



SS INSTITUTE OF PHARMACY

(A unit of VS Educational & Charitable Trust)

Approved by Tamilnadu Government & Pharmacy Council of India, New Delhi.

Affiliated to the Tamilnadu Dr. M.G.R. Medical University,

and The Directorate of Medical Education, Chennai.

REF.NO:SSIP/ REQ/2019/003

Date: 20/06/2019

From

Department of Pharmaceutical Analysis,
SS institute of pharmacy,
Sankari, Salem (DIST) - 637301.

To

The principal,
SS institute of pharmacy,
Sankari, Salem (DIST) – 637301.


Subject: Letter for requesting permission to conduct **ADD ON COURSE** -Reg.

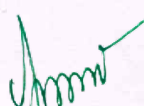
Respected sir,

We are requesting you to grant permission to conduct add-on course in the seminar hall on **01/07/2019 to 08/07/2019**. We wish to conduct add on course on the title “**Strategic Management In The Pharmaceutical Industry**”. This add-on course program would be a great opportunity for students to learn and that would help to shape the students.

Thanking you,

Yours truly,


PRINCIPAL,
SS INSTITUTE OF PHARMACY,
KUPPANUR (PO), SANKARI (TK),
SALEM - 637301


PRINCIPAL,
SS INSTITUTE OF PHARMACY,
KUPPANUR (PO), SANKARI (TK),
SALEM - 637301

NH-544, Kuppanur (Po), Sankari (Tk), Salem(Dt) – 637301, Tamilnadu, India

Phone : 04283-241080 | E-mail : ssip1718@gmail.com | Website : www.ssip.edu.in



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DATE: 20/06/2019

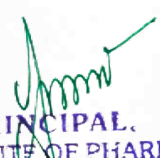
CIRCULAR


This is to inform that will B.PHARM students have the schedule of following value - added course to be conducted by our SS Institute of Pharmacy and it as mentioned below.

COURSE NAME	SCHEDULE	DURATION	VENUE	RESOURCE PERSON
STRATEGIC MANAGEMENT IN THE PHARMACEUTICAL INDUSTRY.	01/07/2019 to 08/07/2019	35 HOURS	SEMINAR HALL	MUTHUSELVI

All the above-mentioned students must enroll and actively participate in the course without fail.

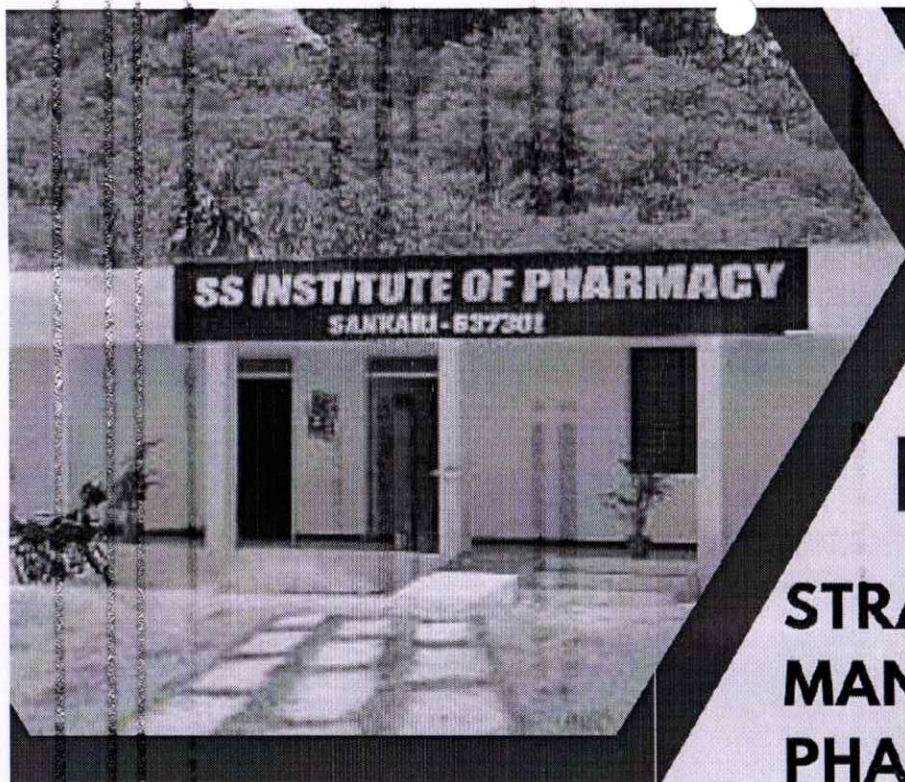
Note: Certificates will be issued for the eligible students after completion of the course and examination.


