

Post Graduate Diploma in Management

PHARMACEUTICAL MANAGEMENT



BROCHURE

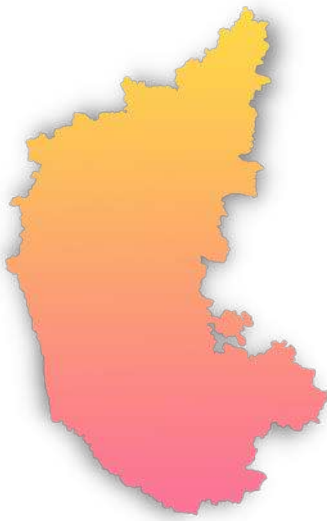
2026-27

IIHMR Bangalore
Pioneers of Healthcare Management





BEST B-SCHOOL RANKING & AWARDS FOR 2025



10th
Ranking
in Bengaluru



AAA⁺

10th
Ranking
in Bengaluru





Director's Message

Greetings from the Institute of Health Management Research (IIHMR), Bangalore!

Each year, I am profoundly inspired by the passion and commitment of our students, faculty, and partners as we collectively strive to shape the future of healthcare management. At IIHMR Bangalore, our mission remains steadfast, to empower healthcare leaders with visionary knowledge and adaptive skills required to address the evolving needs of India's healthcare ecosystem and beyond.

We proudly offer the AICTE-approved Post Graduate Diploma in Management (PGDM) in Hospital and Health Management, with specializations in Hospital Management, Health Management, and Information Technology Management. In 2024, we further strengthened our academic portfolio by launching India's first AICTE-approved PGDM in Artificial Intelligence and Data Science in Healthcare, reflecting our commitment to innovation and future-ready education.

Recognizing the immense growth potential and strategic importance of the pharmaceutical sector, we are delighted to introduce a two-year full-time PGDM in Pharmaceutical Management. This program builds on our strong foundation, having been offered as a specialization under our flagship PGDM in Hospital and Health Management since 2020. It is thoughtfully designed to develop competent management professionals equipped with specialized knowledge of the pharmaceutical and healthcare ecosystem. The program provides a comprehensive blend of managerial, regulatory, and technical competencies, preparing students to take on strategic roles across domains such as pharmaceutical marketing, supply chain management, product management, regulatory affairs, market access, technology adoption, and healthcare innovation.

At IIHMR Bangalore, our commitment to innovation is further strengthened by the Centre for Advancing Digital Health (ADMIRE), which serves as a hub for research, training, and development in emerging technologies such as artificial intelligence and machine learning. ADMIRE actively collaborates with startups and health-tech innovators to create scalable and impactful digital health solutions.

Our achievements, including NAAC 'A' grade accreditation, an industry-relevant curriculum, experiential learning, and a robust alumni network stand as a testament to our commitment to excellence. With a strong placement record, we prepare our graduates to lead with competence, integrity, and compassion in an ever-evolving healthcare landscape.

I warmly invite aspiring professionals to join us on this transformative journey and become a part of the rapidly evolving and impactful pharmaceutical industry.

Warm regards,

Dr. Usha Manjunath, PhD

Professor and Director - IIHMR, Bangalore.



Dean's Message

Greetings from the Institute of Health Management Research (IIHMR), Bangalore.

IIHMR Bangalore, the South Campus of the prestigious IIHMR Jaipur, carries forward a rich legacy of nearly two decades in advancing management education and research in hospital and health sectors. At IIHMR Bangalore, our mission is to strengthen the fields of Hospital Management, Public Health, Health Information Technology, and Pharmaceuticals through high-quality academic programs, research, consultancy, and training initiatives. We emphasize rigorous, innovative, and experiential learning that instils confidence, leadership, and a competitive edge in our students.

Our flagship program, the Post-Graduate Diploma in Management (Hospital and Health Management and Artificial Intelligence and Data Science), has been meticulously designed in close collaboration with experts from both industry and academia. Both programs are approved by the All-India Council for Technical Education (AICTE). The PGDM (Hospital and Health Management) program is accredited by the National Board of Accreditation (NBA) and recognised as equivalent to an MBA by the Association of Indian Universities (AIU).

The AICTE-approved Fellow Program in Management (FPM) is a doctoral-level program designed to advance evidence-based management research in healthcare and allied sectors, including Hospitals, Public Health, Healthcare IT, and Pharmaceuticals. Over three years, scholars gain research skills in the first year and pursue independent research leading to a thesis.

The Academic Council of IIHMR Bangalore continuously reviews and updates the curriculum to keep it aligned with the evolving needs of the healthcare sector.

IIHMR Bangalore complements classroom learning with industry-specific training, expert sessions, and experiential pedagogies such as case studies, simulations, and role plays to build practical and problem-solving skills. Students actively participate in conferences, competitions, and campus initiatives that nurture leadership and teamwork. Renowned organisations regularly visit for summer training program, internships and placements, recognizing our students for their professionalism and adaptability. With a strong legacy of producing competent healthcare professionals, IIHMR Bangalore remains committed to academic excellence, research innovation, and leadership development to create socially responsible change-makers in the global health ecosystem.

We are delighted to announce the launch of a new PGDM in Pharmaceutical Management from the academic year 2026-2027, further strengthening our commitment to nurturing skilled professionals for the healthcare and life sciences sector.

