

ASU, NSDC announce course in pharma sales & management

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Apeejay Stya University (ASU), based in Gurugram, and National Skill Development Corporation (NSDC) have announced a Certificate Course in Pharma Sales & Management. The course has been customised keeping in mind healthcare, pharmaceutical, and FMCG industry-specific dynamics.

Objectives of the Course-

- To manage various activities, including advertising, sales promotion, marketing research, physical distribution, pricing, and product merchandising
- Develop skills required in planning, direction, and control of the personnel, selling activities of a business unit, including recruiting, selecting, training, assigning, rating, supervising, paying, and motivating.
- Develop skills for a long-term relationship with the customer and skills to manage their 'territories' as if they were running their own business.

Students pursuing graduation in any discipline, preferably in Life Sciences / B Pharm/ M Pharm/ MBA and D Pharm can apply. Working professionals in the Pharmaceutical, Biotechnology, and Medical Devices sector may also pursue this course for further career progression.

Assessment will be done as per NSDF guidelines. Certification will be provided by National Skills Qualifications Framework (NSQF), Ministry of Skill Development and Entrepreneurship, Govt of India and Apeejay Stya University.