills:

- a. Ability to apply the marketing mix for a specific target market.
- b. Ability to select segments in which to compete.
- c. Develop and implement a marketing plan.
- d. Ability to develop meaningful points of differentiation.
- e. Evaluate the effectiveness of existing marketing strategy.
- f. Demonstrate a clear understanding of major marketing concepts to make business decisions.

3) Attitude

- a. Ability to connect with the customers.
- b. Willingness to serve the community at large.
- c. Willingness to create successful long term growth.

Content:

Session no.	Scope of topic to be covered	Hours
1	Setting product strategy:- Product characteristics and classification, Product and Service Differentiation Product and Brand relationship, Product mix, product line decisions, PLC-concept, strategies, Consumer Adoption Process and Concept of brand, Packaging, Labelling Warranties and Guarantees	3
2	New Product Development:- New product options, Challenges in new product development, Organizational arrangement, Managing development process	3
3	Designing and Managing Services:- Nature of services, New Service realities, Marketing excellence	3

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4	Developing pricing strategies and programs: Understanding pricing, Setting the price, Adapting the price Initiating and responding to price changes.	3
5	Designing and managing integrated marketing communication: Role of marketing communication Developing effective communication strategy, Deciding the marketing communication mix, Tools of the promotion mix : Advertising, Sales promotion, Direct marketing, Public relations & publicity. Personal selling decisions	6
6	Designing and Managing the sales force, Sales force objectives and strategies, Sales Force Structure, Sales Force Size. Recruitment and selection of sales force, Training and development of sales force, Measuring Productivity of sales force, Motivation and Evaluation of sales force	6
7	Designing and Managing integrated marketing channels: Marketing channels and value networks, The role of marketing channels, Channel Design Decisions, Channel Management Decisions, Channel Integration & System Conflict, Co-operation & Competition	6

Reference Materials:

Books:

Kotler, P., Keller, K. & Koshy, A. (2000). Marketing Management, Pearson Education.
Ramaswamy, N. (2009). Marketing Management, Macmillan Publication.
S.H.H. Kazmi, Marketing Management: Text and Cases

Addendum:

1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series and other appropriate sessions/ interactions.
2. The evaluation pattern would be designed to assess the students on various aspects of knowledge skill and attitude.

Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM): 210

Subject Title: Financial Management

Semester: II

Learning Objectives:

At the end of the curriculum the students should be in position to develop the following attributes:

1) Knowledge

- a. Understand basic decisions in financial management.
- b. Understand the tools for financial decision making and management.
- c. Understand the analysis of various financial aspects to result in decision making.

2) Skills

- a. Techniques of time value of money for various types of futuristic financial analysis.
- b. Analyze risks and returns under the given situation.
- c. Valuation of the assets and securities.
- d. Analysis of long term as well as short term financial and investment decisions using capital budgeting techniques, asset management techniques, etc.
- e. Ability to analyze financial statement and the fund/cash positions of the corporate entity.

3) Attitude

- a. Develop the understanding towards objectives of financial management of the corporate entity.
- b. Understand the importance of maximization of the shareholders' wealth and accordingly develop the financial management approach and decision making process.

Contents:

Sr. No	Topic	Hours
1	Introduction to Financial Management: Nature and objectives of Financial Management Role of the finance manager Interface of the finance function with other functional areas Environment of Corporate Finance	2
2	Time Value of Money: The concept of discounting and compounding Present value and future value; annuity and perpetuity Special considerations in time value analysis The use of present and future value tables	4
3	Risk and Return: The different kinds of risks and their influence on financial decision making Measurement of risk and return through statistical techniques and the interpretation Risk in a portfolio context	4

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	Diversification and non-diversification of risk	
4	Introduction to Valuation of securities: Valuation of bond Bond price movements Equity valuation	2
5	Dividend Policy:- The Dividend decisions of firm Models explaining relevance/ irrelevance of the Dividend Policy	2
6	Case Study/Presentation /Assignment	2
7	Capital Budgeting: The importance of capital expenditure analysis Techniques of capital budgeting Payback period Net present value Internal rate return	4
8	Capital structure, Capital Structure Theories and Cost of capital: Capital structure Capital structure theories Raising of funds through various sources Concept of leverage – operating Financial and total leverage Concept of weighted average cost of capital.	4
9	Importance and use of Fund Flow and Cash flow Statements	3
10	Working Capital Management: Working capital cycle and factors affecting the working capital Determination of working capital requirements and their financing Inventory management Receivable management Cash management	3

Reference Material:

Journal:

- a. Dalal Street Investment Journal
- b. ELK Asia Pacific Journal of Finance & Risk Management
- c. Journal of Financial Management & Analysis

Books:

- Tulsian, P. C. (2009). Financial Management, S.Chand & Sons Publication.
 Khan, M.Y. & Jain, P.K. (2012). Financial Management, Tata McGraw Hill.
 Reddy, S. (2013). Financial Management, Himalaya Publishing House.

Journals:

Indian Journal of Finance

Websites:

www.bloomberg.com

www.moneycontrol.com

www.nseindia.com

www.bseindia.com

Addendum:

1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/interactions.
2. The evaluation pattern would be designed to assess the students on various aspects of knowledge, skill and attitude.