Dr. R. Sarala, PhD

**Professor & Dean - Academics & Student Affairs, Dean - Research & Publications
IIHMR, Bangalore.**



Message from Program Coordinator

Greetings from the Institute of Health Management Research (IIHMR), Bangalore.

The pharmaceutical industry stands at a transformative juncture. Scientific innovation, digital acceleration, advanced therapeutics, and evolving global healthcare priorities are redefining how medicines are discovered, developed, manufactured, and delivered. With the global pharmaceutical market projected to reach USD 2.4 trillion by 2029 and India's pharmaceutical sector expected to expand from USD 50 billion to nearly USD 450 billion by 2047, the scale of opportunity is unprecedented. India's emergence as a global pharmaceutical hub, further strengthened by the rapid expansion of Global Capability Centers (GCCs) across regulatory affairs, pharmacovigilance, R&D support, analytics, and commercial operations, has significantly amplified the demand for skilled management professionals. Today's pharmaceutical leaders must navigate complex intersections of science, technology, compliance, global regulations, supply chains, market access, and digital transformation.

At IIHMR Bangalore, we recognize that conventional management education does not fully address the specialized competencies required across the pharmaceutical value chain. Industry feedback consistently underscores the need for professionals who combine managerial excellence with domain expertise in clinical development, regulatory systems, quality assurance, supply chain strategy, health economics, pharmacovigilance, digital health platforms, and global commercialization. The PGDM in Pharmaceutical Management has been thoughtfully designed to bridge this critical talent gap. The program offers a comprehensive, sector-focused curriculum spanning the entire pharmaceutical lifecycle, from drug discovery and clinical trials to manufacturing, branding, pricing, market access, and global distribution. Emerging domains such as biologics and biosimilars, AI-enabled drug discovery, digital therapeutics, advanced regulatory sciences, and Health Economics & Outcomes Research (HEOR) are seamlessly integrated into the learning framework.

Anchored in IIHMR Bangalore's strong legacy in healthcare management education, research, consultancy, and industry engagement, this program provides an academically rigorous and industry-aligned learning experience. It aligns with national industry priorities, complements South India's thriving life sciences ecosystem, and prepares future-ready professionals capable of driving innovation and strengthening India's global leadership in pharmaceuticals.

We invite aspiring leaders to join us in shaping the future of pharmaceutical industry.

Prof. Shamsuzzaman Ansari
Associate Professor (Pharmaceutical Management)
IIHMR, Bangalore.



INSTITUTE BACKGROUND



IIHMR Society

The Indian Institute of Health Management Research (Society) was established in 1984 in Jaipur with a focus on Public Health and Hospital Management. The IIHMR Society has established its campuses at Jaipur, Delhi, and Bangalore to improve the standards of healthcare through healthcare management research, education and training. IIHMR - Jaipur is a WHO Collaborating Centre and has been designated as an Institute of Excellence by the Ministry of Health & Family Welfare, Government of India.

About IIHMR Bangalore

Established in 2004, IIHMR Bangalore is NAAC-A accredited premier Institute for health management education and research in South India. The institute offers master's level (PGDM) and doctoral level (FPM) programs, with specializations in hospital management, public health, healthcare information technology, pharmaceutical management, artificial intelligence and data science. These programs are designed for graduates from diverse academic backgrounds, ensuring a comprehensive learning environment. The PGDM programs are approved by AICTE, while the flagship PGDM in Hospital and Health Management holds NBA accreditation and MBA equivalency from AIU, reinforcing the institute's academic excellence. Additionally, the Institute is accredited by the National Accreditation Board for Education and Training (NABET), a statutory body of the Quality Council of India (QCI), as a consulting organization for the National Accreditation Board for Hospitals & Healthcare Providers (NABH).



VISION

To create a leading health management education and multidisciplinary research institution that will best serve the betterment of society.



MISSION

Institute of Health Management Research, Bangalore is an institution dedicated to improvement in standards of health through better management of health care and related programs. It seeks to accomplish this through management research, training, consultation, and institutional networking from a national and global perspective.



Journey so far...

2025

IIHMR Bangalore is accredited by National Assessment and Accreditation Council (NAAC) with Grade 'A'

2023

Fellow Program in Management (Approved by AICTE)

2020

Expansion of educational program introducing 'Pharmaceutical Management' as a specialization.

National Award 'Educational Institute with Best Academic and Industry Interface' by World Education Congress, Mumbai, in 2020

2018

Program has been accorded an MBA equivalency by the Association of Indian Universities (AIU)

PGDM Program was accredited by National Board of Accreditation (NBA)

2015

IIHMR Bangalore received NABET Accreditation as Consultancy organization for NABH

IIHMR Bangalore entered Implementation Research & increased research partnerships

2004

Started IIHMR South Campus, Bangalore @ Kudlu gate

2026

Launch of 2 years full time PGDM program in Pharmaceutical Management

2024

Launch of Digi Health Data & AI Lab

Launch PGDM-AI & Data Science in Healthcare (Approved by AICTE)

2022

Launch of Advancing Digital Healthcare Management Innovation Research Entrepreneurship (ADMIRE)

Outstanding Academic Institute for the year 2022- Times Ascent Award

India's Education Excellence Award 2022 - BERKSHIRE MEDIA LLC, USA

2019

IIHMR Bangalore was recognized as Management College of the Year for the Best Return on Investment, by Higher Education Review

2017

IIHMR Bangalore was ranked as the Top Hospital Management College by Higher Education Review Magazine and continues to be in top till date

Introduction of a new specialization 'Healthcare Information Technology (HIT) Management'

2010

IIHMR Bangalore moved to new campus @ E-city

AICTE approval for PGDM Courses

I highly recommend IIHMR-B as it is not only an excellent place to learn, but also ensures students receive ample opportunities to experience real-time industry practices and gain meaningful insights into what is expected from them even before their professional journey begins. This is made possible through their rigorous curriculum review and continuous update process every year, wherein they actively invite industry experts, renowned academicians, as well as their accomplished alumni to contribute. The institute focuses not only on imparting knowledge and technical skills but also on nurturing the students' overall development, enhancing their confidence, leadership abilities, and professional outlook. As a result, IIHMR-B consistently delivers competent, industry-ready professionals who are well-equipped to excel in dynamic healthcare and pharmaceutical sectors.

