

**Ahmedabad  
University**



**GLOBAL EXECUTIVE MBA  
IN PHARMACEUTICAL MANAGEMENT**



# GLOBAL EXECUTIVE MBA

P H A R M A C E U T I C A L  
M A N A G E M E N T

**PROGRAMME COMMENCES**

**FEBRUARY 2025**

## **ABOUT**

## **AHMEDABAD UNIVERSITY**

Ahmedabad University is a private, non-profit research university that offers students a liberal education focused on interdisciplinary learning and research thinking. We mould independent thinkers and compassionate leaders who go on to engage innovatively with the complex challenges of our societies. As a research university, we are committed to the discovery of new ideas, and to the belief that good theory results in good practice. Our academic environment offers students, researchers, and faculty the opportunity to participate in a unique learning process, mediated by fieldwork and projects that enable deep creative insight, rigorous analytical experimentation, and fulfilling careers. Ahmedabad University was established in 2009 by the Ahmedabad Education Society to offer a world-class academic experience in one of India's most vibrant cities. With a centrally located campus and internationally renowned faculty, it offers one of the most stimulating academic environments in the country. Ahmedabad University offers undergraduate, graduate and doctoral studies in areas such as engineering, humanities, management, natural sciences, social sciences, and public health.

## GLOBAL EXECUTIVE MBA DEGREE IN PHARMACEUTICAL MANAGEMENT

Pharmaceutical, Health and Lifesciences companies are adopting digital transformation, thereby harnessing the power of Data Science, Analytics, Artificial Intelligence, and Machine Learning in their business models. Recent trends indicate that companies have now started collaborating in the value chain, to drive efficiencies and sustain growth which is achieved by integrating a digital ecosystem that is cohesive and connected. This is driving new areas of strength within the pharmaceutical industry. The future of the pharmaceutical industry is expected to be driven by digital transformation that is enabled by interoperable data and open, secure platforms, with the objective to move towards personalised drugs and treatment. The Global Executive MBA in Pharmaceutical Management is designed to prepare senior professionals for this transformation in the industry.



**SUDHIR MEHTA**

**CHAIRMAN EMERITUS  
TORRENT GROUP**

“The present generation of employees are challenged to find solutions to industrial and social problems. These problems require interdisciplinary knowledge, system thinking and an understanding of social issues. An example of immediate market demand is for programmes specific to the pharmaceutical industry, such as compliance with US Food and Drug Administration regulations and “current good manufacturing practices”. The Global Executive MBA programme for pharmaceutical professional support innovation and good practices, improve businesses’ use of the workforce and their ability to apply technology.”



**KIRAN MAZUMDAR SHAW**

**CHAIRPERSON  
AND MANAGING DIRECTOR  
BIOCON LIMITED**

“Health Economics is a very complex area and there has to be a strong focus in various ways especially through structured interventions and programmes that will cover various modules on processes, quality, digital transformation and so on. When we talk about quality in the pharmaceutical industry, it is usually the process of making the drug and not the end product which is the drug itself. Drug delivery is becoming an important technology and hence one has to stay ahead of its competition through perpetual innovation. I also believe in Data Analytics and Data Sciences which is going to play a vital role in the digital transformation of the global pharmaceutical industry.”



**PANKAJ PATEL**

**CHAIRMAN  
AND MANAGING DIRECTOR  
ZYDUS LIFESCIENCES**

“There is an immediate need for effective intervention to understand employer needs, variable sector specific skills, training requirements that improve business performance, and articulation of business expectations for industry growth. Given its mandate, the Executive Education programme endeavours to bring together higher education institutions and employers to evolve modalities for collaboration with the aim to meet India’s medium and long-term skills and business needs for the 21<sup>st</sup> century.”

# PROGRAMME

## OVERVIEW

Ahmedabad University offers a Global Executive MBA Degree in Pharmaceutical Management for working professionals in the sector. This rigorous 2-year degree programme aims to empower management teams with leadership capabilities to enhance decision making and sharpen execution throughout the pharmaceutical value chain.

The unprecedented crisis that the world is facing today in the form of the pandemic is going to heighten the emphasis on health and wellbeing. This will, in turn, spur innovations to drive the size and growth of the pharmaceutical, life sciences, and healthcare industry with positive impact on the health of the global population. This value will flow to firms that have talent - especially at the management and leadership levels - ready to adopt the innovation into their businesses.