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Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM): 211

Subject Title: Product and Brand Management

Semester: II

Learning Objectives:

At the end of the curriculum the students should be in position to develop the following attributes:

1) Knowledge

- Understand the discipline of product & brand management.
- Understand the product-management as an organizational form for multiproduct firms.
- To know the effectiveness of the brand manager & the various concepts in branding.
- Learn to develop the understanding of managing brands as a system.

2) Skills:

- Ability to apply the marketing concepts in brand building.
- Ability to create a brand identity structure.
- Ability to measure brand equity across products and markets

3) Attitude:

- Ability to adapt organizations to changing environment for brand building for the product.
- Ethical considerations in brand building.

Content:

Sr. No	Topics	Hours
1	Introduction: Products, types [levels] of products, classification of products, product hierarchy, product- systems, mixes product line decisions, branding, Strategies of products based on PLC	3
2	Introduction to product/brand management : Concept of product management Structure of product management in organizations , Role ,responsibilities of product managers, Sample job profiles of product managers, Skills required for successful product managers, The strategic brand management process, Branding challenges & opportunities, 7 deadly sins of brand management	3
3	Product Strategies : Elements of product strategy, Selection of strategic alternatives, Product strategies over the life cycle, Types of products, STP strategies, Portfolio planning models	3
4	The Brand Equity concept: Customers based brand equity – Building brand equity /guidelines, Building a strong brand, Creating customer value, Brand positioning –identifying & establishing brand positioning guidelines for positioning Choosing brand elements to build brand equity, Leveraging secondary brand associations to build brand equity-	6

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	conceptualizing leveraging process,co-branding,licensing,celebrity endorsement, country of origin & other geographic areas ,sporting, cultural or other events	
5	Growing and Sustaining Brand Equity Designing & implementing branding strategies ,Brand Architecture, Brand hierarchy, Designing a branding strategy, Using cause marketing to build brand equity, David Aaker’s brand equity model, David Aaker’s ten guidelines for building strong brands	3
6	The Brand Identity concept, Brand image & brand identity, Kapferer’s prism, Sources of brand identity, Analyzing a brand’s potential	3
7	The Brand-Extension concept, New products & brand extensions Why extend the brand?, Advantages & disadvantages of brand extensions, Evaluating brand extension opportunities	3
8	The Pricing strategies, Measuring perceived value & price , Psychological aspects of price, Examples of pricing tactics	3
9	Promotions: Promotion objectives and Promotion budgeting	3

Reference Materials

Books:

1. Strategic Brand management –J.Noel Kapferer
2. Product manager’s handbook-Linda Gorchels
- 3.Marketing Management,Kotler,Keller,Koshy,Jha
- 4.Strategic Brand Management- Keller

Addendum:

1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/ interactions.
2. The evaluation pattern would be designed to assess the students on various aspects of knowledge, skill and attitude.

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Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM): 212

Subject Title: Biopharmaceuticals and Industrial Biotechnology

Semester: II

Learning Objectives:

At the end of the curriculum the students should be in position to develop the following attributes:

1) Knowledge:

- a. Acquaint students with basic concepts of Biopharmaceuticals and Industrial Biotechnology.
- b. Help understanding application of this knowledge in drug formulation & development.

2) Skills:

- a. Ability to apply the Pharma marketing mix for a specific target market.
- b. Ability to select segments in which to compete.
- c. Develop and implement a marketing plan.
- d. Ability to develop meaningful points of differentiation in pharma marketing..
- e. Evaluate the effectiveness of existing marketing strategy.
- f. Demonstrate a clear understanding of major marketing concepts to make business decisions.

3) Attitude

- a. Ability to connect with the customers.
- b. Willingness to serve the community at large and Willingness to create successful long term growth.

Contents

Sr. No	Scope of topics to be covered	Hours
1	Biopharmaceuticals	2
	Production of Biotech Compounds	2
2	Drug Development, Formulation of Biotech Products ,Dispensing Biotechnological Products	6
3	Downstream Processing	2
5	Enzyme Biotechnology, Nano Biotechnology	4
6	Mammalian Cell Biotechnology , Plant Cell Biotechnology	4
7	Medical Devices	2

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8	Molecular Recognition	2
9	Oligosaccharides, Oligopeptides and Oligonucleotides	6

Reference Materials:

Books:

1. Principles of Gene manipulation (1994) OldR.N. and Primerose S.B.
2. Recombinant DNA (1992) WatsonJ.D. , Witreowski J., Gilman M. and Zooller M.
3. An Introduction to Genetic Engineering : Nicholl, D.S.T.
4. Molecular Biotechnology (1996) Pasternak
5. The Biochemistry of the nucleic acid (1996) Adamet al
6. Genetic Engineering (1998) Janke K. Setlow
7. Advanced Immunology (1991) MaleD.,Champion B. Cooke A. and Owen M.
8. Principle and practice of Immunoassay (IInd ed.) Christopher P. Price and David J. Newman.
9. Plant tissue culture: Gamborg and Phillip.
10. Basic and Agricultural Biotechnology (1993) Purohit and Mathur

Addendum:

The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/interactions.

