

## SCHOOL OF STUDIES IN CHEMICAL SALES AND MARKETING MANAGEMENT

**Course Offered: MBA in Chemical Sales & Marketing Management**

**Two year (Four Semester) course**

### **Vision & Mission:**

The course was started in 1994 with a vision for developing scientifically trained marketing/quality management professional for Pharmaceuticals, Fine Chemical Industries & also for its fringes viz., Food, Cosmetics, Paints, Polymer and Diagnostic industries etc.

**Available Seats :** **30**

**Eligibility :** B.Sc. With Chemistry / Chemical Tech./ Industrial Chemistry/  
Bio-Chem. /B. Pharma. with 50% marks.

**Mode of Selection :** On the basis of the merit in entrance test conducted by the university.

### **Teaching Methodology**

Class Room Teaching	Group-Discussion	Case Studies	Marketing Surveys
Management Games	Industrial Training	Smart Classes	Seminar & Assignments

### **Industrial training and Project**

Course has compulsory industrial/summer training as the integral part of curriculum so that at the end of the course students are familiar with working environment and management aptitude of related industries.

**Contact Person : Dr.Sanjay K.Srivastava, Professor and Coordinator**  
**Mob : 9131773953**

### **Placements**

Department has developed strong relations with industries all over India for mutual cooperation. The department is able to provide placement to the students more than 90 percent. Many students are going for entrepreneurship after one or two years of service.

AVENTIS LTD	SUN PHARMA LTD	RANCHEM
MOREPEN LABORATORIES	HINDUSTAN LATEX LTD	Dr. REDDYS LABORATORIES
CIPLA LTD	LUPIN LTD	CADILA HEALTHCARE LTD
DOSHI -ION LTD	JB CHEMICALS & PHARMA LTD	NOVARTIS INDIA LTD
GLAXO PHARMA LTD	MACLEODS PVT LTD	J.MITRA.CO
IPCA PHARMA	MEDLEY PHARMACEUTICALS	ION EXCHANGE PVT LTD
HIGH POLYMER LTD	E-MERCK LTD	QUALICHEM
MICROGEN INDIA LTD	ABOTT INDIA LTD	GLAXO PHARMA LTD
ASIAN PAINTS LTD	CASTROL INDIA	THERMEX INDIA
PEPSI FOODS	MOHAN MAKINS	ALEMBIC PHARMACEUTICALS
INDOCO REMEDIES LTD	GLAXOSMITHKLINE BEECHEM	SANOFI INDIA LTD
JUBILANT LIFE SCIENCES LTD	GLENMARK PHARMACEUTICALS LTD	BIOCON LTD

### **Fee Structure:**

<b>Course</b>	<b>I Semester</b>	<b>II Semester</b>	<b>III Semester</b>	<b>IV Semester</b>
MBA CSM	Rs. 18620.00	Rs. 13200.00	Rs. 14360.00	Rs. 13200.00