Dr. Sushmitha Adike

Sr. Executive, Corporate Strategy, Mankind Pharma Ltd.



**Our
Alumna!
Our Pride!**

Infrastructure

Campus



The Institute has a full-fledged campus spread over two acres in Electronic City Phase -1, near Wipro Gate No. 11. The main building has an academic block, computer center, library, lecture halls, tutorial rooms, and a large seminar hall, medical rooms & a separate common room for boys & girls. The building is also equipped with digital classrooms which facilitates hybrid classes.

The seminar hall is well-furnished with modern amenities and a seating capacity to accommodate more than 150 participants. The campus also has a well-equipped gymnasium, facilities for Outdoor sports & Indoor sports such as Badminton, Table Tennis, Chess, Carrom, etc.

Computer Lab

The Computer Lab is a magnificent facility with WI-FI internet connectivity to cater to the needs of academics, language capability development, and support research activities in data analytics. All the computers are connected through a LAN. Besides this, round the clock, broadband internet facility is available, which also facilitates the online classes.



Library



The Library at IIHMR -Bangalore is a Centre for Academic Learning, Knowledge Acquisition, and Development. It has a rich collection of 6,500+ volumes, 4,100+ titles, 36 journals, 14 magazines, 10 newspapers, and over 1,100+ STPs and dissertations. Digital resources include EBSCOhost, Indiastat, NDLI, Dspace, and INFLIBNET, supported by memberships in e-ShodhSindhu, Shodhganga, and VIDWAN.

Hostel Facility

The Institute has a well-furnished hostel facility for both boys and girls separately with Wi-Fi, mess facility, 24*7 security, housekeeping, drinking water, washing machine, common lobby cum recreation room (TV, Carrom, Chess). The cafeteria on the campus is a well-equipped, modern & hygienic kitchen with a large dining area, separate student & staff dining areas.





POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM) PHARMACEUTICAL MANAGEMENT



AICTE Approved 2 Years Full time Program

Intake 30 Seats

ABOUT THE PROGRAM

Pharmaceutical Management is an interdisciplinary field that integrates the principles of management with specialized knowledge of the pharmaceutical and healthcare sectors. It encompasses all functions involved in ensuring the accessibility, affordability and appropriate use of safe, effective, and high-quality medicines. The domain covers the entire pharmaceutical value chain – from drug discovery, preclinical and clinical research, regulatory affairs, and manufacturing, to marketing, sales, market access, and supply chain management. With the continuous growth of the global pharmaceutical industry, Pharmaceutical Management has emerged as one of the most dynamic and rewarding branches of management education.

This program allows for a more holistic approach to confront the existing and emerging challenges that the healthcare industry faces. IIHMR, Bangalore is geared to respond to the challenging needs of the Healthcare Industry. It is a high performing academic centre with outstanding faculty members & staff, supportive alumni and students. Our reputation reflects the cutting-edge contributions of the faculty, the high calibre of student body, the dynamics of progressive curriculum, technological orientation, and exceptional commitment to quality education and research – all in the ideal location of the Bangalore campus.

Why IIHMR Bangalore?

- Awarded 'Best Business School' in Healthcare domain
- 800+ Healthcare Research Projects
- 1000+ Management Development Programmes for industry professionals
- 5000+ Strong Alumni Base
- 100% Placement Assistance and Mentoring
- Live Project Participation
- National and International collaborations
- International placement opportunity
- Industry academia mentorship
- Industry immersion program for more than 6 months

Our Alumnus! Our Pride!

IIHMR-B believes knowledge gains value through practice. Its curriculum evolves annually with inputs from industry experts and alumni, ensuring real-world relevance. The institute challenges students beyond academics to build leadership and resilience. With a focus on technical expertise and professional development, IIHMR-B consistently produces industry-ready graduates equipped to lead in healthcare and pharma from day one.

