

Name of the course	Pharmaceutical Management
Operational Plan Number	MC-3
Dates and Venue of the course	August 06-10, 2018, NITTTR, Chandigarh
Objectives	<ul style="list-style-type: none"> • To disseminate the role of quality management in Pharmaceutical Industry. • To understand the concept of material management. • To recognize importance of strategic planning and management process • To acquaint the participants about brand management in Pharmaceutical Industry. • To give an overview on the pharmaco-economics. • To develop understanding on business laws in field of pharmaceuticals. • To understand the importance of project planning and market prediction. • To understand the concept of 'Brand strategy'.
Course Content	<ul style="list-style-type: none"> • Importance of quality control and assurance. • Laws governing pharmaceutical industries. • Brand strategy and management • Market analysis and its role • Pharmaceutical marketing, its strategies and analysis. • Principles of material management in pharmaceutical industry • Strategy and Planning for commercial launch success • Market research and Value pricing
Course Co-ordinator with e-mail address and phone number	Dr. Rakesh K Wats , rakeshwats@gmail.com, 9815692200