The programme combines gaining pharmaceutical sector-specific knowledge with learning best practices in management from across sectors. This gives the participants the best of both worlds - depth of pharmaceutical industry expertise and breadth of management thinking. The aim of the programme is to help participants make the leap from being good managers to great leaders. What often sets leaders apart from managers is perspective; the ability to see the big picture, to rise above the daily tasks to see what lies beyond the horizon. You will enter the programme as a manager, leave as a leader. Participants will learn not just how to manage tasks better in the next quarter, but in the next decade.

Pharmaceutical, Health and Lifesciences companies are adopting digital transformation, thereby harnessing the power of Data Science, Analytics, Artificial Intelligence, and Machine Learning in their business models. Companies have now started

collaborating in the value chain, to drive efficiencies and sustain growth which is achieved through a connected digital ecosystem. The future of the pharmaceutical industry is expected to be driven by digital transformation that is enabled by interoperable data and open, secure platforms, with the objective to move towards personalised drugs and treatment.

The Global Executive MBA in Pharmaceutical Management is designed to prepare senior professionals for this transformation. It is designed to engage pharmaceutical and healthcare business owners and professionals in intense interactions with experienced colleagues and global faculty on key issues affecting the pharmaceutical and life sciences sector. The delivery method of the programme includes Masterclasses, Case Studies, Simulations, Collaborative Workshops, One-on-One Coaching, and the Capstone Project; aimed to enable participants to continually enhance their professional performance while sharpening their domain and managerial perspectives.

The unique proposition of this programme is its depth of contextualisation in the domains of Biological and Life Sciences, Pharmaceutical Research and Development, Manufacturing, Operations, Sales and Marketing functions; all in the context of the regulatory landscape of the pharmaceutical industry. This domain expertise is encapsulated inside the wider leadership perspective. The programme is led by distinguished faculty from India and abroad, specialising in business leadership, management, digital and medical technology, biological and life sciences, and pharmaceutical sectors.

# KEY BENEFITS

## TO THE PARTICIPANTS AND ORGANISATIONS

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- An MBA Degree from Ahmedabad University
- Learn about all the business functions and related decisions in managing a business in the pharmaceutical industry
- The modular design of the programme over 7 residencies enables participants to continue working while pursuing the programme
- Uniquely crafted to hone leadership talent while being deeply rooted in the domains relevant to the Pharmaceutical, Bio-Pharma, Health, and Life Sciences industries
- Understand regulatory landscape including Quality Control, the US Food and Drug Administration (FDA) and the European Medicines Agency (EMA), deeply
- The programme faculty comprises of globally renowned senior faculty from world-class institutions, as well as global industry leaders, entrepreneurs and innovation champions
- Highlight, recognise and learn to solve real-time challenges faced by the organisation in a competitive business environment
- Imbibe leadership orientation and skills among professionals and build capabilities of leading teams across volatile and complex market challenges
- Train through industry knowledge sessions, practices and masterclasses, business research and strategic simulations to equip them to become more agile in navigating competitive and regulatory dynamics
- Develop capabilities to build and manage markets entry/exit strategies with robust product/brand portfolios
- Develop capabilities in Data Science and Analytics along with an introduction to Artificial Intelligence and Machine Learning
- Sharpen specific organisational initiatives and projects under the guidance of globally reputed faculty
- Build a culture for perpetual learning, development and coaching to help build and sustain professional growth, both for self and your teams
- Networking opportunity with industry leaders and peers
- Special discount for female candidates aspiring to become leaders for more challenging roles and responsibilities
- Access to Alumni benefits at Ahmedabad University

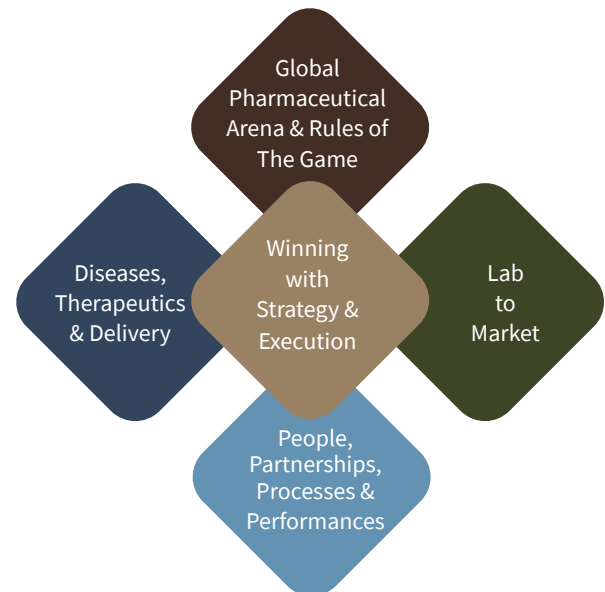
## WHO MUST ATTEND

The programme brings together business owners and mid-to-senior level professionals from across the Pharmaceutical value chain who seek to advance their leadership careers. This programme is highly suitable for:

- Business owners, business promoters, senior leaders and senior professionals from the pharmaceutical industry
- Professionals from health and life sciences along with consultants associated with the pharmaceutical industry
- Professionals associated with biotechnology, bioinformatics, and health care industries
- Pharmacists and medical practitioners associated with the pharmaceutical industry
- Participants will ideally have 10-25 years of work experience



## OUR PARTNERS







## CURRICULUM OUTLINE

- Growth & Innovation in Global Pharmaceuticals Industry
- Innovation in Healthtech & Health Economics
- Global Drug Regulatory and Legal Environment
- Economics of Pharmaceuticals
- Managing Small Molecules, Biologics and Macromolecules Product Development
- Pharmacotherapy and Diseases
- Health Outcomes Evidence
- Business Ethics in Pharmaceuticals
- Clinical Research & Trials
- Pre-Clinical and Clinical Regulatory Submissions & Strategy
- Principles of Cost-Effective Analysis in Drug Development and Markets
- Product Management & Marketing
- Managed Markets and Supply Chains – Post Marketing Drug Utilisation Management
- Financial Management
- Partnership Models in Pharmaceutical Sector
- Lean Operations & Continuous Manufacturing
- Project Management
- Organisational Behaviour & Human Resource Management
- Leveraged and Inorganic Growth: Mergers & Acquisitions
- Global Intellectual Property Rights: Patent Strategy and Freedom to Operate
- Data Science & Statistics
- Leadership Forum: Building Agility & Adaptive Capacity
- Analytics and Digital Transformation in the Pharmaceutical industry
- Global Reimbursement and Value Capture Strategies
- Strategy and R&D Portfolio Management
- Leadership Forum: Building Decision Making Capabilities and Performance Orientation
- Risk Management and Business Development
- Business Communication



# >> PROGRAMME SCHEDULE

## DURATION

2 years

The modular design of the programme over 4 in-person residencies and 3 online residencies enables participants to continue working while pursuing the programme.

The inter-residency sessions will be conducted digitally. These sessions will focus on tutorials, one-on-one coaching, project work, discussion forums and master classes.

Programme begins: February 2025

Number of on-campus residencies(R): 4\*

## COURSE MODULES

28

- R1 February 2025
- R2 April/May 2025
- R3 August 2025
- R4 October/November 2025
- R5 February 2026
- R6 April/May 2026
- R7 August 2026

\*Tentative schedule only, and may change based on varied factors



**ABOUT AHMEDABAD UNIVERSITY'S**

# **AMRUT MODY SCHOOL OF MANAGEMENT**

The Amrut Mody School of Management at Ahmedabad University offers a range of Management programmes, from Undergraduate to Doctoral degree as well as short term certificate programmes for practitioners. The School works closely with the industry to provide a balance between rigorous practice and strong conceptual education. It aligns with the University's vision with emphasis on interdisciplinary instruction. The School has adopted experiential learning pedagogies and introduced courses that use the Project Based Learning method.





**PANKAJ CHANDRA**

**VICE CHANCELLOR  
AHMEDABAD UNIVERSITY**

“Ahmedabad University aspires to offer global exposure through collaborations with leading and top-ranking international universities. Our partners, some of the most well respected and innovative in their fields of specialisation, are assisting us in developing distinctive strengths withing our local context to meet the challenges of a globalising India.”

## ABOUT

# EXECUTIVE EDUCATION AT AHMEDABAD UNIVERSITY

Executive Education at Ahmedabad University helps professionals and organisations to adapt themselves to the demands of the digital-age workplace and the lifestyle of the digital-age professional. The workspace has changed; as technology continues to rapidly transform industries and jobs, staying relevant and competitive, requires continuously building completely new skill sets aligned to the digital world. The Executive Education Centre offers degree and post-graduate certificate programmes to working professionals and which are designed to advance participants’ leadership skills and competencies. These learning interventions help professionals to upgrade and progress in their careers while impacting the performance of their organisations they work for. Our programmes help develop the leaders for tomorrow who are equipped with deep domain knowledge coupled with independent and creative decision-making skills, often with a global perspective.