The evaluation pattern would be designed to assess the students on various aspects of knowledge skill and attitude.

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Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM):301

Subject Title: Marketing Strategy

Semester: III

Learning Objectives:

At the end of the curriculum the student should be in a position to develop the following attributes:

1) Knowledge

- a. To learn key marketing strategy concepts and definitions.
- b. Delivering competitive advantage through strategic marketing.

2. Skills:

- a. Ability to conduct a strategic marketing analysis of a company/industry
- b. Ability to develop an effective customer value proposition
- c. Ability to develop an effective marketing strategic plan.

3. Attitude:

- a. Willingness to serve the organization and community at large
- b. Applying the theoretical models of marketing strategy through ethical marketing practices.

Content:

Sr.No	Scope of topic to be covered	Hours
1	The Pharmaceutical Market-Dimensions of the market, Segments Customers & Consumers	2
2	Strategy-Components of marketing strategy, hierarchy of strategies, strategic role of marketing in formulating & implementing strategies. The process of formulating & implementing marketing strategy, the marketing plan.	2
3A	Segmentation–Basis/Ways of segmentation, Viable segment, Pharmaceutical market segmentation ,Sketching a Profile of the pharma market-market dimensions,Pareto’s law,Served market concept,Market opportunity analysis,elements of MOA & Step by Step approach.	2
3B	Target Marketing- Difference between Target marketing & Market Targeting Choosing attractive market segments –How to select potential target markets - A 5 Step process ,The Market Attractiveness /Competitive Position Matrix,Targeting strategies –Niche market,mass market,growth market strategies.	2

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3C	Positioning- Positioning strategies- Physical & perceptual positioning, Ways /Parameters to position a pharma brand, Positioning Steps in the positioning process, positioning statement/value proposition, Perceptual maps	2
4	The Pharmaceutical Marketing-Mix , The 4 Ps of modern marketing management, 5 Ps of Pharmaceutical Marketing	3
5	<p>Strategies for the Marketing Mix -1]Product strategies</p> <p>a] What is a product? What is a brand?, b] Product levels: customer value hierarchy, c] the product hierarchy, d] the product systems & mix-product mix strategies, e] The product life cycle: i]characteristics of PLC –market characteristics at each stage in the PLC ii] Marketing mix decisions & their relationship with each stage in PLC iii] Strategic implications of the PLC f] New products : types of new products ,strategic objectives of new products, types of new products based on the strategic objectives of the company g]New product adoption process :i] customer adoption categories ,ii] three major propositions iii]individual adoption by the customer iv] new product adoption & implications on marketing h] Product-portfolio analysis –BCG matrix implications i] Product-Differentiation –strategies to achieve differentiation j] Product packaging & labelling g] Market entry strategies -Strategies for pioneers & followers h] Strategic market programs for pioneers & followers</p> <p>2] Pricing strategies a] Factors influencing the pricing decisions b]Objectives of pricing c] Bases for pricing d]Strategies for pricing e]Psychological effects of pricing</p>	6
	<p>3] Place a] using place as a strategy b] Are wholesalers & retail middlemen useful? c]Managing trade channels effectively 4] Promotion strategies a]THE AIDA principle of communication b]Source of communications in the pharma industry-the basis for promotion</p>	3

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	<p>c]Getting the attention of customers</p> <p>d]Buying process in the pharma business –attention & perception</p> <p>e]Promotion –a strategic variable</p> <p>f] Promotion mix- elements in pharma promotion mix ,deciding on the promotional mix</p> <p>g]Digital media & digital strategies</p> <p>g] Personal selling : Role of a MR ,4 key areas of a MR</p> <p>h]Advertising & sales promotion-5Ms of advertising,developing & managing an advertising programme, deciding advertising media & measuring effectiveness, sales promotion tools,objectives & selecting sales promotion tools.</p>	
6	Strategies for Growth markets – Opportunities & risks in growth markets , Growth market strategies for market leaders ,Share growth strategies for followers.	3
7	Strategies for Mature & Declining markets-Strategic choices in mature markets : strategies for maintaining competitive advantage,methods of differentiation ,methods of maintaining low cost position ,customers’ lifetime value, Marketing strategies for mature markets & declining markets.	3
8	The profit impact of market strategy [PIMS]	1
9	Contemporary Challenges in Pharmaceutical Strategy.	1

Reference Material:

Books:

1. Marketing strategy –Walker,Mullins,Boyd,Larreche
2. Pharmaceutical Marketing in India –Subba Rao Chagganti
3. Competitive Strategy- Michael Porter
3. Competitive Advantages- Michael Porter
4. Marketing Management,Kotler,Keller,Koshy,Jha

Addendum:

1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/interactions.
2. The evaluation pattern would be designed to assess the students on various aspects of knowledge, skill and attitude

SIES College of Management Studies – Syllabus (2016-18)

Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM):302

Subject Title: Consumer and Industry Buying Behavior and Integrated marketing Communications

Semester: III

Learning Objectives:

At the end of the curriculum the student should be in a position to develop the following attributes:

1. Knowledge:

- a. Understand the examination and application of consumer behavior in the planning, development and implementation of marketing strategies.
- b. Understand the impact of new media on consumer behavior and focus on the marketer's ability to learn more about customers' purchase pattern in order to implement a strategy with greater precision.
- c. Develop the understanding of the key concepts of customer and organizational buying behavior.

