

# LJ UNIVERSITY

## LJ INSTITUTE OF PHARMACY

### SEMESTER: III

**Subject Name: PHARMA ENTERPRENURSHIP**

**Subject Code: BP306M2**

**Scope:** The pharmaceutical industry not only needs highly qualified researchers, chemists and, technical people, but also requires skilled managers who can take the industry forward by managing and taking the complex decisions which are imperative for the growth of the industry. The Knowledge and Know-how of marketing management groom the people for taking a challenging role in Sales and Product management.

**Objectives:** The objective of this course is to prepare the students with conceptual understanding of Financial Management, its practical application and its importance in Business decisions.

Students are expected to learn these decision making skills with the help of few cases.

The course also intends to make students gain the mechanical part of various decisions with the help of selected numerical problems available in various suggested text books.

#### Teaching scheme and examination scheme:

Teaching Scheme				Evaluation Scheme			
Theory	Tutorial	Practical	Total	Theory		Practical	
				External	Internal	External	Internal
3	1	0	4	75	25	0	0

Sr. No.	Course Contents	Hours
1	<b>Fundamentals of Entrepreneurship:</b> Concept and definition of Entrepreneurship; Entrepreneurial Traits, difference between entrepreneurs and inventors, Business Model; Entrepreneurship – Mindset, Big companies Vs. Start-ups, Misconception and Myths about Entrepreneurship. <b>Entrepreneurship Development in Emerging Markets:</b> Types of Start-ups, Intrapreneurship; Reasons for becoming Entrepreneur; Entrepreneurship as Career option, Women Entrepreneurship, Small and Medium Entrepreneurship, International Entrepreneurship, Entrepreneurship as a subject of Learning and Role of educational Institutes, Managing Start-ups; Emerging Trends in Entrepreneurship; Entrepreneurship and Technology, Scope of Entrepreneurship in Technology field.	10
2	<b>Creativity and Business Ideas:</b> Creativity and Entrepreneurship, Characteristics of Creative Persons, Facilitating and Limiting factors for creativity, sources and techniques of getting new ideas. <b>Legal Aspects of Business:</b> Types of Business- Sole Trader, Partnership Firm, Private Limited Company, Public Limited (20%) Company, Cooperative Society. Benefits and limitations of each type of business. Procedure for setting up a business in India, Legal Acts governing businesses in India. <b>Entrepreneurship and Intellectual Property Rights:</b> IPR and their importance. (Patent, Copy Right, Trademarks, geographical indicators and Biological Diversity, Industrial design, Layout design of integrated circuits.)	10
3	<b>Technology and Business:</b> Use of Technology in Business; Scope of Business in Technology fields	7
4	<b>Business Plan:</b> What is business plan? Entrepreneurial opportunities and Business Plan. How to prepare business plan? (Practical Exercises on preparation of business plan) <b>Marketing Plan:</b> Undertaking of Marketing Research, Importance of marketing research, Industry Analysis, Competitor analysis, define target market, market segmentation, market	8

	<p>positioning, building a marketing plan, marketing mix, critical factors for devising market strategy.</p> <p><b>Operation and Production Plan:</b> Types of production systems, Product design and analysis, New product development, location and layout decisions, project layout, plant and technology choices, product specification and customer needs, production planning and control, Commercializing Technologies.</p>	
5	<p><b>Financing Venture:</b> Need of Finance for business, stages of financing, sources of finance, seed funding , venture capital funding, funding from banks, lease financing, Funding opportunities for start-ups in India.</p> <p><b>Launching a Business Venture:</b> Introduction, steps involved in launching a business, incorporation and issuance of stocks, execute a stockholders' agreement, Raising funds from different sources, Leverage of intellectual property, Planning for Manpower, Build a winning team, Understand clearly the technology trends, prepare pilot testing, manage sales by a clear understanding – market, marketing strategies and positioning, establish proper Accounts and Record keeping system, Management of cash and inventory, due diligence, scheduling – implementation plan. Case studies of Pharma entrepreneurs.</p>	10
<b>Total Hours</b>		45

### Recommended Books:

1. Arya Kumar Entrepreneurship Pearson Publication
2. Rajeev Roy Entrepreneurship Oxford Publication
3. Vasant Desai Entrepreneurship and Small Business Management Himalaya Publishing House
4. Poornima M Charantimath Entrepreneurship Development Small Business Enterprises Pearson