The learning experience from Executive Education at Ahmedabad University is built on active and engaged learning methodologies, such as knowledge sessions, practices and master class, case studies and business research, strategic simulations, behavioural labs, Socratic methods, live projects and so on. At Ahmedabad University, participants get the advantage to interact with stellar faculty of global repute which is possible in both group settings as well as one-on-one mentorship contexts. Furthermore, peer interactions and networking are often curated to elevate participants to their next level of development and perspectives. The insights and frameworks that the participants take away, often significantly impact the performance of the organisations they work for and drive growth.

Our customised corporate education programmes emphasise on a blend of business and university along with necessary outcomes-based interventions which help organisations cater to real-world challenges faced by them. Our approach to combine academic rigour and research brings together experienced business professionals and veteran academic experts from across global institutions that provides strategic solutions to organisation leaders for them to lead their organisation forward. We are adept and agile in constructing measurable solutions for organisations across business verticals such as leadership, finance, strategy, marketing, sales, operations, manufacturing, human resources, research, quality and so on.



## **TANGIBLE BENEFITS OF THE PROGRAMME FOR ORGANISATIONS**

The programme enables the participants to look at the big picture and develop a leadership perspective. They are able to seek synergies in strategy and execution, across functions. The participants are able to translate strategy into action, apply their learnings to their workplace. The capstone project is a way to put their learning to real use in their organisations. These are some examples of participants adding value to their organisations, as a result of learnings from the programme:

Some participants were able to design a strong product pipeline, and develop a roadmap for the

company to go beyond generics into biologics. A participant developed a predictive model for the seasonal changes in the prices of generic APIs, and identify the right time to buy, hold, or sell products, to maximise margins.

Another participant applied the concepts learnt in the programme to publish an article proposing a framework for the financial evaluation of biosimilar development candidates.

A participant used his learnings to prepare a business plan for diversifying beyond their traditional business, and launching a new nutraceutical division for his company.

# ALUMNI BENEFITS

## GLOBAL EXECUTIVE MBA IN PHARMACEUTICAL MANAGEMENT

The Alumni membership at the Ahmedabad University is offered to a select few Executive Education programmes while the alumni members will be the University's torch bearers across different industries and sectors, evincing independent thinking and compassionate leadership. Ahmedabad University Alumni continue to have an enduring engagement with their alma mater that inspires to further ideate, implement and set examples of triumph over challenges in personal and professional endeavours.

Our alumni are a healthy mix of a younger

generation of educated workforce and entrepreneurs along with seasoned, professional leaders from various industries and sectors that bring credible life experiences. We believe in ethical and environmental consciousness along with social responsibility and expect our alumni to enable success with an impact to not only business but also to the global community at large.

Ahmedabad University extends a range of benefits to its alumnus. **For further information please write to [execed@ahduni.edu.in](mailto:execed@ahduni.edu.in)**



### MR. SWANAND PALASULE

SENIOR DIRECTOR  
PROGRAMME MANAGEMENT  
BIOCON LIMITED

GEMBA PM  
(CLASS OF 2021)

“One of the biggest advantages of this programme is the opportunity to interact with experienced Indian and international faculty. This programme helps in understanding concepts such as analytics, business strategy and fundamentals of management which allows the participants to gain insights into relevant industry knowledge in this digital age. I would highly recommend this programme to all professionals working across domains such as manufacturing, marketing, and R&D within the pharma industry. While broadening the knowledge base, this programme will also enable one to take the learning back to your careers.”

“This programme gave me a holistic perspective on strategic pharmaceutical management practices. We got exposure to cross-functional domains such as economics, operations, finance, that is taught by globally reputed faculty from UCSD, Ahmedabad University, the IIMs and so on. This programme also allows members of the cohort to share best practices and industry experiences. I highly recommend this programme to all senior professionals who want to take the next step in their careers and add more value to their organisations.”