2. Skills:

- a. Apply marketing strategy to influence buying behavior.
- b. Ability to demonstrate the mapping between changing buying behavior, market research and applied marketing.
- c. Ability to analyze and develop customer decision model.
- d. Ability to influence the influence market on consumer buying.
- e. Ability to analyse and adapt the cultural difference in buying pattern.

3. Attitude:

- a. Ability to understand service consumer psyche/perception.
- b. Willingness to serve the community at large.
- c. Application of strategies of buying behavior through ethical marketing practices.

Content:

Sr.No	Scope of the topic to be covered	Hours
1	Introduction to CIBB	3
2	Factors affecting Consumer Behaviour	3
3	Consumer Influence & Diffusion of Innovation	3
4	Marketing Strategy and CIBB	3

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5	Overview of Integrated Marketing Communication; Concepts Relating to Functional Areas of Marketing Communication: Advertising, direct marketing, Sales promotion, Personal Selling, Packaging, Events and Sponsorship, Customer Service	6
6	Advertising: Concepts, Advertising & Consumer Behaviour, Types of Ad (print/Audio /visual)	3
7	Advertising Media: Creative Advertising Strategy, Message Development, Media Planning, Media Evaluation & Research, Analysis of Advertising Media, Print media, Internet Marketing, Effectiveness of Advertising Campaign	3
8	Pharmaceutical Advertising: Drug Advertising and Promotion, Developing a Direct-to-consumer TV Ad, Contemporary issues in pharmaceutical advertising.	4

Reference material:

Books:

- 1) Consumer Behaviour: Schiffman and Kanuk, L.L. & Kumar, S.R. (2010) Dorling Kindersley Pvt. Ltd.
- 2) Consumer Behaviour: Blackwell, R.D., Miniard, P.W. & Engel, J.F. (2005), Ohio; South-Western Cengage Learning.
- 3) Consumer Behaviour: buying, having and being, Solomon, M.R. (2006), Pearson Prentice Hall
- 4) Foundations of Advertising: Theory and practices, Chawawalla SK and Sethia KC, Himalaya Publishing house, Mumbai.
- 5) Advertising Management, David Aakar, Prentice Hall of India Pvt Ltd, New Delhi.
- 6) Advertising Management, Moham Mahendra, Tata Mc Graw Hill Publishing, New Delhi.
- 7) Advertising and Promotion Management, Dayal Raghbir, Mittal Publications, New Delhi.

Addendum:

1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/interactions.
2. The evaluation pattern would be designed to assess the students on various aspects of knowledge, skill and attitude

SIES College of Management Studies – Syllabus (2016-18)

Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM):303

Subject Title: Pharma and Biotech Sales Management

Learning Objectives:

At the end of the curriculum the students should be in a position to develop the following attributes:

1) Knowledge:

- a. Understanding the unique challenges involved in sales management
- b. Learn the strategies and tools to deal with these challenges of distribution management
- c. develop the understanding of the key concepts of customer experience, service quality, customer satisfaction and customer loyalty.

2) Skills:

- a. Apply the elements of marketing mix in sales management.
- b. Ability to develop network.
- c. Selling Skills.
- d. Developing loyal customer database
- e. Ability to recover MOT.
- f. Ability to design loyalty programs.

3) Attitude:

- a. Ability to understand consumer psyche/perception.
- b. Willingness to serve the community at large through ethical marketing practices.

Content:

Sr.No	Scope of the topic to be covered	Hours
1	Introduction to Pharma Sales management	2
2	Selling Process & Role of Sales Force	2
3	Sales Organization	2
4	Sales Manager – Roles & Responsibility	2
5	Recruitment, Selection, Induction, Retention. Compensation & Rewards	3
6	Sales Force : Motivation, Training & Development	2
7	Sales MIS	3
8	Sales & Channels of Distribution	2

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9	Managing Sales Performance : Evaluation & Control	3
10	Managing Sales Force Conflicts	2
11	Distribution-Management-Marketing Logistics	2
12	Marketing Channels	2
13	Designing Channel System	1
14	Channel Integration and Management,Evaluating Channel Performance,Managing Channels	2

Reference Material:

Books:

Sales & Distribution Management – by Krishna H Havaladar & Vasant M Cavale(2007),Tata McGraw-Hill.

Sales & Distribution Management – by Dr. S L Gupta(2005),Excel Books.

Sales management (5th Edition)Decision,Strategies and cases – Richard Still, Edward Cundiff, Norman A P Govani(1998),Dorling Kindersley.

Addendum:

1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/interactions.
2. The evaluation pattern would be designed to assess the students on various aspects of knowledge, skill and attitude.

Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM):304

Subject Title: Hospital Management

Semester: III

Learning Objectives:

At the end of the curriculum the student should be in a position to develop the following attributes:

1) Knowledge

- a. Develop an understanding of Hospital management concepts and capturing marketing insights.
- b. Learn the elements of marketing mix and its applications, communicating and delivering value to the customers.
- c. Insight into hospital marketing problems and solutions from conceptual, legal, and ethical perspectives.

2) Skills:

- a. Ability to apply the marketing mix for a specific target market.
- b. Ability to select segments in which to compete.
- c. Develop and implement a hospital marketing plan.
- d. Ability to develop meaningful points of differentiation.
- e. Evaluate the effectiveness of existing marketing strategy.
- f. Demonstrate a clear understanding of major marketing concepts to make business decisions.

3) Attitude

- a. Ability to connect with the customers.
- b. Willingness to serve the community at large.
- c. Willingness to create successful long term growth.

Content:

Sr.No	Scope of the topic to be covered	Hours
1	Hospital Management-an overview	1.5
2	Process of Hospital management	1.5
3	The material management	2
4	The Health and Hospital Economics	1.5

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5	The Accounting for hospitals	1.5
6	The marketing of Health Services	2
7	The Hospital functions and Services	2
8	Hospital planning	1.5
9	Hospital Information System and quality assurance	1.5

Reference Books:

1. Service marketing S.M Jha, Himalaya Publishers, 2000
2. Hand book of Hospital personnel management, R.C. Goyal, PHI, 1994
3. Hospital managerial Services, S.L.Goel, R.Kumar
4. Hospital administration, Dr.S.S.Reddy

Addendum:

1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/interactions.
2. The evaluation pattern would be designed to assess the students on various aspects of knowledge, skill and attitude.

SIES College of Management Studies – Syllabus (2016-18)

Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM):305

Subject Title: Regulatory Affairs

Semester: III

Learning Objectives:

At the end of the curriculum, the student should be in a position to develop the following attributes.

Knowledge:

- To understand the regulations and laws pertaining to the registration of Medicinal products for human use with various global regulatory authorities.
- Awareness regarding global regulations for manufacturing safe and effective healthcare products
- To Understand drug manufacturing, safety and efficacy guidelines which is the forefront of consumer concerns
- To understand the various phases of product life cycle- IND, NDA etc.
- To understand the various market-entry strategies in various markets like India, US and EU.
- To understand the requirements for compilation of regulatory documents for marketing authorization, Dossier compilation etc.

Skills

- Deal with the Regulatory challenges in the Pharma Industry
- Handle documentation for Drug approval process in various countries like India, EU, US.
- Handle critical queries from Drug regulatory authorities
- Critical thinking skills through discussions, critical problem-solving experiences, and case report analyses of drugs (API & Formulations).

Attitude

- Have a rational, realistic and pragmatic approach towards new drug development and marketing approval
- Confident approach in dealing with Drug development and approval challenges.

Content:

Session No:	Scope of topic to be covered	Hours
1	Introduction to Regulatory affairs, Importance of Regulations in Pharma Industry	1.5
2	Global harmonization of Regulatory submissions for Drug substances & Drug products, ICH- Mission & Structure	1.5
3	ICH Guidelines on Quality. Overview on ICH Guidelines on Safety, Efficacy, Multidisciplinary	2
4	Indian and International regulatory authorities in USA, INDIA & EUROPE - USFDA, CDSCO, EMEA, EDQM	3

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5	Common Technical Document-CTD/eCTD for regulatory submissions	3
6	Types of drug applications in US: IND, NDA, ANDA, BLA	3
7	Drug Master File (DMF), Types of DMF	2
8	DMF Filing with USFDA	3
9	New Drug Approval process	2
10	Marketing Authorisation procedures for Drug products in EU- EMEA : National, Centralised, Decentralised, Mutual recognition procedures	3
11	Marketing Authorisation procedures for APIs in EU- EDQM, ASMF/EDMF & CEP applications	2
12	Regulatory Submissions to CDSCO (India), Central licensing and State licensing procedures	2
13	Drug registration with other agencies-WHO	2
14	Case Studies : Pharma Companies	1.5

Reference Websites:

USFDA Website, <http://www.fda.gov/>

ICH website, www.ich.org/

CDSCO website, <http://www.cdsc.nic.in/>

EMA website, <http://www.ema.europa.eu/ema/>

EDQM website, www.edqm.eu/

Addendum:

1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/interactions.
2. The evaluation pattern would be designed to assess the students on various aspects of knowledge, skill and attitude.

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Course: PGDM (Biotechnology Management)
Subject Title: International Marketing
Semester: III

Subject Code: PGDM (BM):306

Learning Objectives:

At the end of the curriculum the student should be in a position to develop the following attributes:

1. Knowledge:

- Understand the challenges, complexities and opportunities involved in International Business.
- Understand the International Business functional strategies.
- The ability to pro-actively seek and commercially evaluate business opportunities.

2. Skills:

- Conduct an environmental scan to evaluate the impact of world issues on an organization's international business opportunities.
- Recognize cultural differences in various global regions and their effect on the conduct of international business.
- Understand the benefits in engaging in international trade.
- Become familiar with tools, frameworks and techniques and ability to develop an effective international business plan.
- Understand how to compete in international markets.

