



# MODEL CURRICULUM

PHARMACEUTICAL ENTREPRENEURSHIP  
COURSE CODE: BC002

<b>Prepared By</b>	<b>Reviewed By</b>	<b>Approved By</b>
<b>Dr. Antara Choudhury</b>	<b>Ms Khevana Majmundar</b>	<b>Dr Nishodh Saxena</b>
<b>Course Director</b>	<b>Administrative Director</b>	<b>Managing Director</b>

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## **Prowess Pharma Knowledge Centre LLP**

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Corp Office - 406, Primate Complex, Opp. Mother Dairy, Judges Bunglow Cross Road, Bodakdev, Ahmedabad – 380054

Landline: 7935910690, Mobile: +91 8318127735, Mail: [info@pharmaknowledgecentre.com](mailto:info@pharmaknowledgecentre.com)

Website: [www.pharmaknowledgecentre.com](http://www.pharmaknowledgecentre.com)

**Name of Syllabus: Pharmaceutical Entrepreneurship**

**Course Code: BC002**

**Sector: Life science & Pharmaceutical Industry**

**CURRICULUM/SYLLABUS**

The program is aimed at training candidates for the job of a “Pharmaceutical Entrepreneurship - Pharma and Life Sciences “, in the “Life sciences” Sector/Industry and aims at building the following key competencies amongst the learner

<b>Program Name</b>	<b>Pharmaceutical Entrepreneurship</b>
<b>Version No.</b>	01
<b>Version Update date</b>	02AUG2022
<b>Pre- requisites to Training</b>	B. Pharm / M. Pharm / Ph.D., Pharm D, Pharma Faculties – Pharmacy & Life Science (any specialization)
<b>Training Outcomes</b>	<ul style="list-style-type: none"> <li>• <b>After completing this program, participants will be able to gain knowledge about:</b></li> <li>• The word 'Entrepreneur”</li> <li>• Evolution of 'Entrepreneur”</li> <li>• Who is an entrepreneur?</li> <li>• Who can become a Pharmaceutical Entrepreneur?</li> <li>• Can a pharmacist become an entrepreneur?</li> <li>• How can a pharmacist become an entrepreneur?</li> <li>• How Indian Government support pharmacists for Entrepreneurship</li> <li>• The Entrepreneurial process</li> <li>• Steps to start a company</li> <li>• Personality Traits of Successful Entrepreneurs</li> </ul>

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Program Name	Pharmaceutical Entrepreneurship
	<ul style="list-style-type: none"><li>• Start-ups and their story</li><li>• What are the changes brought by the COVID-19 pandemic?</li><li>• What are the reasons for failure of a start-up?</li><li>• Conclusion</li></ul>

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**Module No.: 1**

**Theory Duration: 3.00 Hrs**

**Evaluation: 0.30 Hrs**

Category	Division	Key Learning Outcomes	Equipment Required
A.	Theory	<ul style="list-style-type: none"> <li>• The word 'Entrepreneur'</li> <li>• Know about who is an entrepreneur?</li> <li>• Evolution of Entrepreneur</li> <li>• Different characteristics of an entrepreneur</li> <li>• Types of Entrepreneurs               <ul style="list-style-type: none"> <li>✓ The Dreamers</li> <li>✓ The real deal</li> <li>✓ The all talk no work</li> <li>✓ The serial</li> </ul> </li> <li>• Difference between an entrepreneur &amp; a businessman</li> <li>• Who can become a Pharmaceutical Entrepreneur?</li> <li>• Can a pharmacist become an entrepreneur?</li> <li>• Benefits of being a pharmacy student.</li> <li>• HOW Can a pharmacist become an entrepreneur?</li> <li>• Problems which pharmacist as an entrepreneur should think and try to solve.</li> <li>• Various Government support to</li> </ul>	Computer system, Internet, mobile

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		<p>pharmacists for Entrepreneurship.</p> <ul style="list-style-type: none"> <li>• Drugs &amp; Pharmaceutical Research Nature of Assistance from - Department of Science and Technology.</li> <li>• The Entrepreneurial process/steps/flowcharts</li> <li>• Steps to start a pharmaceutical company.</li> <li>• Personality Traits of Successful Entrepreneurs.</li> <li>• Startups and their story.</li> <li>• Few successful pharmaceutical entrepreneurs from India and their achievements.</li> <li>• What are the changes brought by the COVID-19 pandemic?</li> <li>• Reasons for failure of a startup <ul style="list-style-type: none"> <li>✓ Lack of market research</li> <li>✓ Poor financial control</li> <li>✓ Poor management</li> <li>✓ Poor Idea</li> </ul> </li> <li>• Ask these questions before you start Entrepreneurship.</li> <li>• Conclusions</li> </ul>	
B.	Continuous Evaluation Assessment	Evaluation of all topics covered in the Orientation Module	Computer system, Internet, mobile

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