Mr. Nikhil Herur
Health Systems Partner, Roche India



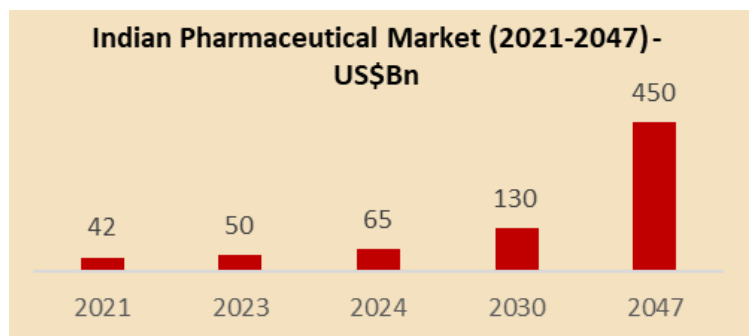
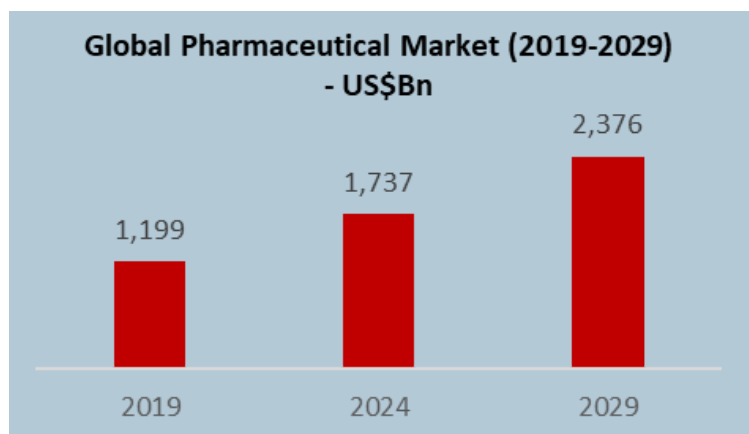
WHY THIS PROGRAM?

Thriving Pharmaceutical Industry

The pharmaceutical sector is among the fastest-growing industries globally and in India, continuously evolving with new innovations and technological advancements. According to IQVIA, the global pharmaceutical market is projected to reach USD 2.4 trillion by 2029, growing at an annual rate of 5-8% between 2025 and 2029. In India, as per EY Parthenon, the pharmaceutical industry, valued at USD 50 billion in 2023, is expected to expand to USD 450 billion by 2047, registering a CAGR of ~10%. These figures highlight the sector's sustained momentum and immense potential for future growth.

Demands for Management Professionals Across Pharmaceutical Business Value Chain

Given its vast scope and rapid expansion, the pharmaceutical industry offers diverse career opportunities across domains such as research and development, regulatory affairs, sales and marketing, product and brand management, intellectual property management, business strategy, consulting, supply chain, and operations management. To effectively manage these functional areas, the industry requires professionally trained managers equipped with the right blend of domain knowledge and managerial expertise, a demand that underscores the growing importance of Pharmaceutical Management as a specialized field of study and practice.



Integrates Management Principles with Pharma Domain-specific Insights

A PGDM/MBA program in Pharmaceutical Management is designed to equip students with the knowledge and skills required to navigate the dynamic and highly regulated pharmaceutical industry. The program focuses on developing strategic management approaches, analytical and consulting abilities, and problem-solving competencies essential for addressing complex business challenges in the pharmaceutical and healthcare sectors. By integrating management principles with domain-specific insights, it prepares pharmacists and other graduates to take on leadership roles across various areas such as marketing, operations, regulatory affairs, product management, and healthcare consulting, thereby contributing effectively to the growth and innovation of the industry.

Competitive Salaries

The Pharmaceutical Industry offers high-paying entry-level roles and remarkable opportunities for rapid career growth. It's an ideal sector for professionals seeking a rewarding career that combines innovation, impact, and financial success.

Global Exposure

In today's globalized environment, Indian pharmaceutical companies play a vital role in the international trade of active pharmaceutical ingredients (APIs), excipients, intermediates, and finished formulations. According to the EY-Parthenon report, India exports APIs and finished formulations to more than 150 countries across the world. Additionally, several global pharmaceutical companies have established their Global Capability Centers (GCCs) in India, further strengthening the country's global integration in the pharmaceutical value chain. These developments provide immense global exposure and open opportunities for professionals to engage with markets in the US, Canada, Europe, the Middle East, and other emerging economies.

What Does a Pharmaceutical Management Professional Do?

Product & Brand Management

Manage pharmaceutical brands across their lifecycle – launch planning, pricing, positioning, promotions, competitor analysis, and marketing communication – ensuring ethical awareness among doctors, hospitals, and consumers.

Market Access, Pricing & Reimbursement

Handle market access strategies, pricing regulations, reimbursement pathways, and Health Technology Assessment (HTA).

Sales Strategy & Business Development

Drive sales planning, territory management, channel distribution, hospital and tender business, and negotiations with healthcare providers.

Regulatory & Compliance

Oversee regulatory approvals and marketing authorization, ensure ethical promotion, and maintain compliance in labelling and packaging.

Clinical & Medical Coordination

Collaborate with clinical researchers, medical affairs teams, Key Opinion Leaders (KOLs), and regulatory teams.

Healthcare Market Research

Analyse healthcare trends, disease burden, patient behaviour, and competitive landscape.

Supply Chain & Operations

Ensure effective inventory management, demand forecasting, supply chain optimization, and seamless medicine distribution.





CAREER OPPORTUNITIES AFTER PGDM/MBA PROGRAM IN PHARMACEUTICAL MANAGEMENT

After a PGDM/MBA in Pharmaceutical Management, graduates may have following career opportunities:

Core Pharmaceutical and Medical Devices Companies

In leading pharmaceutical and medical device companies such as Pfizer, GlaxoSmithKline, Cipla Ltd., Dr. Reddy's Laboratories, Alkem Laboratories, Biocon, Micro Labs, Medtronic, Stryker, and Becton Dickinson, fresh graduates can explore the following entry-level roles.

