




Certificate Course in Market Research & Business Consulting

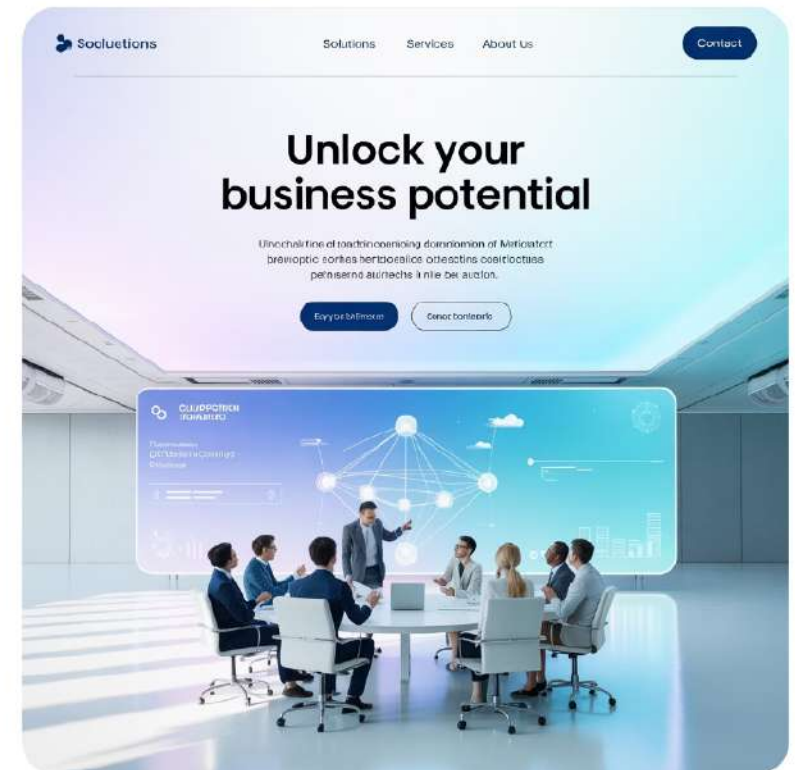
 **by School of Life Science - Skill Development Training & Research**

India's Premier Phygital Learning Platform for Life Sciences

Course Overview

Transform your career with our comprehensive 6-month Certificate Course in Market Research & Business Consulting, specifically designed for life science professionals. This industry-focused program combines theoretical knowledge with practical applications across pharmaceuticals, healthcare, and medical technology sectors.

-  Designed specifically for life science professionals seeking to excel in market research and business consulting





July
17

Course Duration & Schedule

Total Duration

6 Months

Comprehensive learning journey

Study Period

4 Months (32 Hours)

Intensive theoretical training

Project & Internship

2 Months (18 Hours)

Hands-on practical experience

Class Schedule

Weekend Classes (Saturday & Sunday)

Mode

Virtual Platform

Investment

₹10,000 + Taxes



Meet Your Faculty



Dr. Manasranjan Rout

*Renowned Strategy Consultant & Life Science
Expert*



Professional Highlights:

- 23+ Years of Industry Experience
- Founder & Director - Impeerical Consulting (Pvt.) Ltd.
- Founder & CEO - School of Lifescience
- 5,000+ Projects Completed | 500+ Clients Served
- Generative AI Expert & Pharma Career Coach



Educational Credentials:

- Doctor of Philosophy (Honoris Causa) - Strategy Marketing, Theophany University, USA
- IIM Kozhikode - Strategic Management
- PGDM - Symbiosis International University, Marketing
- Bachelor of Commerce - Osmania University



Industry Experience:



Vice President, Strategic Analysis INC

Asia Pacific, Africa & Middle East



Country Manager, Torrent Pharmaceuticals

East Africa



Strategic Consultant, Global Gene Corp

Strategic business consulting



Professor of Practice, MVN University

Academic leadership



Visiting Faculty, Amity University Noida

Educational excellence

Comprehensive Curriculum

Our meticulously designed curriculum spans 6 months, combining theoretical foundations with practical applications to ensure industry readiness.

