

Outsmart the Strategies the competition

Explore Strategies

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Dashboard Content

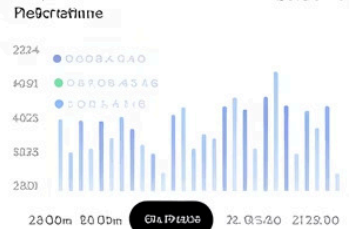
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Competition intelligence

Outsmart
strategies
competition

Learn more about us



Certificate Course in Competitive Intelligence



School of Life Science - Skill Development Training & Research

India's Premier Phygital Learning Platform for Life Sciences

Course Overview

Master the art and science of Competitive Intelligence with our specialised 6-month certificate programme tailored for life science professionals. Learn to gather, analyse, and transform competitive data into strategic business advantages across pharmaceuticals, healthcare, and medical technology sectors.

Programme Structure

Total Duration

6 Months

Study Phase

4 Months (32 Hours)

Practical Application

2 Months (18 Hours)



Schedule

Weekend Classes (Saturday & Sunday)

Mode

Virtual Platform

Investment

₹10,000 + Taxes



Expert Faculty

Dr. Manasranjan Rout

Renowned Competitive Intelligence & Strategy Expert

Professional Excellence



Industry Experience

- 23+ Years of Strategic Intelligence Experience
- Founder & Director - Impeerical Consulting (Pvt.) Ltd.
- Pharma Market Intelligence Expert & Brand Strategist



Project Portfolio

- 5,000+ Intelligence Projects
- 500+ Global Clients
- Visiting Faculty - Amity University

Academic Credentials

Doctor of Philosophy (Honoris Causa)

Strategy Marketing, Theophany University, USA

1

2

IIM Kozhikode

Strategic Management

3

PGDM - Symbiosis International University

Marketing

4

Bachelor of Commerce

Osmania University



Novapharm®

Shaping
Tomorrow's
Health



Industry Leadership



Vice President, Strategic Analysis INC

Asia Pacific, Africa & Middle East



Country Manager, Torrent Pharmaceuticals

East Africa



Strategic Consultant, Global Gene Corp

Multiple leadership roles in Glenmark, Novo Nordisk, and Torrent Pharmaceuticals



Comprehensive Curriculum

Intelligence Foundations

Months 1-2



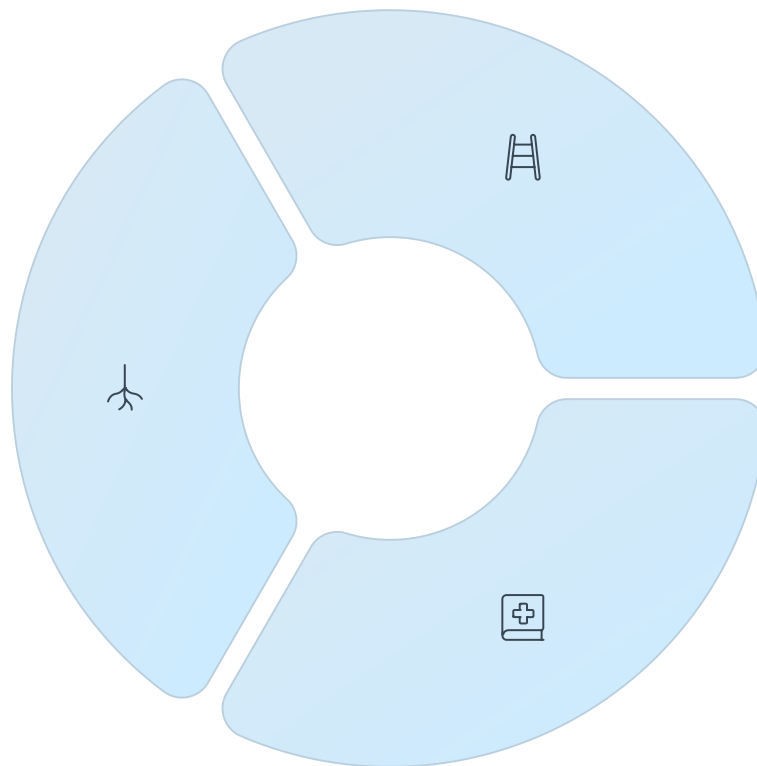
Advanced Techniques

Months 3-4



Practical Application

Months 5-6



Phase 1: Intelligence Foundations (Months 1-2)