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PHONE : 9443026056
E-MAIL : SSIP1718@GMAIL.COM
WEBSITE : WWW.SSIP.EDU.IN

ADDRESS:
SS INSTITUTE OF PHARMACY,
SANKARI, SALEM-637 301

COURSE TITLE

STRATEGIC MANAGEMENT IN PHARMACEUTICAL INDUSTRY



**SS INSTITUTE
OF
PHARMACY,
SANKARI**

**DEPARTMENT OF
PHARMACEUTICAL
ANALYSIS**

RESOURCE PERSON

M.Muthuselvi M.Pharm
Asst. Professor
SS Institute of Pharmacy.

VENUE : SSIP SEMINAR HALL
DATE : 01.07.2019-08.07.2019
TIME : 01:30PM-04:30PM

Topics-

1. Pharmaceutical market analysis & competitive strategy
2. Innovation and R&D management in pharma
3. Regulatory and compliance strategies in the pharma industry
4. Globalization and strategic Alliances in Pharma



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SYLLABUS

STRATEGIC MANAGEMENT IN THE PHARMACEUTICAL INDUSTRY

Sl. No.	Topic	DATE
1	Industry Environment and Strategic Analysis 1. Environmental Analysis and Scanning 2. Pharmaceutical Industry Trends and Outlook 3. Competitive Strategy and Analysis	1/7/2019- 2/7/2019
2	Product and Portfolio Strategy 1. Product Lifecycle Management 2. Portfolio Management and Optimization	3/7/2019
3	Product and Portfolio Strategy 1. Product Lifecycle Management 2. Portfolio Management and Optimization	4/7/2019
4	Regulatory, Legal, and Financial Aspects of Telemedicine 1. Regulatory and Legal Considerations 2. Reimbursement and Payment Models	5/7/2019- 6/7/2019
5	Quality, Safety, and Future Innovations in Telemedicine 1. Quality and Safety in Telemedicine 2. Future Directions and Innovations in Telemedicine	8/7/2019

RESOURCE PERSON: M.Muthuselvi

TOTAL HOURS:35Hrs

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ADD ON / CERTIFICATE VALUE ADDED COURSES ACADEMIC YEAR 2019-2020



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ACADAMIC YEAR 2019-2020

S.NO	NAME OF ADD ON CERTIFICATES PROGRAMS	COURSE CODE	NO OF STUDENTS ENROLLED	TYPE OF ADD ON CERTIFICATE PROGRAMS
1.	Robotics & automation In drug manufacturing	19RADM01	23	Self-framed course
2.	Environmental Sustainability in Pharmaceutical industry	19ESPI02	11	Self-framed course
3.	Strategic management In the pharmaceutical industry	19SMPI03	12	Self-framed course
4.	3D printing in Pharmaceutical	193DPP04	23	Self-framed course
5.	Pharmaceutical Project management	19PPM05	50	Self-framed course


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ADD ON COURSE – ENROLLMENT LIST

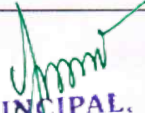
NAME OF ADD ON COURSE : STRATEGIC MANAGEMENT IN THE
PHARMACEUTICAL INDUSTRY

COURSE INSTRUCTORS : M.MUTHUSELVI

YEAR OFFERED : 2nd sem B.Pharm

COURSE DURATION : 35 hrs

S.NO	NAME OF STUDENT	REGISTER NO	COURES
1.	V.KALAIYARASAN	561897212	1 st B.Pharm
2.	K.KAYALVIZHI	561897213	1 st B.Pharm
3.	P.MANOBALA	561897214	1 st B.Pharm
4.	R.RAJESHKANNAN	561897215	1 st B.Pharm
5.	M.SAKTHIVEL	561897216	1 st B.Pharm
6.	G.SHAFIULLAH	561897217	1 st B.Pharm
7.	S.SUBASH VARMA	561897218	1 st B.Pharm
8.	J.TAMIL SELVAN	561897219	1 st B.Pharm
9.	N.VASUVI	561897220	1 st B.Pharm
10.	V.VEDHACHALAM	561897221	1 st B.Pharm
11.	M.VIGNESH	561897222	1 st B.Pharm
12.	R.VIJAY	561897223	1 st B.Pharm


