

NOTHING UNITES THE WORLD LIKE PHARMA

2020 HAS TAUGHT US



Since 1983

ASM

Education • Research • Consultanc

www.asmgroupp.edu.in

Two years full-time AICTE approved

Assured placements opportunities



Assured Expertise, Assured Grooming & Assured placement!

PGDM

PHARMACEUTICAL MANAGEMENT

at ASM's Institute of Management & Computer Studies(IMCOST)

ABOUT ASM

Established in 1983, the Audyogik Shikshan Mandal (ASM) Group of Institutes has completed 37 years in the field of education. Through this period, ASM has persistently provided the corporate world with well prepared professionals. This history of excellence has been validated by the fact that ASM has consistently been ranked amongst the top B-Schools in India.

The faculty of ASM comprises of the best in industry and academia The faculty members for the course are a rich blend of academicians, industry practitioners teaching faculty and mentors from industry. ASM has excellent industry-institute interaction for more than 3 decades and tie-ups with leading organisations for cutting edge certifications for enhanced skills leading to employability.

ASM boasts of a strong alumni base of 72000+ graduates in leading corporates, who are very closely associated with the institute for placements & industry interfacing.

INTERNATIONAL COLLABORATIONS / PARTNERSHIPS

Tie-ups with leading institutes from around the world bring with them the culture & socio-economic knowledge of the markets of developed & developing countries.