Module 1: Competitive Intelligence Fundamentals



- Introduction to Competitive Intelligence
- CI vs. Market Research: Key Differences
- Intelligence Cycle and Framework
- Ethical Considerations in CI
- Legal Boundaries and Compliance
- CI Organisation and Team Structure

Module 2: Life Science Industry Intelligence



- Pharmaceutical Competitive Landscape
- Medical Device Market Dynamics
- Hospital & Healthcare System Analysis
- Surgical Consumables Competition
- Regulatory Intelligence Framework
- Therapeutic Area Competitive Mapping



Phase 2: Advanced Intelligence Techniques (Months 3-4)



Primary Intelligence Gathering

Human Intelligence (HUMINT) in Life Sciences



Secondary Intelligence Mastery

Open Source Intelligence (OSINT)



Technology & AI Integration

Microsoft Advanced Excel for CI



Strategic Intelligence Analysis

Competitor Profiling & Assessment



Module 3: Primary Intelligence Gathering



Human Intelligence (HUMINT) in Life Sciences

- Key Opinion Leader (KOL) Intelligence
- Conference & Event Intelligence
- Sales Force Intelligence
- Customer Intelligence Programmes



Expert Network Utilisation

Competitive Benchmarking Studies



Win/Loss Analysis Methodologies

Advanced analytical frameworks for competitive insights

Module 4: Secondary Intelligence Mastery

Open Source Intelligence (OSINT)



- Patent Intelligence Analysis
- Scientific Literature Mining
- Regulatory Filing Intelligence
- Financial Intelligence from Public Sources

Database Intelligence



- Commercial Database Utilisation
- Government Database Mining
- Academic Research Intelligence

Digital Intelligence Techniques



- Social Media Intelligence
- Web Scraping for CI
- Digital Footprint Analysis

Module 5: Technology & AI in Competitive Intelligence

Microsoft Advanced Excel for CI

- Competitive Data Modelling
- Intelligence Dashboards
- Scenario Planning Tools
- Predictive Analytics

Artificial Intelligence Applications

- AI-Powered Competitor Monitoring
- Natural Language Processing for Intelligence
- Machine Learning in Competitive Analysis
- Automated Intelligence Alerts

Specialised CI Software Tools

- Intelligence Management Platforms
- Competitive Monitoring Tools
- Patent Analysis Software



Module 6: Strategic Intelligence Analysis

01

Competitor Profiling & Assessment

- SWOT Analysis for Competitors
- Competitive Positioning Maps
- Strategic Group Analysis
- Competitive Response Prediction

02

War Gaming & Scenario Planning

Advanced strategic simulation techniques

03

Early Warning Systems

Intelligence Communication & Reporting

Phase 3: Practical Intelligence Application (Months 5-6)

Live Intelligence Projects (18 Hours)



- Real-world competitive intelligence assignments
- Industry-specific intelligence challenges
- Client-facing intelligence projects
- Cross-functional team collaboration

Elite Internship Programme



- ✓ **Top 5 Students selected for 2-month PAID internship**
 - Placement with leading pharmaceutical and healthcare companies
 - Hands-on competitive intelligence experience
 - Professional mentorship and networking