3. Attitude:

- Become global citizen, and learn the global business aspects/outcomes of globalization.
- Support principles of corporate sustainability, social responsibility and ethics.

Content:

Sr. No	Topic	Hours
1	Overview of International Business Process Definition of International Business Emergence of developing nations in international business What is Global Manager? Global Strategy: A Review and Conceptual framework. Globalization Process in India: A Historical Perspective Since Independence, 1947	2
2	PEST factor affecting International Business Government influence on Trade Framework of PEST. Responding to Conflicting Environmental Forces Examine the pressures—mostly economic—that drive companies in many industries to integrate and coordinate their activities across national boundaries to capture scale economies or other sources of Explore the forces—often social and political—that shape other industries and examine how they can drive MNEs to disaggregate their	2

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	operations and activities to respond to national, regional, and local Examine how, in information based, knowledge intensive economy, players in a growing number of industries must adapt to opportunities or threats wherever they occur in the world by developing innovative responses and initiatives that they diffuse rapidly and globally to capture knowledge based competitive advantage.	
3	International Trade Theories The importance of trade theory Basis for Trade Implications for Business	2
4	Foreign Investment Role & Channels National FDI Policy Foreign Portfolio Investment, External Aid & Commercial Debt Capital Opportunities and Challenges	2
5	International Trade Agreements International Trade Organizations Understanding of Trade Agreements & impact on global business Role of Trade Organizations	2
6	Country Evaluation and Selection Motivations, Means, and Mentalities What market opportunities, sourcing advantages, or strategic imperatives drive international expansion? By what means expand to overseas presence—through exports, licensing, joint ventures, wholly owned subsidiaries, or some other means? How will the attitudes, assumptions, and beliefs that they bring to their International ventures affect their chances of success?	2
7	Global Manufacturing & SCM Different dimensions of global manufacturing strategy Elements of Global Supply Chain Management Inventory Management key dimension in global supply chain	2
8	Entry Strategies	2
9	International Finance Exchange Rate, International Currency Markets and the International Parity Conditions, Exchange Rate Behaviour, Efficiency and Forecasting International Monetary System Corporate Exposures to Exchange Rates, Investing Internationally, Cost of Capital for International Projects and Capital Budgeting for International Projects	2
10	International H R Strategies The Internationalization of Human Resource Management, Strategic International Human Resource Management Design and	2

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	Structure of the Multinational Enterprise International Mergers and Acquisition, Joint Ventures, and Alliances International Human Resource Management and Culture, International Employment Law, Labor Standards, and Ethics International Employee Relations International Workforce Planning and Staffing, International Recruitment, Selection, and Repatriation, International Training and Management Development, International Compensation, Benefits, and Taxes	
11	Introduction to International Marketing, Definition and Concept, The International Institution, Regional Blocks, Economics Communication, Free Trade Zones, Common Markets	2
12	Constraints On International Marketing	2
14	International Marketing Mix 1. Market Identification 2. Product Selection 3. Promotion Strategy 4. Pricing Strategy 5. Distribution Strategy	2
15	International Marketing Intelligence And Task, International Branding and Understanding International Consumer behavior	2

Reference Books:

Daniels, J.D., Radebaugh, L.H., Sullivan, D.P. & Salwan, P. (2009). International Business, Pearson Education.

Bhalla, V.K. (2013). International Business, S.Chand.

Addendum:

1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/ interactions.
2. The evaluation pattern would be designed to assess the students on various aspects of knowledge skill and attitude.

SIES College of Management Studies – Syllabus (2016-18)

Course: PGDM (Biotechnology Management)
Subject Title: Medico Marketing
Semester: III

Subject Code: PGDM (BM):307

Learning Objectives:

At the end of the curriculum the student should be in a position to develop the following attributes:

1) Knowledge

- a. Understand the discipline of product & brand management.
- b. Understand the product-management as an organizational form for multiproduct firms.
- c. To know the current pharmaceutical marketing practices
- d. Learn to develop how the concepts are put in to practice.

2) Skills:

- a. Ability to apply the marketing concepts in brand building.
- b. Ability to create a brand identity structure.
- c. Ability to measure brand equity across products and markets

3) Attitude:

- a. Ability to adapt organizations to changing environment for brand building for the product.
- b. Ethical considerations in brand building.