Sales and Marketing

- Product Executive
- Marketing Executive
- Brand executive
- Sales Executive
- International Marketing Executive
- Assistant Product Manager

Strategic and Analytical Roles

- Market Research Analyst
- Data Analyst
- Market Access Manager

Supply Chain

- API Sourcing
- Distribution Executive
- Purchasing Executive
- Project Manager

Regulatory Affairs

- Regulatory Affairs Executive

Pharma and Healthcare Consulting Firms

In top pharma and healthcare consulting firms such as ZS Associates, IQVIA, and Clarivate, as well as in Global Capability Centers (GCCs) of multinational pharmaceutical companies like Novartis, Novo Nordisk, and Eli Lilly, pharmaceutical management students can explore the following entry-level roles.

- Research Associate
- Knowledge Management Associate
- Competitive Intelligence Analyst
- Business Analyst
- Market Research Analyst
- Associate Consultant
- Consultant

Other Organizations

Companies such as Practo, PharmEasy, HealthAsyst, Allscripts, Doctor Alliance, PrimEra, and health insurance providers like Acko may offer the following roles:

- Epic Analyst
- Operation Executive
- Warehouse Manager
- Digital Marketing Executive
- Business Development Manager
- Clinical Trial co-Ordinator
- Sales and Marketing Executive
- Customer Solution Manager

HIGHLIGHTS OF IIMR BANGALORE'S PGDM IN PHARMACEUTICAL MANAGEMENT



WHO SHOULD JOIN THIS PROGRAM?

This program is ideal for:

- Pharmacy graduates
- Medical, life science and allied health sciences graduates
- Any graduate interested in management role in pharmaceutical and medical device industry



Industry-Relevant Curriculum

- Blends core management fundamentals with specialized pharmaceutical insights.
- Designed in collaboration with leading academicians and industry experts.
- Strong focus on practical exposure for industry-ready learning.

Strong Industry Collaboration

- Partnerships with organizations like Micro Labs Ltd., Biocon, Cipla, Dr. Reddy's Laboratories, MSN Laboratories, JLL Healthcare, Deloitte, AdametNext, and Octavus Consulting.
- Structured internships and dissertation opportunities.
- Regular guest lectures, workshops, and industry-led training sessions.

Expert Faculty

- Academically accomplished faculty with strong research credentials.
- Industry-experienced mentors offering practical insights and real-world perspectives.

Capstone Project

- Real-world projects are mentored by industry experts.
- Application of classroom learning to solve live pharmaceutical business challenges.

Innovative Teaching Pedagogy

- Case studies, simulations, and live projects for experiential learning.
- Develops critical thinking, innovation, and leadership skills in pharma and medical devices.

Networking & Exposure

- Participation in conferences and industry-academia engagements.
- Strong alumni network across pharmaceutical and healthcare sectors.

Placement Support

- Consistent placement record across pharma, hospitals, insurance, consulting, and healthcare IT.
- Dedicated Placement & Training Cell providing career guidance and interview preparation.

PROGRAM EDUCATION OBJECTIVES

Outlined below are four long-term objectives that describe the achievements expected of graduates a few years after completing the program – PGDM in Pharmaceutical Management:

PEO1: Equip students with fundamental management concepts, healthcare systems, and pharmaceutical sciences aligned to global pharmaceutical industry needs

PEO2: Enable learners to apply data-driven, ethical, and evidence-based approaches to solve complex problems in the pharmaceutical and medical device sectors, leveraging emerging technologies and analytical tools.

PEO3: Prepare graduates to lead teams, manage cross-functional projects, and drive innovation in product development, sales and marketing, market access and quality management, contributing to organizational growth and public health outcomes.

PEO4: Cultivate a commitment to research, continuous learning, compliance with national and global regulatory frameworks, and high ethical standards to support safe, effective, and equitable pharmaceutical practices.



PROGRAM OUTCOMES

PO1: Apply knowledge of management theories, pharmaceutical sciences, and business practices to effectively solve problems and drive innovation in the pharmaceutical industry.

PO2: Demonstrate analytical, critical thinking, and problem-solving abilities to support data-driven decision-making across diverse functions such as marketing, regulatory affairs, operations, and supply chain management.

PO3: Aptitude to develop value-based leadership ability.

PO4: Understand, evaluate, and communicate the global, economic, legal, and ethical dimensions of the pharmaceutical business environment.

PO5: Develop interpersonal and leadership skills to work effectively in multidisciplinary teams and achieve organizational objectives in a dynamic healthcare ecosystem.

PSO1: Apply knowledge of contemporary management discipline and functions, develop entrepreneurial mindset and innovate solutions for the pharmaceutical and medical device industry.

PSO2: Demonstrate the ability to apply emerging technologies, digital tools, and innovative strategies to enhance efficiency, quality, and patient-centric outcomes in the pharmaceutical industry.



1st YEAR | Term - I

INDUCTION COURSES

- Human Process Lab (IC101)
- Written and Oral Communication (IC102)
- Essentials of Computers and Information Technology (IC103)

FOUNDATION COURSES

- Introduction to Physiology and Human Anatomy (FC105)
- Basics of Pharmacology (FC106)

CORE COURSES

- Introduction to Pharmaceutical Industry (PHM001)
- Principles & Practices of Management (PHM002)
- Business Environment and Strategy (PHM003)
- Principles of Sales and Marketing Management (PHM004)
- Healthcare Delivery System in India (PHM005)
- Project Management in Pharmaceutical Industry (PHM006)
- Financial Management and Accounting (PHM007)



1st YEAR | Term - II

CORE COURSES

- Pharmaceutical Product and Brand Management (PHM008)
- Pharmaceutical Supply Chain Management (PHM009)
- Pharmaceutical Laws & Drug Regulatory Affairs (PHM010)
- Human Resource Management (PHM011)
- MedTech Solutions Management & Regulations (PHM012)
- Data Analytics and Visualization (PHM013)
- Capstone Project Part I (Field Based) (PHM014)

SUMMER TRAINING PROGRAM

Summer Training is an integral part of the programme. The students are placed for Three months in various Pharma Industry, Hospitals and Healthcare organizations across the country for practical exposure & learning.