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ADD ON COURSE –ATTENDANCE LIST

NAME OF ADD ON COURSE : STRATEGIC MANAGEMENT IN THE
PHARMACEUTICAL INDUSTRY

COURSE INSTRUCTORS : M.MUTHUSELVI

YEAR OFFERED : 2nd sem B.Pharm

COURSE DURATION : 36 hrs

NO	NAME OF THE STUDENT	REGISTER NO	ATTENDANCE						
			1/7/19	2/7/19	3/7/19	4/7/19	5/7/19	6/7/19	8/7/19
1.	V.KALAIYARASAN	561897212	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
2.	K.KAYALVIZHI	561897213	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
3.	P.MANOBALA	561897214	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
4.	R.RAJESHKANNAN	561897215	A	A	A	A	A	A	A
5.	M.SAKTHIVEL	561897216	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
6.	G.SHAFFIULLAH	561897217	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
7.	S.SUBASH VARMA	561897218	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
8.	J.TAMIL SELVAN	561897219	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
9.	N.VASUVI	561897220	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
10.	V.VEDHACHALAM	561897221	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
11.	M.VIGNESH	561897222	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>
12.	R.VIJAY	561897223	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	A	<i>[Signature]</i>

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2

ADD ON COURSE	STRATEGIC MANEGAMENYT IN PHARMMACUETICAL INDUSTRY
DEPARTMENT	PHARMACEUTICAL ANALYSIS
ACADEMIC YEAR	2019-2020
DATE	01/07/2019 To 08 /07/2019
VENUE	SEMINAR HALL
NAME: <i>Shaffiullah . G</i>	COURSE: <i>II - Sem</i>

ANSWER ALL THE QUESTIONS:

DATE: 08/07/2019

MULTIPLE CHOICE QUESTIONS

MARKS:15

1. What is the primary purpose of environmental analysis in the pharmaceutical industry?

- a) To identify market opportunities
- b) To analyze competitors
- ☒ c) To understand internal and external factors
- d) To develop marketing strategies

2. Which trend is currently shaping the pharmaceutical industry?

- a) Personalized medicine
- b) Digital health
- c) Value-based healthcare
- ☒ d) All of the above

3. What is the primary goal of competitive strategy in the pharmaceutical industry?

- a) To increase market share
- b) To reduce costs
- c) To improve product quality
- ☒ d) To enhance innovation

4. What stage of the product lifecycle is critical for pharmaceutical companies?

- a) Development
- ☒ b) Launch
- c) Growth
- d) Maturity

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[Signature]
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5. How can pharmaceutical companies optimize their product portfolios?
 - a) By investing in high-risk projects
 - b) By diversifying their products
 - ☒ c) By focusing on core products
 - d) By acquiring new products
6. What drives innovation in the pharmaceutical industry?
 - ☒ a) Research and development
 - b) Market demand
 - c) Regulatory requirements
 - d) Competition
7. What is the primary role of regulatory affairs in the pharmaceutical industry?
 - ☒ a) To ensure compliance
 - b) To develop marketing strategies
 - c) To conduct clinical trials
 - d) To manage supply chains
8. What marketing strategy is effective for pharmaceutical companies?
 - a) Direct-to-consumer advertising
 - b) Digital marketing
 - ☒ c) Sales force marketing
 - d) All of the above
9. What is critical for effective supply chain management in the pharmaceutical industry?
 - a) Inventory management
 - b) Logistics and distribution
 - c) Quality control
 - ☒ d) All of the above
10. How can pharmaceutical companies lead change effectively?
 - a) By communicating clearly
 - b) By empowering employees
 - c) By setting clear goals
 - ☒ d) All of the above


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11. What is the primary benefit of strategic planning in the pharmaceutical industry?
 - a) Improved innovation
 - b) Increased efficiency
 - c) Enhanced competitiveness
 - ☒ d) Better decision-making
12. How can pharmaceutical companies analyze their competitors effectively?
 - a) By conducting market research
 - b) By analyzing financial reports
 - c) By monitoring industry trends
 - ☒ d) All of the above
13. What is critical for effective product lifecycle management?
 - a) Continuous monitoring
 - b) Regular portfolio reviews
 - c) Timely product launches
 - ☒ d) All of the above
14. How can pharmaceutical companies develop effective R&D strategies?
 - a) By investing in emerging technologies
 - b) By collaborating with partners
 - c) By focusing on core areas
 - ☒ d) All of the above
15. What is the primary goal of organizational development in the pharmaceutical industry?
 - a) To improve efficiency
 - b) To enhance innovation
 - c) To develop leadership capabilities
 - ☒ d) To drive cultural change