EDUCATION FROM KG to Ph.D

24
COURSES

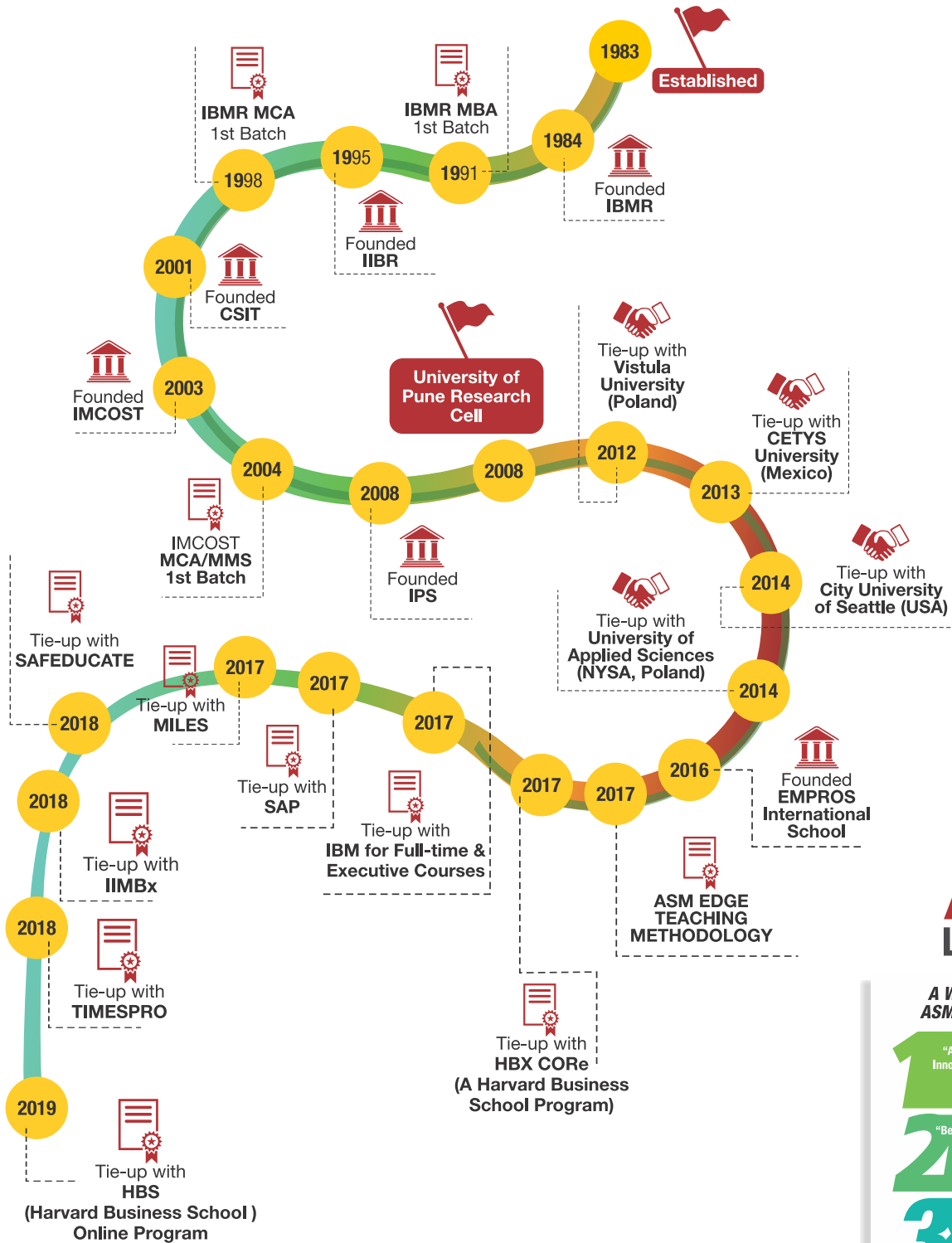
2
UNIVERSITIES

5
CAMPUSES

2
CITIES

OUR GROUP OF INSTITUTES

IBMR | IIBR | IPS | IMCOST | CSIT | GJC | GEMS | EMPROS



THE ASM LEGACY

A WINNER OF MANY AWARDS, ASM WAS RECENTLY AWARDED

- 1** "Academia and Industry collaborations for Innovative Curriculum to drive Employability"
National Excellence Award 2018
ASSOCHAM India
- 2** "Best Institute for Innovation in Curriculum" at ASMA 2017
by Dr. M. P. Poonia,
Vice Chairman - AICTE
- 3** "Leading Higher Education Group"
by Business Excellence Research Group (BERG)
Singapore
- 4** "Digital Learning Award 2018" at HE&HR Conclave,
Hyderabad from Govt. of Telangana
- 5** "The Best Education Brand 2019" by
The Economic Times

THE WINNING WAY

Ranked amongst the top B-Schools by AIMA, Business Barons, Business Standard, DSJ, The Week, Business Chronicle & Silicon India



3+
DECADES
OF EXCELLENCE
IN EDUCATION

72000+
Alumni

ASM'S INSTITUTE OF MANAGEMENT & COMPUTER SCIENCE (ASM'S IMCOST)



A strong alumni network of 8000+ who are closely associated with the institute and actively participate in placements for current students.

Affiliated to the University of Mumbai

Accredited By + b NAAC.

The first institute in India to offer the HBS Online Program from Harvard Business School Online.

ASM's IMCOST is supported by UGC for various seminars and workshops to improve student employability.

Collaboration with IBM for Business Analytics, HR, Finance, Marketing & Logistics Analysis.

Proactive Management that focuses on grooming its students to suit the industry needs.

Strong strategic alliances with IT & Non-IT sectors, and a strong presence in the industrial sector in India and abroad.

State-of-the-art infrastructure, equipped with top-of-the-line computer labs, a vast library with more than 40000 books on management and IT, online journals & international magazines.

Faculty drawn from industry, academia with excellent experience to take care of the overall development of the students.

Excellent placements records, with students excelling in their respective careers.

Holistic development through a range of academic, cultural, sports, team building activities, competitions, soft skills training, industry interfacing, etc.

One of the few institutes in India to adopt the case study methodology of teaching and also into developing case studies and conducting case study resolution competitions for industries in India and abroad.

ADVISORY BOARD MEMBERS



Mr. K.K. Jain
Senior Vice President,
HAB Pharmaceuticals
& Research Ltd.



Mr. Pramod Kulkarni
Marketing Controller,
TidelHealthcare
Pvt. Ltd.



**Mr. Sanjay
Yenagupatala**
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Pharmed Ltd.



Mr. Manoj Pisolkar
Zonal Sales Manger,
Fresenius Kabi(India)
Ltd.



Mr. Dhruva Joshi
Group Product
Manager, Fresenius
Kabi (India) Ltd.



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PGDM PHARMACEUTICAL MANAGEMENT

(2 YEARS FULL-TIME AICTE APPROVED)

PROGRAM OBJECTIVE

The Pharmaceutical Management program extends knowledge of chemical science and effective use of pharmaceutical drugs. The program enables you to get advanced knowledge of business management along with fundamentals of pharmaceuticals.

The program primarily aims to prepare eligible candidates for managerial positions in the pharmaceutical industry. It also provides skill training in build in planning, the operation of management techniques, consultancy, and management-related problems solving. In Pharmaceutical Management program, students are trained in enterprise management leadership, advanced business concepts, technology management, and advanced pharmaceutical management. Students will also learn the basics of catering to the contemporary management needs of the pharmaceutical industry.