Sector-Specific Intelligence Applications

Pharmaceutical Intelligence

Drug Development & Commercial Intelligence

Medical Device Intelligence

Technology Innovation & Regulatory Tracking

Healthcare Systems Intelligence

Hospital Procurement & Provider Dynamics

Surgical Consumables Intelligence

Vendor Analysis & Supply Chain Intelligence

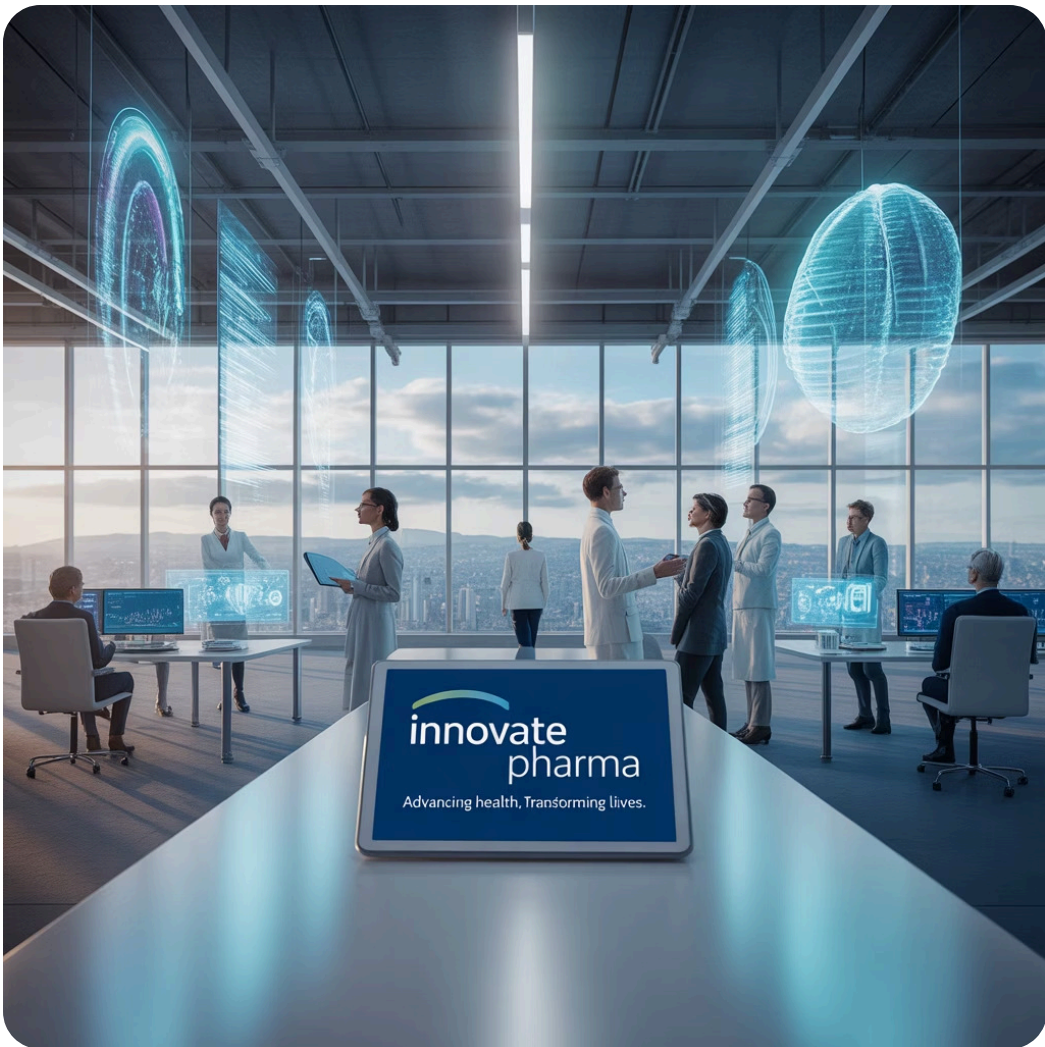
Pharmaceutical Intelligence

Drug Development Intelligence



- Pipeline Analysis & Competitive Threats
- Clinical Trial Intelligence
- Regulatory Pathway Monitoring
- Patent Cliff Analysis

Commercial Intelligence



- Launch Strategy Intelligence
- Pricing Intelligence
- Market Access Intelligence
- Sales Force Competitive Analysis

