

ABOUT Indira Gandhi National Open University

- The IGNOU, established by an Act of Parliament in 1985, has emerged as one of the largest University in the world. IGNOU serves the educational aspirations of nearly 3 million students in India and 32 other countries through the twenty-one Schools of Study and a network of 66 Regional Centers, around 2000 Study Centers/tele-learning centers and around 46 overseas centers. The University offers around 500 Certificate, Diploma, Degree and Doctoral programmes with strength of about 400 faculty members and academic staff at the Headquarters and Regional Centers and about 30,000 counselors from conventional institutions of higher learning, professionals from various organizations. *The degrees awarded by IGNOU are recognized as on par with those awarded by any other central or state university in the country.* **The commonwealth of Learning, Vancouver, Canada, has conferred the title, “Centre of Excellence in Distance Education” on the University.**

STUDENT SUPPORT ACTIVITIES

The courses are designed to be learner-friendly and flexible in terms of age, entry level qualifications and pace and place of learning. To provide an effective student support IGNOU has wide network of Study Centre through out country.

- **Learning Material** is sent to the students by post.
- **Audio-video cassettes and CDs** produced by the University can be heard/viewed at he study centre or purchased for use at home.
- **Counselling** sessions are held at the Study Centres usually during weekends.
- **TV Counselling and Teleconferencing** is available at Gyan Darshan channel.
- **Radio Counselling** is available through phone in programme AIR and Gyan Vani.

EVALUATION

Evaluation consists of the following components:

- Continuous assessment through assignments (30%),
- Term-end examination (70%);

PG DIPLOMA IN PHARMACEUTICAL SALES MANAGEMENT (PGDPSM)

The basic objective of this programme is to improve career opportunities of Science graduates. *This programme is especially for all those seeking a career as a Medical Representative or for the capacity building of those already in this profession.* This is for the first time that such a programme is being offered through distance mode

Credits: 32
Number of Courses: 6
Medium of Instruction: English
Eligibility:
- Graduate Degree in any Discipline with Science in 10+2
OR
- Graduate Degree in any Discipline without Science in 10+2 but with 2yrs. experience as Medical Representative
Duration: Min. 1 year, max. 3 years
Programme Fee: Rs. 8,400/- only

IGNOU is providing training to the employees of Dr.Reddy's Laboratories Ltd. through this programme.

ADMISSION: Twice a year (January & July Sessions)*
Applications submission in April/May and Oct./November

HOW TO APPLY

- The Student Handbook and Prospectus can be obtained in person from the sale counter of University Head Quarter or Regional Centres on payment *.
- The Student Handbook and Prospectus can also be downloaded from the University website www.ignou.ac.in.

The candidates are required to send the Application Form to respective Regional Centres along with a Demand Draft of the Programme Fee in favour of IGNOU**.

* Check the cost of the Application Form and last date from IGNOU website: www.ignou.ac.in or News Papers.

** In case of downloaded Forms the cost of the Form must be added to the DD.

Programme Structure

This Diploma programme consists of 32 credits. Each credit amounts to 30 study hours, comprising all learning activities. Thus, a **4 credits** course means 120 and a **6 credits** course means 180 study hours. To successfully complete this programme, the student will have to earn 32 credits over a period of **1 to 3 years** by passing all the prescribed courses. The basic structure of the programme is as follows:

Sl. No	Course Title	Course Code	Credits
1.	Introduction to Anatomy, Physiology, and Pharmaceutical Chemistry	MVE-001	6
2.	Pharmacology and Toxicology	MEV-002	6
3.	Pharmaceutics	MVE-003	4
4.	Drugs Regulatory Affairs	MVE-004	4
5.	Introduction to Management	MVE-005	6
6.	Sales Management	MVE-006	6

Contents: Brief syllabi of the individual courses are given below:

Introduction to Anatomy, Physiology, and Pharmaceutical Chemistry (MVE-001)

Unit-1	Cellular Studies of Human Tissues and Organ System
Unit-2	Anatomy and Physiology of Various Body Systems-I
Unit-3	Anatomy and Physiology of Various Body Systems-II
Unit-4	Diseases and Disorders of Various Body Systems-I
Unit-5	Diseases and Disorders of Various Body System-II
Unit-6	Diseases and Disorders of Various Body system-III
Unit-7	Essentials of Pharmaceutical Chemistry-I
Unit-8	Essentials of Pharmaceutical Chemistry-II
Unit-9	Concepts of Synthetic drugs
Unit-10	Pharmacognosy and Phytopharmaceuticals
Unit-11	Pharmacognostical studies and Herbal Formulations
Unit-12	Evaluation and Quality Control of Pharmaceuticals
Unit-13	Good Laboratory Practices, Good Manufacturing Practice and Good Clinical Practice

