



Bharatiya Vidya
Bhavan's

**Harilal Bhagwati Institute
of Communication and Management,**
Lady Vidyagauri Marg, Nr. Rifle Club, Khanpur, Ahmedabad 380001



Six Months Certificate Course in Pharma Sales and Marketing

Bharatiya Vidya Bhavan was established in 1938 in Mumbai by Kulpati Shree Dr. Kanhaiyalal Munshiji with the blessings of Gandhiji. It promotes '*Bharatiya Sanskriti*' in the education and professional training systems through its 150+ colleges, schools, cultural centers, and other institutions across India and foreign countries.

Bhavan's Harilal Bhagwati Institute of Communication and Management (Bhavan's HBICM) was established in Ahmedabad in 1967 and it offers many University and Government recognized, part-time, Post-Graduate, Diploma courses in Communication and Management areas.

In addition to HBICM, other Bhavans Institutes in **Ahmedabad** include Sheth R A College of Arts and Commerce, R A College of Science, Center for Arts and Cultural Academy, and Gandhi Institute of Computer Education and Information Technology.

Application Process, Fees, Commencement and Batch Size:

- Form collection, submission and registration at Bhavan's HBICM Office, Khanpur, Ahmedabad.
- Fees Rs 25,000. Initial discount 20% until the commencement date.
- Proposed date of commencement – February 8, 2021.
- Minimum Batch size – 15 students.

General Description and Intent of the Course¹:

- Pharma Sector is one of the fastest growing and amongst the most profitable sectors. Hence working in this industry assures career growth and prosperity.
- This is the first such course offered by Institute of repute for sales and marketing jobs as Medical Representative.
- **McKinsey Report for 2020:** *"We feel confident that strong player intent, investments, and actions will underpin future growth and enable the Indian pharmaceuticals market to break into the global top tier."* The key challenge is '**How To Explore and Exploit**' the full extent the potential of this market. Backed by solid fundamentals, the market is full of opportunities for business and jobs.
- Pharma companies wish to recruit trained sales professionals with skills and understanding of the market. This course gives an edge to the student offers in selection as 'Medical Representative' with top pharma companies with handsome emoluments and good career prospects.
- The course is prepared with the inputs from experts. It caters to the theoretical and practical aspects needed for a successful career in sales and marketing in the sector. In addition to providing task-specific skills, it provides the student the basic understanding of pharma companies and key decision-makers as well as stakeholders within and outside the organization.

Pedagogy:

- Lectures, Role Play Sessions, Industry visits, assignments

Medium and Modes of Instruction:

- Language will be English. (Use of Hindi / Gujarati as needed)
- Blended Learning - Lectures and teaching classes will be conducted both in online and offline modes.
- Depending on the Covid Situation, classes will be conducted online until the government allows classes on the campus.

Pre-requisites and Eligibility Criteria

- Minimum Graduation (Final Year UG students from any field are eligible to apply)
- Work experience as a Pharma Sales Executive/Medical Representative, OR, an interview /test would be necessary, for non-graduates, if found meritorious.
- Good oral and written communication skills.

Academic Year and Duration

- Six months – 24 weeks (excluding exams and internship, if any)
- Six hours of contact time every week. 2 hours x 3 days a week.
- Proposed time: Thursday, Saturday – 7 pm to 9 pm; Sunday – 9 am to 11 am. OR. 3 hours X 2 days in a week. To be decided as per students' convenience.
- A total of between 125 and 150 Contact hours and teaching in all.

Academic Evaluation Criteria

- Attendance (minimum 75% attendance is compulsory)
- Pharma Marketing Project – 100 marks
- Viva Voce - 100 marks
- Final exam – Total of 100 marks
- The minimum standard of passing will be 40% marks out of total 300 marks

Internship Advisory:

- On successful passing of examinations, those not working in any pharma company will be advised and recommended to complete a Pharma Internship for a period of not more than 60 days, as a part of the course.
- However, this is at the discretion and convenience of the candidates. HBICM will try and help deserving candidates in finding internship opportunities.
- As a part of project you will need to undertake Field visits – to Doctor's Clinic, Pharma Company, Wholesalers and Retailers.

Marks Range

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| • Excellent – A+ | ≥80% |
| • Distinction – A | 70-79 |
| • First Class – B+ | 60-69 |
| • Higher Second Class – B | 55-60 |
| • Second Class – B- | 50-54 |
| • Pass Class – C | 40-49 |
| • Fail – D | <40 |

Certification

- Bharatiya Vidya Bhavan's Harilal Bhagwati Institute of Communication and Management, Ahmedabad will award the Certificate.
- The certificate will be also validated by partnering institutions and organisations.

Course Structure

Paper 1: Introduction and Overview of Pharma Industry: SWOT analysis, key qualities of a MR, Pharma Sales and Marketing as a profession, history and overview of pharma sector - Ayurveda, Allopathy, Unani, Homeopathy systems. understanding the nomenclature and usages. Indian and foreign companies, growth drivers, future trends, marketing research companies, pharma company operations, jobs in pharma sector, understanding customers. (24 Contact Hours)

Paper 2: Human Anatomy and Physiology, Medical Terminology and Pharma Products: Understanding different systems of the body, understanding pharma products, usage by doctors. (16 Contact Hours)

Paper 3: Sales Strategy and Promotion: Interaction with the doctors and chemists, Customer Relation Development, pharma events, campaigns, working of hospitals, sales evaluation, market segmentation. (40 Contact Hours)

Paper 4: Soft Skills and Career Advancement: Communication etiquettes, dressing sense, understanding expectations of the organization, performance appraisal, avoiding conflicts, becoming and entrepreneur. (26 Contact Hours)

Paper 5: Resume Writing, Interview and Communication: Do's and don'ts of writing of resume, interview, Group Discussion, factors affecting selection of a candidate. (26 Contact Hours)