1

Phase 1: Foundation

Months 1-2: Building core knowledge

2

Phase 2: Advanced Applications

Months 3-4: Mastering techniques

3

Phase 3: Practical Application

Months 5-6: Real-world experience



Phase 1: Foundation (Months 1-2)

Module 1: Market Research Fundamentals



- Introduction to Market Research Principles
- Research Methodology & Design
- Data Collection Techniques
- Statistical Analysis Basics
- Market Research Ethics

Module 2: Life Science Industry Overview



- Pharmaceutical Industry Landscape
- Medical Device & Equipment Markets
- Hospital & Healthcare Systems
- Surgical Consumables Market
- Regulatory Environment Analysis

📌 **Foundation Phase Goal:** Establish strong theoretical understanding of market research principles and life science industry dynamics

Phase 2: Advanced Applications (Months 3-4)



Module 3: Primary Research Excellence

- Survey Design & Implementation
- In-depth Interview Techniques
- Focus Group Methodology
- KOL (Key Opinion Leader) Engagement
- Patient Journey Mapping



Module 4: Secondary Research Mastery

- Database Mining Techniques
- Competitive Intelligence Gathering
- Market Sizing & Forecasting
- Patent Analysis
- Literature Review Methods



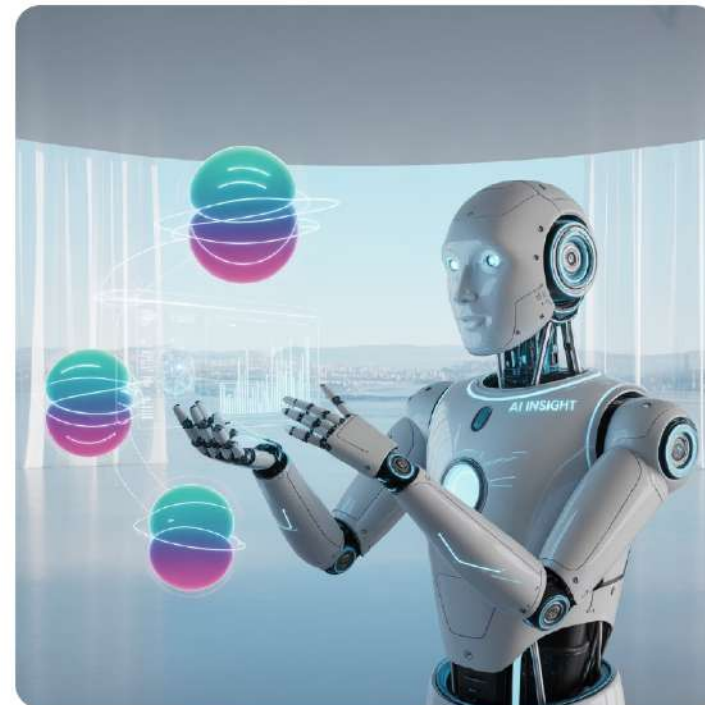
Module 5: Technology & Tools

Microsoft Advanced Excel

- Data Analysis & Visualization
- Pivot Tables & Advanced Functions
- Financial Modeling
- Dashboard Creation

Artificial Intelligence in Market Research

- AI-Powered Data Analysis
- Predictive Analytics
- Machine Learning Applications
- Automated Report Generation



Module 6: Business Consulting Skills



Client Presentation Techniques

Master the art of delivering compelling presentations that engage stakeholders and drive decision-making



Report Writing & Communication

Develop professional communication skills for creating impactful reports and documentation



Strategic Recommendations

Learn to formulate actionable strategic recommendations based on research insights



Project Management

Acquire essential project management skills for successful consulting engagements



Business Development

Understand client acquisition and relationship management in consulting practice

Phase 3: Practical Application (Months 5-6)

Live Project Work (18 Hours)



Real-world market research projects

Work on actual industry challenges

Industry-specific case studies

Deep dive into pharmaceutical scenarios

Client interaction experience

Direct engagement with industry professionals

Mentorship from industry experts

Guidance from seasoned practitioners

Internship Opportunities



✓ **Top 5 Students** selected for 2-month PAID internship

- Placement with multiple partner companies
- Hands-on experience in professional environment
- Industry networking opportunities

Specialized Focus Areas

Our program covers four critical sectors within the life sciences industry, ensuring comprehensive market research expertise across diverse domains.