ELIGIBILITY

Bachelors in pharma from a recognised university with minimum 50% in graduation, appearing students can also apply



ADMISSION PROCEDURE

Candidates can apply online or download application form from the website and send the same duly filled in. Application fee of Rs. 1000/-. Candidates applying to the institute directly will have to send their 10th, 12th, Graduation marksheet, entrance exam score card, & photo ID proof either by email, by post or in person. Once the documents are verified the students will have to appear for the personal interview. On being selected, the candidate may take admission within the stipulated date by paying the tuition fees and submitting the relevant documents in original.

COURSE STRUCTURE

PGDM - PHARMACEUTICAL MANAGEMENT

Two years full-time AICTE approved

First Year

Semester I

- 101 Legal and Business Environment (Micro & Macro)
- 102 Organisational Behaviour
- 103 Marketing Management
- 104 Managerial Economics
- 105 Indian Financial System & Financial Markets
- 106 Pharma Business Environment

Semester II

- 201 Financial Reporting, Statements and Analysis
- 202 Business Communication
- 203 Operations Management
- 204 Human Resources Management
- 205 Business Statistics and Analytics for Decision Making
- 206 Pharma Business Environment

Semester III

- 301 Marketing Research
- 302 Computer applications for Business
- 303 Indian Economy and Policy
- 304 Pharma Product & Brand Management
- 305 Anatomy, Physiology & Pharmacology
- 306 Clinical Research & Paradigms of Pharmaceutical Industry

Second Year

Semester IV

- 401 Corporate Finance
- 402 Project Management
- 403 Advanced Pharma Marketing
- 404 Pharmacology II
- 405 Integrated Marketing Communications
- 406 Digital & social Media Marketing

Semester V

- 501 Entrepreneurship
- 502 Health Care Management
- 503 Product & Brand Management
- 504 Services Marketing
- 505 Retail Management
- 506 Supply Chain & Logistics Management

Semester VI

Project - Internship

ASM offers a complete blend of academic inputs and industry skills from leading corporates and universities across the world along with industry skills & soft skills for a 360o learning experience

Life at ASM

MINDSCAPE

A CASE STUDY COMPETITION

A unique case study competition, which brings together faculty, industry professionals and students, where industry professionals compete against each other to resolve case studies.



LEARNING FROM LEADERS

INDUSTRY VISITS

FOREIGN TOUR SEMINARS INTERNSHIP

BUSINESS SIMULATION GAMES

INTERNATIONAL STUDENT EXCHANGE CONCERTS

INDUCTION PROGRAM CONFERENCES

SOCIAL GATHERINGS

OUTDOOR TEAM BUILDING TRIPS

CREATING WINNERS

SPECIAL CELEBRATIONS

BLOOD DONATION CAMP

INCON

International Conference on Ongoing Research in Management and Information Technology.

An International Conference that provide student firsthand experience of the latest trends in business. INCON is an International Conference on Ongoing Research in Management and Information Technology. The academic partners for the event includes University of Pune, CETYS University (Mexico), City University of Seattle (USA), Indo European Education Foundation Center, Vistula University (Poland) and many others over the years.



POTENTIAL CAREER OPPORTUNITIES

A student completing PGDM in Pharmaceutical Management can look at niche opportunities like

1 Pharma Entrepreneur

5 GPM

2 International Business Manager

6 Sole Selling Agents

3 Marketing Manager

7 C&F

4 Key Account Manager

8 SCM Partners



WHY PGDM

Pharmaceutical Management

at ASM's IMCOST

1 Industry Visits, Value added Certifications, training programs and opportunity to learn from the best in academia & industry

3 360° grooming throughout the year for the students to make them the most sought after candidates

2 Live projects from the Pharma Sector

4 Special lectures by experts from Pharma

INNOVATION AND CRITICAL THINKING: ASM's innovation lab provide live projects from Pharma Industries to work upon and to enhance necessary skills.

CORPORATE SKILLS AND COMPETENCIES: Getting students industry-ready begins from the first day at ASM. Interview techniques, industry mentoring, aptitude classes, skill identification test from aspiring minds, industry visits, interaction with

global business leader form an integral part of this training to ensure employability in new age careers.

SOFT AND LIFE SKILLS: Psychometric tests, etiquettes, language skills, team building activities are conducted on a regular basis along with presentations, book reviews, management events.

SOME OF OUR RECRUITERS



PGDM courses available at IMCOST

PGDM Enterprise Management in association with SAP
PGDM Business Analytics & Big Data in association with IBM
PGDM International Finance integrated with US CPA
PGDM Logistics Management integrated with Safeducate

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Application Form Fee: 1000/-