Department
Of
Pharmacy
Management
MISSION
“Marching With Times”

VISION
“Excellence In Pharmaceutical Education And Research”
Dr. P. Gundu Rao, a Visionary Principal of then College of Pharmacy (now MCOPS), initiated the course sensing the need for qualified marketing professionals in the field of Pharmaceutical Industry.

Following his footsteps, Dr. N. Udupa, former principal and Dr. J. Venkata Rao, Professor, Department of Pharmaceutical Biotechnology, MCOPS, contributed immensely to the growth of the Department and worked tirelessly to bring the Department to the forefront.
Established in 1971.

One of the First colleges to initiate 2 year M.Pharm program in the specialization of Pharmaceutical Marketing and Pharmaceutical Administration.

Around 400+ Students have graduated from this Department.

Consists of Faculty members with the Doctoral Degree.

Collaboration with International Faculty members and Pharmacy Schools for Student Exchange.

Experts from Pharmaceutical Industry are appointed as Adjunct faculty.
Syllabus is framed with statutory requirements and according to the latest trends of Pharmaceutical Industry.

The subjects include:

- Principles and Practice of Business Management
- Principles and Practice of Pharmaceutical Marketing
- Regulatory Affairs
- Intellectual Property Rights
- Principles of Disease Management
- Managerial Economics
- Financial Management
- Entrepreneurship Management
- Human Resource Development
- Retail Business Management
Department Faculty Members

Dr Nayanabhirama Udupa
Director Research (Health Sciences), Manipal Academy of Higher Education

Dr Manthan D Janodia
Professor and Head of Department

Dr D Sreedhar
Associate Professor

Dr Virendra S Ligade
Associate Professor

Dr Pradeep M Muragundi
Associate Professor

Mrs. Bhavana B Bhat
Assistant Professor
**Classrooms:** The classrooms are well ventilated and provides ample space for students and faculty to interact during the class hours.

**Computer lab:** The computer lab houses computers which are well equipped with latest software and high speed connectivity.

**Library:** The Library houses all kinds of books starting from various books of different subjects to most of the national and international Journals and magazines.
The department believes in the overall development of the students. Some of the activities are as follows:

Throughout the year various case studies are solved where the students are made to deal with actual organisational level problems into decision on making and business strategies.

Group discussions are organised on highly debateable topics or on current scenarios so as to keep students updated on the recent developments and trends and to also improve the communication skills.
Article Presentations are given by the students where they search and present articles from well-known journals like Harvard Business Review. These articles help the students understand the work environment & skills needed in professional life.

On account of World Mental Health Day, the students of 1st Year M.Pharm visited Asha Nilaya: The Residential School and Vocational Rehabilitation Centre for Specially Abled Children on 9th October 2018.
ACHIEVEMENTS

Faculty Achievement

DST-NSTMIS Grant Awardee 2018-2019

Dr. Manthan D. Janodia, Professor and Head, Dept of Pharmacy Management, Manipal College of pharmaceutical Sciences, Manipal Academy of Higher Education was awarded research grant from Department of Science and Technology (CHORD/NSTMIS Division), Govt. of India.

Scholarship from International Society for Pharmacoepidemiology

Ms. Bhavana B. Bhat, assistant Professor in Department of Pharmacy Management received scholarship from International Society for Pharmacoepidemiology to attend and present her abstract in 11th Asian Conference on Pharmacoepidemiology, Xian, China during 27-29 October 2018.

ISPOR Travel Grant Award

Dr. Pradeep M. Muragundi, Faculty, Department of Pharmacy Management, MCOPS was selected for ISPOR meeting travel grant award to attend the ISPOR Asia Pacific 2018 conference in Tokyo during September 8-11, 2018.
Patent to Dr Usha Y Nayak and Dr N Udupa

An Indian Patent was granted to Dr. Usha Y. Nayak, Associate Professor, Dept. of Pharmaceutics and Dr. N. Udupa, Professor, Dept. of Pharma. Management, on “Timed-release compression-coated tablet composition for Chronotherapy of Hypertension” (Patent Number: 286353, File No. 2510/CHE/2010).

ISPOR Travel Grant Award

Dr. D Sreedhar, Associate Professor Senior Scale, Department of Pharmacy Management, MCOPS was selected for prestigious ISPOR Travel Grant to attend ISPOR Europe Conference to be held in Barcelona, Spain during 10-14 November, 2018.

Dr APJ Abdul Kalam Award for Teaching Excellence

Dr. D Sreedhar and Dr. Richard Lobo, Faculty of Manipal college of Pharmaceutical Sciences, Manipal Academy of Higher Education, have received Dr. APJ Abdul Kalam Award for Teaching Excellence.
Placements Offered By:
Mrs. Sonal Kirtty

Associate Consultant
TekIP® Knowledge Consulting Pvt. Ltd

“I have thoroughly enjoyed my experience and had an awesome time at management department of MCOPS. I have seen myself transform from a student to industry ready professional under the guidance of our esteem professors of the department. Department provides opportunity of holistic learning by state of the art facility, open interaction with industry professionals, conferences/seminars on contemporary issues which all polishes your knowledge much beyond academics.

This management course gives proper guidance for establishing oneself in industry as a marketing strategist, regulatory professional, intellectual property professional, international business executive, managerial economics & financial management professional, business development personnel, product management, and HR management executive.”
Mr. Devesh Kothari
Assistant General Manager,
Alembic Pharmaceuticals Ltd.

“I was as a student, associated with MCOPS, Dept. of Pharmacy Management from 2001-2003, nevertheless till today I very much reminisce my association with the dept. as it has shaped mine and many careers, by providing with a unique advantage of aptly applying Pharmaceutical knowledge in corporate management and marketing strategy for the Pharmaceutical Market. With the industry relevant curriculum, MCOPS has guided and moulded the students’ professional orientation and has motivated them to seek beyond the obvious. I would advise all the students to appreciate the fact that they are branded products from MCOPS and they would definitely make their mark in the industry, academia, research or any other field they choose to tread.”
We invite you . . .

To this charming Western Ghats of India-Manipal, which houses a population of about 2000 people and is a temporary abode for more than 25000 students each year.

It is our aim to provide the Industry with the best of the talents from our Department and are eagerly waiting to collaborate with you.

We wholeheartedly invite you to visit the department and hand pick the best of the talents for project work, internship as well as for placement.

It would also be an honour to have Professionals from the Industry into our Department, to impart knowledge to the students about the current trends and scenario of the Pharmaceutical Industry.

We are eagerly waiting for your kind support and coordination and we will strive to never let you down.

**CONTACT:**

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