2nd YEAR | Term - III

CORE COURSES

- Managerial Communication (PHM015)
- Fundamentals of Pharmaceutical Competitive Intelligence (PHM016)
- Pharmaceutical Market Research and Business Analytics (PHM017)
- Introduction to Pharmacoeconomics (PHM018)
- Principles of Health Economics and Outcomes Research (PHM019)
- Pharmaceutical International Business (PHM020)
- Capstone Project Part II (Quantitative Data Based) (PHM021)



2nd YEAR | Term - IV

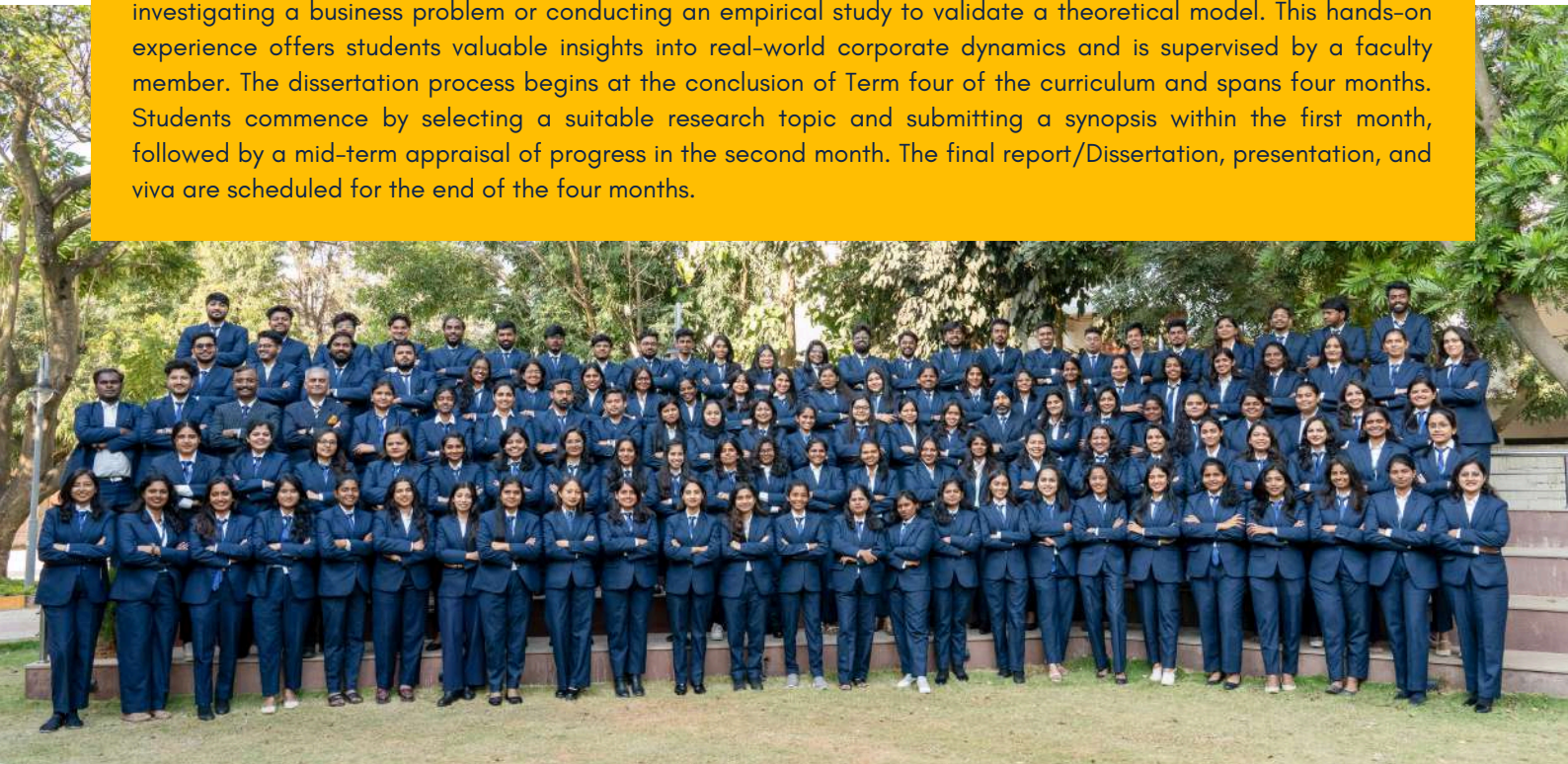
CORE COURSES

- Application of Artificial Intelligence in Next Gen Healthcare (PHM022)
- Consumer Behaviour (PHM023)
- IPR Management in Pharmaceutical Industry (PHM024)
- Market Access, Pricing & Reimbursement (PHM025)
- Entrepreneurship in Pharmaceutical Industry (PHM026)
- Digital & Social Media Marketing (PHM027)
- Ethics in the Pharmaceutical Industry (PHM028)



Dissertation

As an integral part of their academic journey, students are required to undertake a capstone project, aimed at investigating a business problem or conducting an empirical study to validate a theoretical model. This hands-on experience offers students valuable insights into real-world corporate dynamics and is supervised by a faculty member. The dissertation process begins at the conclusion of Term four of the curriculum and spans four months. Students commence by selecting a suitable research topic and submitting a synopsis within the first month, followed by a mid-term appraisal of progress in the second month. The final report/Dissertation, presentation, and viva are scheduled for the end of the four months.