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ADD ON COURSE	STRATEGIC MANEGAMENYT IN PHARMMACUETICAL INDUSTRY
DEPARTMENT	PHARMACEUTICAL ANALYSIS
ACADEMIC YEAR	2019-2020
DATE	01/07/2019 To 08 /07/2019

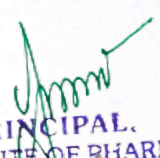
ANSWER KEY:

DATE: 08/07/2019

MULTIPLE CHOICE QUESTIONS

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 - c) **By focusing on core products**
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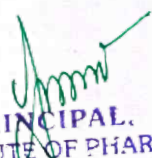
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 - c) To develop leadership capabilities
 - d) To drive cultural change**


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ADD ON COURSE – MARK LIST

NAME OF ADD ON COURSE : STRATEGIC MANAGEMENT IN THE
PHARMACEUTICAL INDUSTRY

COURSE INSTRUCTORS : M.MUTHUSELVI


YEAR OFFERED : 2nd sem B.Pharm

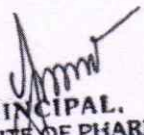
COURSE DURATION : 35 hrs

S.NO	NAME OF STUDENT	REGISTER NO	MARKS (15)	PERCENTAGE (%)
1.	V.KALAIYARASAN	561897212	15	100%
2.	K.KAYALVIZHI	561897213	15	100%
3.	P.MANOBALA	561897214	13	86%
4.	R.RAJESHKANNAN	561897215	A	A
5.	M.SAKTHIVEL	561897216	14	93%
6.	G.SHAFFIULLAH	561897217	14	93%
7.	S.SUBASH VARMA	561897218	13	86%
8.	J.TAMIL SELVAN	561897219	13	86%
9.	N.VASUVI	561897220	15	100%
10.	V.VEDHACHALAM	561897221	15	100%
11.	M.VIGNESH	561897222	13	86%
12.	R.VIJAY	561897223	13	86%

TOTAL NUMBER OF STUDENT : 12

TOTAL NUMBER OF PERCENTAGE : 93.7%


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ADD ON COURSE : SUMMARY REPORT

Course code and Name : 19SMP03/ Strategic Management In The Pharmaceutical Industry

Date Of Add On Programme : 01/07/2019 to 08/07/2019

Course Duration : 35 Hours

Year Offered : 2nd Sem B.Pharm

Course Instructors : Muthuselvi.,M.Pharm.

Course Outcomes :

- **Strategic Planning:** Develop and implement effective business strategies based on market analysis and competitive intelligence.
- **Innovation Management:** Formulate strategies for drug development and innovation to maintain a competitive edge.
- **Regulatory Compliance:** Navigate and manage complex regulatory requirements and compliance issues.
- **Risk and Financial Management:** Identify and mitigate risks while applying financial strategies to support decision-making and investment.

Course Type : Add on Course

Assessment Mode:

Total Duration : 35 Hours

Number of Participants : 12

Scheme of Exam : MCQ type, offline Mode

Date of Exam : 08/07/2019

Course Coordinator

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SALEM - 637301.



SS INSTITUTE OF PHARMACY

CERTIFICATE OF PARTICIPATION



ONE DAY WORKSHOP
Organized by
Department of
PHARMACEUTICAL ANALYSIS

P. MANDBALA

HAS APPRICATED FOR HIS / HER PARTICIPATION
IN ONE DAY SEMINAR ON
STRATEGIC MANAGEMENT IN PHARMACEUTICAL
INDUSTRY

01/07/2019 TO 08/07/2019

COORDINATOR



PRINCIPAL

PRINCIPAL,
SS INSTITUTE OF PHARMACY,
KUPPANUR (PO), SANKARI (TD),
SALEM - 637301



SS INSTITUTE OF PHARMACY

CERTIFICATE OF PARTICIPATION



ONE DAY WORKSHOP
Organized by
Department of
PHARMACEUTICAL ANALYSIS

N. VASAVI

HAS APPRICATED FOR HIS / HER PARTICIPATION
IN ONE DAY SEMINAR ON
STRATEGIC MANAGEMENT IN PHARMACEUTICAL
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PRINCIPAL
SS INSTITUTE OF PHARMACY
KUPPANUR (P.O. SANKARETX)
SALEM - 637301