Content:

Sr.No	Scope of the topics to be covered	Hours
1	Introduction	2
2	Product, New product selection Regulatory & strat plan	2
3	Marketing strategy	2
4	Branding	2
5	Positioning	2
6	Segmenting	2
7	Medical information Leveraging on medical info	2
8	Brand plans	2
9	Communication PhRMA guidelines	2
10	Brand plans Presentations	2
11	Promotional plans	2
12	Pharma inputs	2
13	Pharma selling	2
14	PMT – Sales interface, Conducting cycle meets	2
15	Distribution Do's & don'ts	2

Reference materials:

1. Latest new introductions / Company review
2. Marketing strategy reviews
3. Pharma Branding / Brand names journals
4. Inputs / Promotogram
5. Brand plans activitiy industry reviews

Addendum:

1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/ interactions.
2. The evaluation pattern would be designed to assess the students on various aspects of knowledge, skill and attitude

Course: PGDPM (Biotechnology Management)

Subject code: PGDM (BM):308

Subject: OTC Marketing

Semester: III

Learning Objectives:

At the end of the curriculum the student should be in a position to develop the following attributes:

1) Knowledge

- a. Understand the concept and need for Management.
- b. Insights into various theories of Management.
- c. In-depth understanding of various challenges in contemporary management.
- d. Learn about Managerial roles & responsibilities.
- e. Develop understanding of Leadership.
6. Approach to Decision making & Problem solving.

2) Skills

- a. Applying the knowledge to comprehend problems and situations.
- b. Ability to evolve effective responses.
- c. Decision making.
- d. Analytical ability.

3) Attitude

- a. Comprehension.
- b. Willingness to serve the community at large.

Content:

Sr.No	Scope of the topic to be covered	Hours
1	OTC Perspective	3
2	Rx to OTC	3
3	Brand Development	3
4	Market Research	3
5	Advertising	3
6	Basics of Media	4
7	Media Selection	3
8	Direct Consumer	4

Reference Material:

Books:

1. PMS: Mastering management Skills, Pettinger and Richard, Palgrave, New York.
2. Management Skills in Marketing, Morse and Stephan, Excel Books, New Delhi.
3. Brand Medicine, Morse, Excel Books, New Delhi.

Addendum:

The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/ interactions.

1. The evaluation pattern would be designed to assess the students on various aspects of knowledge, skill and attitude.

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Course: PGDPM (Biotechnology Management)

Subject code: PGDM (BM):309

Subject Title: Reading in Pharmaceuticals and Biotechnology

Semester:III

Course Objectives:

The objectives of this course is to introduce students to topics in the Pharmaceutical Business, which are otherwise not covered in the conventional syllabus and are relevant in the markets of today. This would be done in two ways:-

Through a series of small lectures and giving topics to the students for research and presentation in class. Students will be provide guidance as to the scope of the topics to be covered and sources to be tapped for information and

Mandatory participation by students in a Junior Analyst program, initiated in collaboration with Pharmarc, a Bangalore based company and a major recruiter of students from the PGDM (PM and BM) programs. Details of the Junior Analyst Program are enclosed separately and students will be provided case studies and reading material by the company for preparation.

They will be evaluated on the basis of presentation, research done and Q/A sessions.

Content:

Sr.No	Topics	Hours
1	Tall Claims	3
2	Off label drug use – practice, side reactions, policies and regulations	3
3	Compulsory licensing	3
4	Patent Cliff – impact on the pharmaceutical business	3
5	E-health – structures, drivers and barriers	3
6	Drug recalls – causes and impact	3
7	Targeted drugs vs. Mass therapies	3
8	Mergers and Acquisitions in the Pharmaceutical Industry – innovation, market shares, economic returns	3
9	FDI in pharmaceutical industry – history, regulation, impact and prospects	3
10	Dual Branding- past, present and future	3

Reference:Pharma and bio Journals.

Addendum:

1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/interactions.
2. The evaluation pattern would be designed to assess the students on various aspects of knowledge, skill and attitude

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Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM): 401

Subject Title: Services marketing

Semester: IV

Learning Objectives:

At the end of the curriculum the student should be in a position to develop the following attributes:

1) Knowledge:

- a. Understand the various concepts and models (Product-Service Continuum Model, Gap Model, and Service Triangle Model) of service sector from the theoretical and empirical perspectives.
- b. Gain insight into customer behavior that results into satisfied customer and the role played by various service sector in the marketing in today's competitive scenario.
- c. Develop knowledge of the key challenges involved in service marketing.

2) Skills:

- a. To be able to apply the elements of marketing mix in services marketing for devising effective marketing plans.
- b. Devise strategies for promoting service.
- c. Design loyalty programs.

3) Attitude:

- a. Develop service orientate

Content:

Sr. No	Scope of topic to be covered	Hour
1	Introduction to Services: Nature of Services; Characteristics of Services – Intangibility, Inconsistency, Inseparability and Inventory; Search, experience and credence attributes	1.5
2	Services Marketing Mix: Introduction to the 7 Ps of Services Marketing Mix	2
3	Product-Service Continuum; Standalone service products; Service products bundled with tangible products; Service Life Cycle.	2
4	People: The key role of service employees in a service business; Services marketing triangle; Service profit chain, Concept of Service encounter – Moment of Truth; Training and development of employees; Motivation and empowerment.	2
5	Physical evidence: Nature of physical evidence; Importance of physical evidence in services; Tangibilizing through physical evidence; Service scapes	1.5
6	Process: Service as a process & as a system – Different process aspects and managerial challenges – Strategies for managing inconsistency – Customer role in services – Customers as 'co-producers'; Self Service	3

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	Technologies, – Customer Service in Service Marketing	
7	Customer Satisfaction & Service Quality: Concept and Importance of quality in Services; How customers evaluate service performance, Service Quality Models: Parsuraman-Zeithamal-Bitner (PZB) Gaps Model, SERVQUAL, and SERVPERF – Gronroos model, e-services.	3

Reference Material:

Books:

Services Marketing – Zeithaml, Bitner, Gremler & Pandit, TMGH, 4th
Services Marketing – Christopher Lovelock
Services Marketing – Rajendra Nargudkar

Addendum:

1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/interactions.
2. The evaluation pattern would be designed to assess the students on various aspects of knowledge skill and attitude.