Admissions @ IIHMR Bangalore

Eligibility Criteria

- Graduates from any educational background can apply for PGDM (Pharmaceutical Management).
- Candidates should have a minimum of 50% marks in their graduation.
- Students in their final year of study are also eligible to apply for provisional admission, with the requirement to submit the necessary documents prior to the start of classes.
- Candidates must have a valid Management Aptitude Test score (CAT, MAT, CMAT, XAT, ATMA, GMAT, KMAT), as per AICTE guidelines.

ADMISSION PROCESS



**Apply
Online**

www.iihmrbangalore.edu.in

Toll Free Number: 18005722728

<https://applications.iihmrbangalore.edu.in/>

Avail our Career Counseling

JOYCE JAISON

+91-9663866011



FEE STRUCTURE

Particulars	1st Year (In INR)	2nd Year (In INR)
Admission Fee	50,000
Tuition Fee	2,00,000	2,25,000
Library Fee	20,000	20,000
IT & Support Charges	40,000	40,000
Examination Fee	30,000	25,000
Field/Project	27,000	20,000
Degree and Convocation	4,000
Course Materials	21,000	21,000
Alumni Fee	7,000
Caution Money (Refundable)	5,000
Extra Curricular including Uniform	20,000	10,000
Medi-claim (SA Rs. 1,50,000)	7,500	7,500
Total	4,20,500	3,79,500

Grand Total (INR)

8,00,000

Fee Installments

Students are requested to pay the fees as per the fee installment details. Penalty for late fee payment shall be levied as per the institute norms.

- Within 14 days of admission : Rs. 1,50,000
- Within 35 days of admission : Rs. 1,60,000
- Before 10th December 2026 : Rs. 1,10,500
- Before 15th March 2027 : Rs. 2,25,000
- Before 15th July 2027 : Rs. 1,54,500



Intellectual Capital @ IIHMR Bangalore



Dr. S. D. Gupta
President
Management Board-IIHMR



Dr. S. Sadagopan
Visiting Distinguished Professor
Former Director, IIIT-Bangalore



Dr. C. S. Kedar, IAS (Retd)
Senior Advisor
Former Director General, ESIC



Dr. Usha Manjunath
Professor & Director

DEAN, ASSOCIATE DEAN & PROFESSOR



Dr. R. Sarala
Dean - Academics & Student Affairs, Associate Dean - Research & Publications
Dean - Research & Publication
MA, M.Phil, PGDHRM,
PhD (Sociology)
Specialist - Social Scientist



Dr. Gyan Chandra Kashyap
BSc, PGDHM, (PhD)
Specialist - Data Analytics



Dr. B Pratap Kumar Nair
Professor
M. Pharm, PhD (Healthcare
Management)
Specialist - Pharma

ASSOCIATE PROFESSORS



Dr. Rajeshwari B S
FPM Coordinator
BDS, PGDHP, Master's in
philosophy, PhD
Specialist - Public Health



**Mr. Shamsuzzaman
Ansari**
B. Pharm, MBA, (PhD)



Dr. Falguni Pandya
B.Sc., MBA
PhD (Management)



**Dr. Akash Gajanan
Prabhune**
BDS, MSc-CR, PhD
Specialist - Health IT

ASSISTANT PROFESSORS



Mr. Gowthamghosh B.
MPH, MA-SW
Specialist- Public Health



Dr. Deepashree M R
BAMS, PGDHM
Specialist - Communication
& Marketing



Dr. Jyoti Vijay
MSc, PhD (Food Science &
Nutrition), Specialist - Food &
Nutrition



Dr. Subodh S Satheesh
Controller of Examinations
B.Pharm, M.Pharm, PhD
Specialist - Pharma IT



Mr. Vinay R Srihari
B.Tech, M. Tech
Specialist - Healthcare IT



Mr. Sachin S Bhat
B Pharma, M Pharma
Specialist - Pharma IT



Dr. T. Bharathi
MBA, MPhil, PhD
Specialist - Health Insurance



Dr. Sarthak Sengupta
BE, MBA, PhD
Specialist - Healthcare
Analytics



Dr. K N Priya
BBM, MBA, PhD
Specialist - Hospital
Management and Health
Insurance



Dr. Shreekant G. Naik
B.Pharm, PGDM
PhD (Management)
Specialist - Pharma Marketing

Visiting Faculty/Industry Mentors



Dr. Uma Nambiar
Managing Director,
Zeeden Life Sciences Pvt Ltd
Chairperson DH India
Association, Consultant
Indian Institute of Science



Mr. Srinivas K S
General Manager &
Global Lead - Learning,
Talent and Succession,
Biocon Biologics



**Mr. Pawan K
Kulkarni**
GM-CORPORATE
Leading
Pharmaceutical
Company



Mr. Guru Prasad
Chief Sales Officer,
IHH Healthcare
Hyderabad



Mr. C.N. Sunil Kumar
Sr Vice President, Head
Business Transformation
& ESG, Lead Key Initiatives
Narayana Health



