



Mu Sigma

DO THE MATH

Course Announcement
Know your Industry – Pharma
(Level 1)

July 3
2019



Topic	Know your Industry - Pharma (Level 1)
Credits	5 Credits
Course Duration	2 weeks
Learning Outcomes	<ul style="list-style-type: none">▶ Appreciate various sectors of the pharmaceutical industry▶ Develop familiarity with the interaction between different stakeholders involved in the industry▶ Identify what is a drug and drug discovery process▶ Evaluate the need for drug regulations & the regulatory bodies involved before a drug is launched in the market▶ Develop familiarity with marketing strategies for drug promotion▶ Identify the process involved in pharma supply chain▶ Differentiate types of analytical problem statements associated with the industry▶ Explore various pharmaceutical related data sources
Module Components	<ul style="list-style-type: none">▶ Pharmaceutical Terminologies▶ Pharmaceutical Industry Overview▶ Overview of Pharmaceutical Company▶ Motivation of stakeholders and path to money▶ Drug Development & Clinical Research▶ Legal & Regulatory bodies in pharma▶ Drug Pricing, Reimbursement & US Health Insurance▶ Marketing Across Product Life Cycle▶ Pharma Sales, Supply Chain & Marketing▶ Pharma Problem Areas & Data Sources
Course Link	▶ Pharmaceuticals Industry (Level 1)
Pre-Requisite	▶ Business 101
Criteria to attain credits	<ul style="list-style-type: none">▶ Complete the above modules on muLearn▶ Successfully clear the final assessment
Final Assessment	▶ MCQ (closed book test)