Pharmacology and Toxicology (MVE-002)

Unit-1	General Action of Drugs – I
Unit-2	General Action of Drugs – II
Unit-3	Drugs Acting on Autonomic Nervous System

- Unit -4 Drugs Acting on Cardiovascular System
- Unit- 5 Drugs Acting on Blood
- Unit -6 Drugs Acting on Urinary System
- Unit -7 Autacoids
- Unit -8 Drugs Acting on Respiratory System
- Unit -9 Drugs Acting on Central Nervous System
- Unit-10 Drugs Acting on Gastrointestinal Tract System
- Unit-11 Local Anaesthetics
- Unit -12 Chemotherapy – I
- Unit-13 Chemotherapy – II
- Unit-14 Drugs Acting On Endocrine System
- Unit-15 Poisoning
- Unit-16 Drug Interaction
- Unit-17 Miscellaneous Drugs

Pharmaceutics (MVE-003)

- Unit-I Introduction to Pharmaceutics
- Unit-2 Solid and Liquid Dosage Forms
- Unit-3 Parenteral and External Preparations
- Unit-4 Miscellaneous Preparations
- Unit-5 Basics of Biopharmaceutics
- Unit-6 Bioavailability, Bioequivalence and Clinical Trials
- Unit-7 Biopharmaceutics
- Unit-8 Cosmeceuticals
- Unit-9 Nutraceuticals
- Unit-10 Probiotics

Drug Regulatory Affairs (MVE-004)

- Unit-1 Pharmaceutical Industry
- Unit-2 Regulatory Authorities
- Unit-3 Clinical Trials
- Unit-4 Approval of Special Products
- Unit-5 New Drug Approval in Regulated/Non-Regulated
- Unit-6 Origin of Pharmaceutical Legislation
- Unit-7 Drug and Cosmetics Acts and Rules
- Unit-8 Miscellaneous Acts and Rules

Introduction to Management (MVE 005)

- Unit-1 Task of a Professional Manager
- Unit-2 Responsibilities of a Professional Manager
- Unit-3 Managerial Skills
- Unit-4 Planning Process
- Unit-5 Organisational Context of Decisions
- Unit-6 Decision Making Models
- Unit-7 Decision Making – Techniques and Processes
- Unit-8 Organisational. Culture and Managerial Ethos

- Unit-9 Stress Management
- Unit-10 Managing Change
- Unit-11 Training and Development
- Unit-12 Manpower planning
- Unit-13 Controlling
- Unit-14 Analysing Interpersonal Relations
- Unit-15 Leadership Styles and Influence Process
- Unit-16 Group Dynamics

SALES MANAGEMENT (MVE-006)

- Unit-1 Introduction to Marketing and its Concepts
- Unit-2 Introduction to Sales Management
- Unit-3 Personal Selling
- Unit-4 Sales Process
- Unit-5 Communication Skills
- Unit-6 Sales Presentation
- Unit-7 Negotiation Skills
- Unit-8 Handling of Promotional Tools
- Unit-9 Pharmaceutical Product Launch
- Unit-10 Retail Communication: Sales Displays
- Unit-11 Job Analysis, Recruitment and Selection
- Unit-12 Training the Sales Force
- Unit-13 Compensation and Motivation of Sales Force
- Unit-14 Monitoring and Performance Evaluation
- Unit-15 Sales Planning
- Unit-16 Sales Organisation
- Unit-17 Sales Forecasting and Sales Quotas
- Unit-18 Sales Budgeting and Control

POST GRADUATE DIPLOMA IN PHARMACEUTICAL SALES MANAGEMENT (PGDPSM)



**SCHOOL OF VOCATIONAL
EDUCATION AND TRAINING**
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MADIAN GARHI, NEW DELHI – 110 068

For further information, contact:

Dr. Rachna Agarwal
Programme Coordinator
**School of Vocational Education &
Training**
Block 15E, 1st Floor, New Schools Building
Indira Gandhi National Open University
Madian Garhi, New Delhi – 110 068
Ph.:011- 29571647/1642/1643
Email: rachna_agarwal@ignou.ac.in