### MR. UMESHKUMAR GUPTA

VICE PRESIDENT  
MANUFACTURING  
OPERATIONS  
GRANULES INDIA

GEMBA PM  
(CLASS OF 2020)

## GLOBALLY ACCLAIMED FACULTY AND SENIOR INDUSTRY PROFESSIONALS



**SORABH BAJAJ**  
Adjunct Faculty  
Ahmedabad University  
*PhD*  
*FIIB, New Delhi*



**ARINDAM BANERJEE**  
Assistant Professor  
IIM Ahmedabad  
*PhD*  
*University of Buffalo*



**SOURAV BORAH**  
Assistant Professor  
IIM Ahmedabad  
*PhD*  
*IIM, Bangalore*



**RUPA CHANDA**  
Professor  
IIM Bangalore  
*PhD*  
*Columbia University*



**PANKAJ CHANDRA**  
Vice Chancellor  
Ahmedabad University  
*PhD*  
*The Wharton School*  
*University of*  
*Pennsylvania*



**MUKUND DIXIT**  
Professor (Retired)  
IIM Ahmedabad  
*PhD*  
*IIT Kanpur*



**RAKESH GODHWANI**  
Chairman  
School of Meaningful  
Experiences  
*PhD*  
*Cardiff Metropolitan*  
*University*



**ANJUM GUPTA**  
CEO  
PrecisePK  
*PhD*  
*Naval Postgraduate*  
*School, CA*



**VISH KRISHNAN**  
Jacobs Family Chair  
& Faculty Director of  
CIID  
Rady School of  
Management  
University of California  
San Diego  
*PhD*  
*Massachusetts Institute*  
*of Technology*



**KIRAN MARTHAK**  
Director  
Clinical Development  
Lambda Therapeutic  
Research  
*MD*  
*The Grant Govt. College*



**PIYUSH MEHTA**  
 Professor  
 IIM Calcutta  
*PhD*  
*IIM Ahmedabad*



**AVK MOHAN**  
 Management Consultant  
 Leadership Advisory &  
 Organisational  
 Development  
*MA*  
*TISS, Mumbai*



**PARAG PATEL**  
 Senior Associate Dean  
 Amrut Mody School  
 of Management  
*PhD*  
*Gujarat University*



**MICHAEL POLLOCK**  
 VP - Global Market Access  
 Akcea Therapeutics  
*HND*  
*University of Ulster*



**KAUSHLYA  
 SANTHANAM**  
 Founder & CEO  
 Scivistai IP &  
 Communication  
*PhD*  
*PGIMER, Chandigarh*



**DIPYAMAN SANYAL**  
 Founder and CEO  
*MS*  
*The University of  
 Texas at Dallas*



**DEVANATH TIRUPATI**  
 Executive Provost  
 Ahmedabad University  
*PhD*  
*Massachusetts Institute  
 of Technology*



**KUMAR VEETRAG**  
 Co-founder and Head  
 Engineering & Product  
 enParadigm  
 Performance Solutions  
*MBA*  
*Virginia Tech*



**SUNDAR VENKATESH**  
 Advisor to Executive  
 Director  
 Asian Institute of  
 Technology  
*PhD*  
*IIM Ahmedabad*



**JOHN YORK**  
 Principal & CEO  
 Akita Biomedical  
*PharmaD*  
*University of Michigan*

## LEADERSHIP INSIGHTS



### **SUDARSHAN JAIN**

Former MD  
Abbott Healthcare  
Senior Advisor  
APAX Partnews  
Visiting Faculty  
IIM Ahmedabad  
*PGDM*  
*IIM, Ahmedabad*



### **MOHAMEDI KAGALWALA**

Co-Founder and  
Chief Scientific  
Officer  
Siragen Pharmaceuticals  
*PhD*  
*Southern Illinois*  
*University*



### **PRAKASH MODY**

Chairman and MD  
Unichem Laboratories  
*PhD*  
*University of Mumbai*



### **MILAN PALEJA**

Former MD and Vice  
Chairman  
Novartis India Limited  
Founder and MD  
Wellesta Holdings  
*AICWA*  
*Institute of Cost*  
*and Works*  
*Accountants of India*



### **AMISH VYAS**

Managing Director  
Baxter India  
*MBA*  
*Gujarat University*



### **AJAY BHATT**

President  
Global Human  
Resources  
Intas Pharmaceuticals  
*Master of Social Work*  
*MSU Baroda*



### **CHELLA PANDIAN PITCHAI**

Global Head & AVP  
Talent, Culture, L&D,  
LDP and DEI  
Biocon Biologics  
*MBA*  
*Bharatiar University*  
*EGMP*  
*IIM Bangalore*



### **SWAMI SUBRAMANIAM**

Ignite Life Science  
Foundation  
*PhD*  
*University of*  
*Pennsylvania*



# BOARD OF GOVERNORS



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Ahmedabad University  
*Member Secretary*







Ahmedabad  
University



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**PROGRAMME COMMENCES**

OCTOBER 2024