

# **Study Scheme & Syllabus of Post Graduate Diploma in Pharmaceutical Marketing and Entrepreneurship**

**Batch 2018 onwards**



**By**

**Board of Study Pharmacy**

**Department of Academics**

**IK Gujral Punjab Technical University**

**IK Gujral Punjab Technical University**  
**PG Diploma in Pharmaceutical Marketing and Entrepreneurship /Batch2018**

**First Semester**

Course Code	Course Type	Course Name	Load			Marks			Credits
			L	T	P	Internal	External	Total	
PGDPME101-18	Core Theory-I	Entrepreneurship	4	-	-	40	60	100	4
PGDPME102-18	Core Theory-II	Marketing Management	4	-	-	40	60	100	4
PGDPME103-18	Core Theory-III	Advertising	4	-	-	40	60	100	4
PGDMAT104-18	Core Theory-IV	Modern Analytical Techniques	4	-	-	40	60	100	4
PGDPME105-18	Core Practical-I	Pharmaceutical Marketing Lab-I	-	-	4	60	40	100	2
PGDMAT106-18	Core Practical-II	Modern Analytical Techniques Lab	-	-	4	60	40	100	2
PGDPME107-18	Skill Enhancement	Seminar/Journal Club	4	-	-	100	-	100	4
PGDPME108-18	Skill Enhancement	Project-I	-	-	4	-	100	100	2
<b>Total</b>			<b>20</b>		<b>12</b>	<b>380</b>	<b>420</b>	<b>800</b>	<b>26</b>

**Second Semester**

Course Code	Course Type	Course Name	Load			Marks			Credits
			L	T	P	Internal	External	Total	
PGDPME 201-18	Core Theory-V	Managing Human Resource & Employee Relationship	4	-	-	40	60	100	4
PGDPME 202-18	Core Theory-VI	Promotion & Distribution	4	-	-	40	60	100	4
PGDIPR 203-18	Core Theory-VII	Intellectual Property Rights & Documentation	4	-	-	40	60	100	4
PGDPME 204-18	Core Practical-III	Pharmaceutical Marketing Lab-II	-	-	4	60	40	100	2
PGDPME205-18	Skill Enhancement	Seminar/Journal Club	4	-	4	100	-	100	2
PGDPME206-18	Skill Enhancement	Industrial Training*	-	-	-	50	50	100	4
PGDPME207-18	Skill Enhancement	Project-II	-	-	12	-	200	200	6
<b>Total</b>			<b>16</b>		<b>16</b>	<b>330</b>	<b>470</b>	<b>800</b>	<b>28</b>

\*Industrial Training of two weeks duration will be undertaken after 1<sup>st</sup> semester and before commencement of 2<sup>nd</sup> semester