

MBA 454 - Entrepreneurship in Pharma and Healthcare

Teaching Scheme Lectures: 3 hrs/Week Tutorials: 1 hr/Week Credits: 4	Examination Scheme Class Test -12Marks Teachers Assessment - 6Marks Attendance - 12 Marks End Semester Exam - 70 marks
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Course Objectives:

This course is designed for students who want to learn about idea development, entrepreneurship, and start-up processes within the pharmaceuticals area. This course is designed for students who want to learn about idea development, entrepreneurship, and start-up processes within the pharmaceuticals (and related (bio)technologies) area. This Course is designed for students who want to learn about idea development, entrepreneurship, and start up processes within the pharmaceuticals (and related biotechnologies) area. To achieve this objective, the curriculum is focused on various aspects and function of pharmaceutical industry.

Course Outcomes:

- CO1 To harness participant's potential to think of new ways of looking at complex Problems, to apply innovative solutions, and develop entrepreneurial models.
- CO2 Respond positively and effectively to problems in unfamiliar contexts.
- CO3 Apply new ideas, methods and ways of thinking
- CO4 Engage with a range of stakeholders to deliver creative and sustainable solutions to specific problems.
- CO5 Communicate effectively both orally and in writing.
- CO6 Work effectively with colleagues with diverse skills, experiences and be able to Critically reflect on own practice. Consider the ethical and environmental issues and responsibilities which managers take into account when making decisions.

Course Content -

Unit-1


The concept of innovation and entrepreneurship in Pharmacy, Defining innovation, Differences between invention and innovation, Product innovation and process innovation, Radical and incremental innovation

Unit-2

Myths of innovation and creativity (The heroic innovator, the creative muse, the linear model of innovation, the inability of established businesses to be creative and innovative)

Unit-3


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The Creative Process and Entrepreneurial Mind, The Entrepreneurial Process and The Entrepreneur, Innovation and entrepreneurship, The entrepreneur Profile analysis behavior and motivations, The entrepreneurial ecosystem in Pharmacy sector, Entrepreneurs and strategic decisions

Unit-4

Phases in entrepreneurship; Meaning and evaluation; Community and entrepreneurship, Social determinants of entrepreneurial growth Pricing – meaning, Factor affecting pricing of Drugs, Pricing objective, Pricing methods; Channels of Distribution – Characteristics, Importance, Selection, Types of channels, Promotion: Promotion mix, Advertising, Publicity, Sales promotion, Personal selling.

Text and Reference Books-

1. CREATIVITY, INNOVATION AND ENTREPRENEURSHIP Effective Thinking Skills for a Changing World by Edward Lumsdaine, Martin Binks · 2016 Entrepreneurship and Small Business: Start-up. Growth and by Paul Burns-2010
2. Innovation and Entrepreneurship by Peter Drucker · 2014
3. Desired- Entrepreneurial Development by S S Khanka · 2016

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