Medical Device Intelligence

Technology Innovation Tracking

Key Account Competitive Analysis

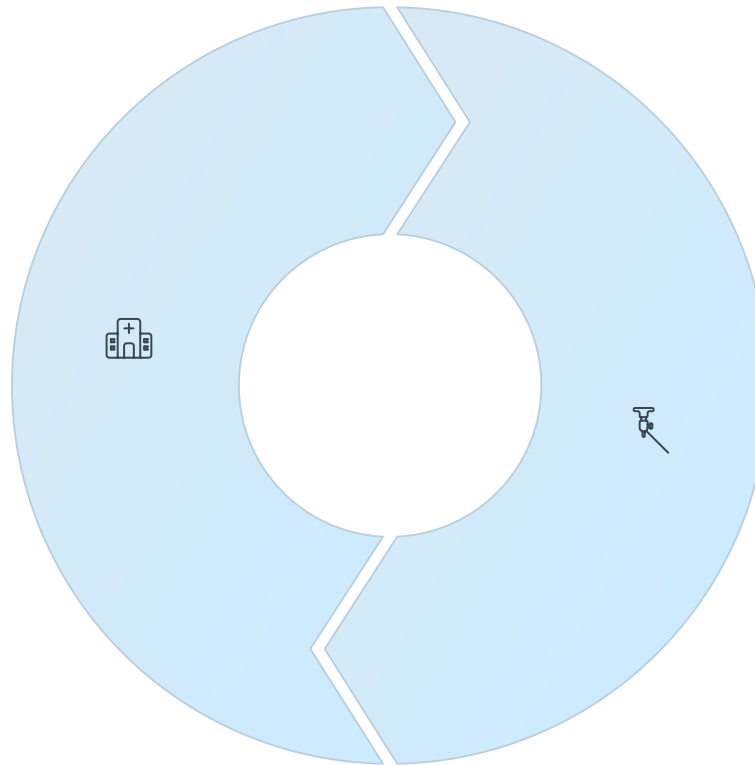
Regulatory Approval Intelligence

Product Lifecycle Intelligence

Healthcare Systems & Surgical Intelligence

Healthcare Systems Intelligence

- Hospital Procurement Intelligence
- Provider Competitive Dynamics
- Payer Intelligence & Reimbursement
- Digital Health Competitive Landscape



Surgical Consumables Intelligence

- Vendor Competitive Analysis
- Supply Chain Intelligence
- Cost Competitive Benchmarking
- Innovation Pipeline Tracking

Learning Outcomes

Upon successful completion, participants will master:



Intelligence Collection

Ethical and legal gathering of competitive information



Data Analysis

Advanced analytical techniques for competitive insights



Strategic Thinking

Converting intelligence into actionable business strategies



Technology Proficiency

AI and Excel tools for competitive advantage



Industry Expertise

Deep understanding of life science competitive dynamics



Communication Skills

Presenting intelligence to senior management



Risk Assessment

Early warning systems and threat identification



Ethical Practice

Maintaining legal and ethical boundaries in CI work



Career Transformation

High-Demand Roles:



Competitive Intelligence Analyst



Market Intelligence Manager



Strategic Intelligence Consultant



Business Intelligence Specialist



Competitive Strategy Manager



Market Research & CI Lead



Strategic Planning Analyst



Commercial Intelligence Director

Industry Sectors

Pharmaceutical & Biotech Companies

Medical Device Manufacturers

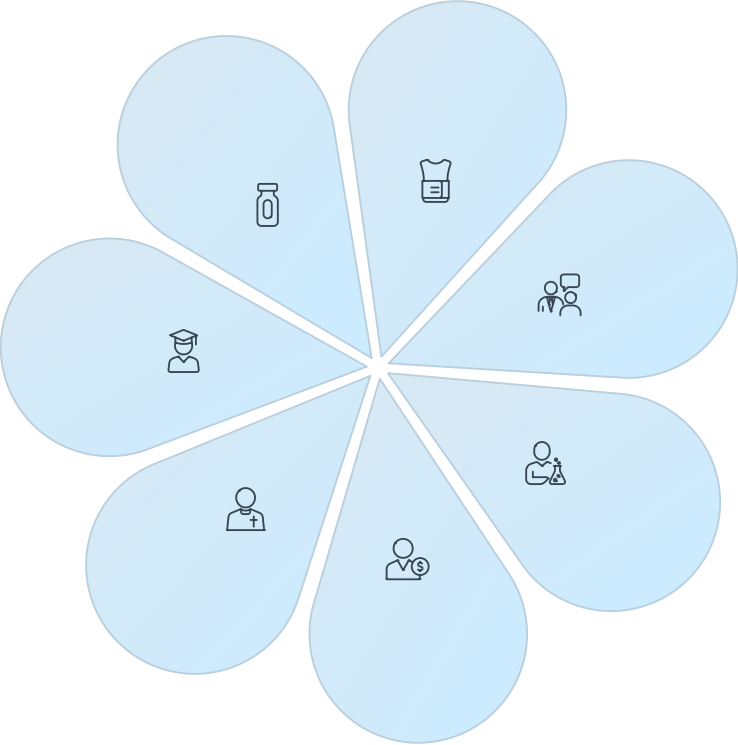
Academic Research Institutions

Healthcare Consulting Firms

Government Health Agencies

Market Research Organisations

Investment & Advisory Firms



Programme Advantages



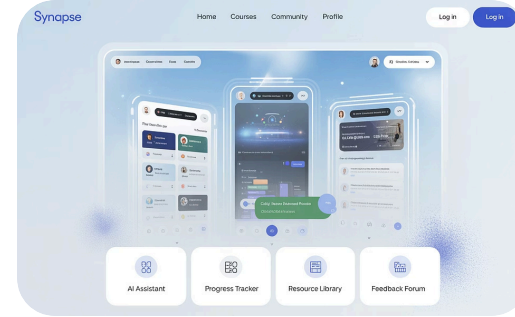
Industry-First Curriculum

Designed by practising CI professionals for real-world application



Expert-Led Learning

Direct mentorship from Dr. Rout's 23+ years of intelligence experience



Flexible Virtual Format

Weekend classes designed for working professionals



Hands-On Experience

Live projects with real competitive intelligence challenges



Professional Network

Connect with CI professionals and industry leaders



Career Support

Internship placements and job placement assistance



Cutting-Edge Tools

Access to latest AI and technology platforms

Admission Criteria

Eligibility Requirements:



- **Bachelor's degree in BSc/BPharm/MPharm/Pharma and Healthcare MBA**
- **Preference for life science background**
- **Working professionals in pharma/healthcare welcomed**
- **Analytical mindset and curiosity essential**
- **Basic computer skills required**

Selection Process:



01

Online Application

with career objectives

02

Document Verification

and background check

03

Virtual Interview

assessing analytical thinking

04

Admission Confirmation

and fee payment

Investment Details

Programme Fee:

₹10,000

Course Fee

Applicable Taxes

As per government regulations

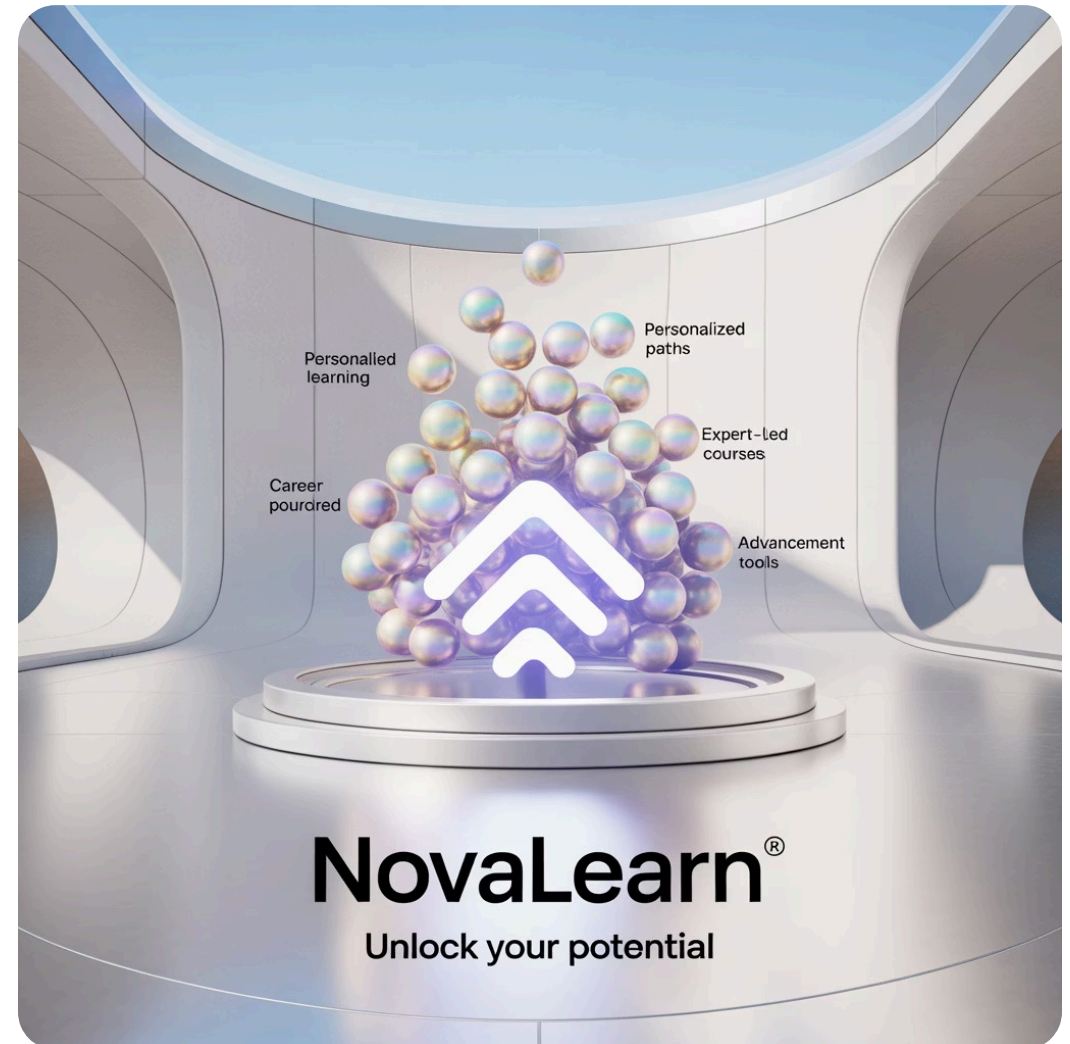
Flexible Payment

EMI options available

Early Bird Offer

15% discount for first 20 registrations

Programme Inclusions:



- Comprehensive study materials and case studies
- Professional certification upon completion
- Internship placement support for top performers
- Lifetime alumni network membership



Ethical Framework

Our programme emphasises:

Legal Compliance

in all intelligence activities

Ethical Guidelines

for information gathering

Professional Standards

in CI practice

Confidentiality

and data protection protocols

Industry Best Practices

and code of conduct



Transform Your Strategic Career!

Join India's most comprehensive Competitive Intelligence programme designed exclusively for life science professionals. Master the skills that leading companies value most in today's competitive landscape.



Limited Seats - Apply Now!



Programme Certification

Upon successful completion, participants receive:



Official Certificate

from School of Life Science



Digital Badge

for LinkedIn and professional profiles



Continuing Education Units (CEUs)

for professional development



Alumni Status

with ongoing learning opportunities

School of Life Science is committed to developing ethical, skilled competitive intelligence professionals who drive strategic advantage in the life sciences industry. Our programmes bridge the gap between academic theory and practical intelligence application.



Intelligence is Power. Strategic Intelligence is Competitive Advantage.