PRINCIPAL



SS INSTITUTE OF PHARMACY

CERTIFICATE OF PARTICIPATION



ONE DAY WORKSHOP
Organized by
Department of
PHARMACEUTICAL ANALYSIS

J. TAMIL SELVAN

HAS APPRICATED FOR HIS / HER PARTICIPATION
IN ONE DAY SEMINAR ON
STRATEGIC MANAGEMENT IN PHARMACEUTICAL
INDUSTRY

01/07/2019 TO 08/07/2019

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PRINCIPAL
SS INSTITUTE OF PHARMACY
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SALEM - 637301

PRINCIPAL



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Approved by Tamilnadu Government & Pharmacy Council of India, New Delhi

Affiliated to the Tamilnadu Dr. M.G.R. Medical University,
and The Directorate of Medical Education, Chennai.

STUDENT FEEDBACK FORM

STUDENT NAME: N. Vasavi.

DATE: 08.07.2019

YEAR/COURSE: IInd B.Pharm

NAME OF THE ADD ON COURSE: Strategic management in pharmaceutical industry

COURSE CODE: 19SMP103.

DURATION: 35 hrs.

EVALUATE HONESTLY:

Questions	Excellent	Good	Fair	Poor
How was the objectives of the training	✓			
How satisfied are you with our seminar	✓			
How would you rate the clarity and effectiveness of the presenter's delivery	✓			
Was the seminar duration appropriate		✓		
How engaging and interactive was the seminar		✓		
Usefulness of the information provided	✓			
Overall quality of session		✓		

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KUPPANUR (PO), SANKARI (TK),
SALEM - 637301

N. Vasu
SIGNATURE



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and The Directorate of Medical Education, Chennai.

PHOTOGRAPH

DATE : 03/07/2019

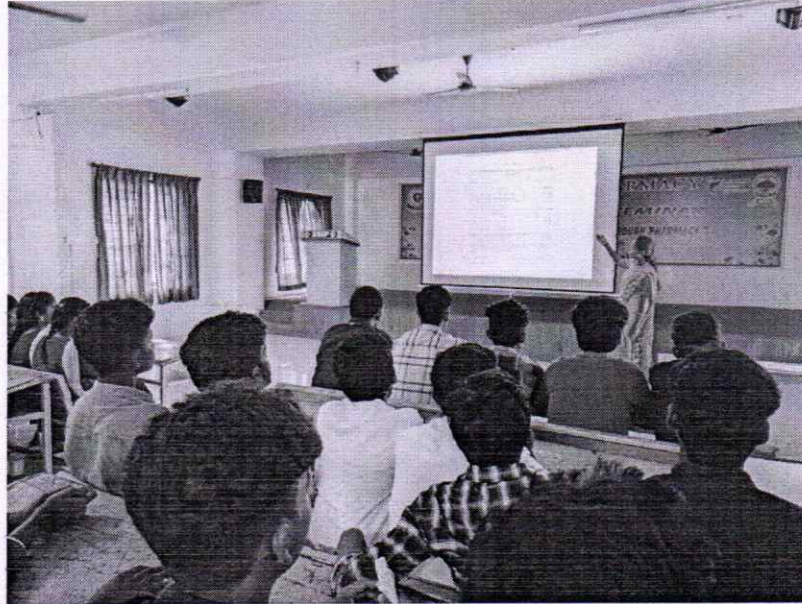
STRATEGIC MANAGEMENT IN THE PHARMACEUTICAL INDUSTRY

NAME OF ADD ON COURSE : STRATEGIC MANAGEMENT IN THE
PHARMACEUTICAL INDUSTRY

COURSE INSTRUCTORS : M.MUTHUSELVI

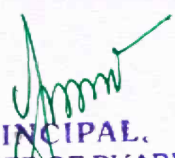
YEAR OFFERED : 2nd SEM B.PHARM

COURSE DURATION : 35 HRS



Add-on course regarding the Topic Application of Strategic Management In The Pharmaceutical Industry__conducted on 03/07/2019, the speech delivered By M.Muthuselvi.,M.Pharm.which was an interactive session and students could able to understand the Application Strategic Management In The Pharmaceutical Industry in the fields of pharmaceutical sciences




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