Mapping of "Post Graduate Diploma in Pharmaceutical Sales Management (PGDPSM)"

PGDPSM					
- Designed for those aspiring to be a Medical Representative - For capacity building of Pharma company employees - Both Science & Non-Science graduates can take admission					
MVE-001 Introduction to Anatomy, Physiology, and Pharmaceutical Chemistry	MVE-002 Pharmacology and Toxicology	MVE-003 Pharmaceutics	MVE-004 Drugs Regulatory Affairs	MVE-005 Introduction to Management	MVE-006 Sales Management
The course deals with the basics of human anatomy, physiology and pharmaceutical chemistry. It covers cells and tissues of human body; anatomy and physiology of various body systems; Diseases and Disorders of Various Body Systems; diagnostic applications; Pathophysiology and health; Pharmaceutical Chemistry and Synthetic drugs; Pharmacognosy, herbal drugs, evaluation and quality control of pharmaceuticals GLP, GMP and GCP.	This course deals with the basics of pharmacology; General action of drugs and drug interactions; Routes of drug administration; Sources of drugs; Action of drugs on various body systems- Nervous, Respiratory, CNS and GI systems, Blood, Cardiovascular, Urinary; Chemotherapy, Anaesthetics and poisoning.	This course deals with the Pharmaceutics. Pharmaceutics as the science of dosage form design. It describes basics of pharmaceutics and different dosages forms; Drugs delivery system; Basics of Bio-pharmaceutics, Cosmaceuticals, Nutraceuticals and Probiotics.	For a person working in the area of pharmaceutical sciences, it is necessary to know about rule and regulations regarding drugs and other related items. This course deals with the drugs related affairs; Pharmaceutical Industries and Regulatory Authorities; Process of drug approvals; Pharmaceutical Legislation, Drug and Cosmetics Acts and Rules.	For understanding basics of Management, Role and Responsibilities of a Manager, Decision Making, Planning Process, Organisational Structure and Managerial Ethos, Stress Management-Causes & Consequences; Coping with Stress; Organisational Structure and Processes-Manpower planning and Controlling; Behavioural Dynamics-Analysing Interpersonal Relations, Group Dynamics	This Course deals with Sales Management Functions- Marketing: Basic Concepts, Personal Selling, Sales Process. Selling Skills I, Communication Skills, Sales Presentation, Negotiation Skills, Handling of Promotional Tools, Product Launch, Retail Communication: Sales Displays; Sales Force Management, Training the Sales Force, Compensation and Motivation of Sales Force, Monitoring and Performance Evaluation; Sales Planning and Control, Sales Forecasting
Assessment 1. Assignment 2. Term-end exam	**Assessment** 1. Assignment 2. Term-end exam	**Assessment** 1. Assignment 2. Term-end exam	**Assessment** 1. Assignment 2. Term-end exam	**Assessment** 1. Assignment 2. Term-end exam	**Assessment** 1. Assignment 2. Term-end exam