SIES College of Management Studies – Syllabus (2016-18)

Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM) 402

Subject Title: Innovations

Semester: IV

Learning Objectives:

At the end of the curriculum the student should be in a position to develop the following attributes:

1) Knowledge:

a. To give an idea about what are innovations, the innovation process, and management of innovations, nature of innovative organisations and individuals and commercialisation of innovations.

b. To help the students learn the innovations, the innovation process in the Pharmaceutical Sector

2) Skills:

a. Ability to understand the various innovation design in the healthcare sector.

b. Ability to respond to challenges in uncertain situations.

3) Attitude:

a. To develop innovation oriented

Content:

Sr.No	Topic/s to be covered	Hours
1	Introduction	2
2	Situating the Research Question	2
3	Evolutionary Innovations	2
4	Evolutionary Innovations	2
5	Penicillin	3
6	Science and Technology interacting	3
7	Innovations Management	2
8	Innovations Management	4
9	Creativity and Innovation	3
10	Pre-requisites for innovation – individuals and organisations	3

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11	Innovation and commercialisation	2
12	Innovation and commercialisation	2

Reference Material:

Books:

Managing Innovation and New Product Development: Concept and Cases *by Mukesh Chaturvedi, Aseem Kumar and Manmohan Rahul*

Adair on creativity and innovation *Ed Neil Thomas*

Bringing New Technology to the Market *by Kathleen Allen*

Evolutionary Innovations *by Maureen D. McKelvey*

Addendum:

1. The course delivery would be through class room sessions supplemented with guest lectures, corporate interaction series, alumni interaction sessions and other appropriate sessions/interactions.
2. The evaluation pattern would be designed to assess the students on various aspects of knowledge skill and attitude.

Course: PGDM (Biotechnology Management)

Subject Code: PGDM (BM):403

Subject Title: Entrepreneurship Management

Semester: IV

Learning Objectives:

At the end of the curriculum the student should be in a position to develop the following attributes:

1) Knowledge:

1. To help the students learn the Entrepreneurship management.
2. Fostering the pedagogical management qualification of post graduate student to Prepare them for their Entrepreneurship management.
3. To provides insight into the entrepreneurial process from conception to birth of a venture

2) Skills:

- a. Ability to design Entrepreneurship network.
- b. Ability to concentrates on attributes of entrepreneurs, searching for opportunities, gathering resources to convert opportunities into businesses, financing, start-up, and operating a new venture.

3) Attitude:

- a. Ability to coordinate business through partnership and trust of all the links in the chain.
- b. Designing start-up, and operating a new venture practices.

Content:

Sr. No	Topic/s to be covered	Hours
1	Concept of Entrepreneur, Entrepreneurship and Enterprise, advantages of Entrepreneur	1.5
2	Nature and Development of Entrepreneurship ; Gender issues in Entrepreneurship	1.5
3	The dynamic role of Small Business / Industry in Economic Development	1.5
4	Personality of an Entrepreneur / Entrepreneur	1.5
5	Innovation and Entrepreneurship	1.5
6	Perspectives in India to promote Entrepreneurship	1.5
7	Analysis of Business Opportunities in different sectors of economy at National and Global level	1.5
8	Quick - start Routes to establish an Enterprises (Franchising Ancillarising & Acquisitioning)	1.5

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9	Support Organizations for an Entrepreneur and their Role	1.5
10	Legal framework for starting a Business / Industry in India.	1.5
11	Developing a Project Report / Business Plan	1.5
12	Business Financing including venture Capital Finance	1.5
13	Managing early growth of a Business, Incubation Program	1.5
14	New Venture expansion - strategies and issues.	1.5

Reference Material:

Books:

1. New Venture Creation (NVC), 7th Ed., J. A. Timmons & S. Spinelli, Jr., McGraw-Hill, 2007
2. Entrepreneurship Management - P. N. Singh, By J. C. Saboo
3. Dynamics of Entrepreneurial - Vasant Desai
4. Entrepreneurship Development in India - Bishwanath Ghosh
5. Beyond Entrepreneurship - James C. Collins, William C. Lazier

Other Reference : Reports

1. Creating a Vibrant Entrepreneurial Ecosystem in India
No.32/15/2011-FR Government of India Planning Commission (Financial Resources Division)
Yojana Bhavan, Parliament Street, New Delhi the 17th October, 2011
2. Entrepreneurship in India National Knowledge Commission 2008
3. Innovation in India National Knowledge Commission 2007
4. Literature Published by Support Institutions viz
i) SIICOM ii) SIDBI iii) MSSIDC iv) NSIC