Mr. Indraneel Sinha
Marketing Lead at
Medtronic EurAsia



**Mr. Himanshu
Sehgal**
Founder & Director
- Delivery at
Octavus Consulting



**Mr. Virendra
Kumar**
Chief Executive
Officer,
AdametNext



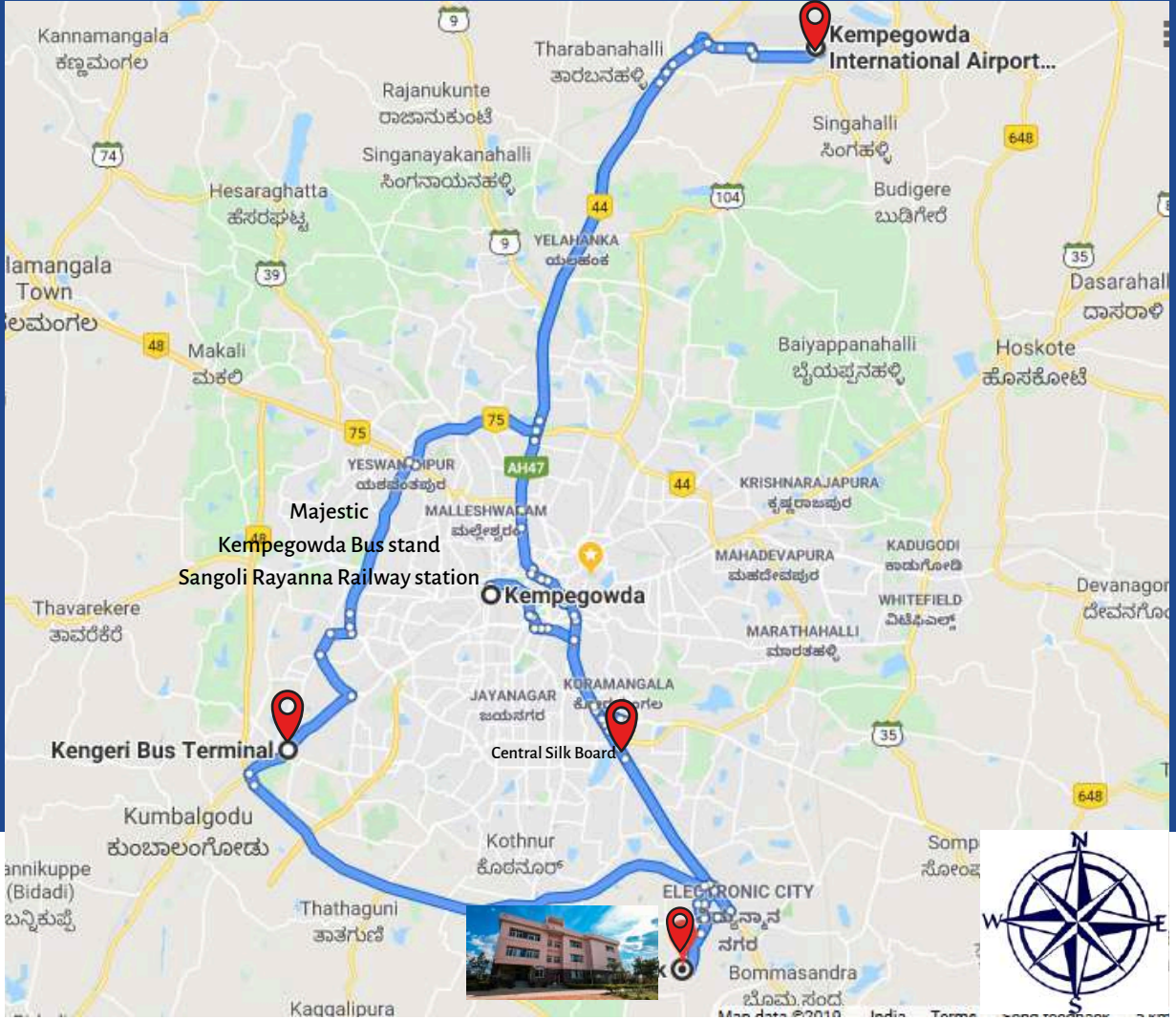
ILLUSTRIOUS RECRUITERS



All Indian Origin Chemists & Distributors Limited



Location of IIHMR Bangalore



From Airport
1 hr 30 minutes drive



Nearest Metro Station
Electronic City Metro Station/Infosys Foundation - Konappana Agrahara Metro Station



Nearest Bus Stop
356 CA from Majestic, 356 CW from Silk Board, 378 from Kengeri
Bus stop: Wipro Gate 10



By Car / two-wheeler
Google Map (Institute of Health Management Research, Bangalore)

Website : www.iihmrbangalore.edu.in | Email: info@iihmrbangalore.edu.in

For Admissions : +91 9663866011 | admissions@iihmrbangalore.edu.in

For Placements: +91 7483428499 | placements@iihmrbangalore.edu.in

For Trainings : +91 9535266665 | trainings@iihmrbangalore.edu.in

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Institute of Health Management Research (IIHMR-B)

#319, Near Thimma Reddy Layout, Hulimangala, Electronic City- 1, Bangalore-560105

Contact No. : 080 61133800 | Toll free No. : 1800 572 2728