Pharmaceutical Sector
Drug development and therapeutic markets



Medical Devices
Equipment and technology markets



Surgical Consumables
Medical supplies and consumables



Healthcare Systems
Hospital and care delivery analysis



Pharmaceutical Sector



Drug Development Market Analysis

Comprehensive analysis of drug development pipelines and market opportunities



Therapeutic Area Assessment

In-depth evaluation of specific therapeutic markets and treatment landscapes



Competitive Landscape Mapping

Strategic analysis of competitors, market positioning, and competitive advantages



Pricing & Market Access Strategies

Development of optimal pricing models and market access pathways



Medical Devices & Equipment

Technology Adoption Analysis

Understanding how new medical technologies are adopted in healthcare settings

Regulatory Pathway Assessment

Navigating complex regulatory requirements for medical device approval

Market Entry Strategies

Developing effective strategies for entering new medical device markets

User Need Identification

Identifying unmet needs and opportunities in medical device markets



Healthcare Systems

1

Hospital Market Dynamics

Analysis of hospital operations, market trends, and competitive positioning within healthcare systems

2

Patient Flow Analysis

Understanding patient journey patterns, bottlenecks, and optimization opportunities in healthcare delivery

3

Cost-Effectiveness Studies

Evaluation of healthcare interventions and their economic impact on healthcare systems

4

Quality Metrics Evaluation

Assessment of healthcare quality indicators and performance measurement systems

Surgical Consumables



→ Procurement Pattern Analysis

Understanding how hospitals and healthcare facilities procure surgical consumables

→ Vendor Evaluation Studies

Comprehensive assessment of suppliers and vendor performance metrics

→ Usage Trend Forecasting

Predicting future demand patterns for surgical consumables and supplies









→ Supply Chain Optimization

Improving efficiency and cost-effectiveness in surgical consumables supply chains



Learning Outcomes

Upon successful completion, participants will be able to:

-  **Design and execute comprehensive market research studies**
Master end-to-end research project management from conception to delivery
-  **Analyze pharmaceutical and healthcare markets effectively**
Develop deep analytical skills specific to life sciences industry dynamics
-  **Utilize advanced Excel for data analysis and visualization**
Become proficient in sophisticated data manipulation and presentation techniques
-  **Apply AI tools for enhanced research efficiency**
Leverage cutting-edge artificial intelligence for market research applications
-  **Develop strategic business recommendations**
Transform research insights into actionable business strategies
-  **Present findings to senior management and clients**
Master professional presentation skills for executive-level communication
-  **Navigate regulatory and competitive landscapes**
Understand complex regulatory environments and competitive dynamics
-  **Build sustainable consulting practices**
Develop skills for establishing and growing consulting businesses

Career Opportunities

Job Roles You'll Be Ready For:



Market Research Analyst



Business Intelligence Consultant



Strategic Planning Manager



Competitive Intelligence Specialist



Market Access Analyst



Business Development Associate



Healthcare Consultant



Pharmaceutical Market Researcher

Industries You Can Enter:



Pharmaceutical Companies

Leading drug manufacturers and biotech firms

Medical Device Manufacturers

Companies developing medical equipment and devices

Healthcare Consulting Firms

Specialized consulting organizations

Market Research Organizations

Dedicated research and analytics companies

Biotech Startups

Innovative biotechnology companies

Hospital Systems

Large healthcare delivery organizations

Government Health Agencies

Public sector healthcare organizations

Why Choose This Program?

Industry-Relevant Curriculum

Designed by practitioners for practitioners, ensuring real-world applicability and immediate value in professional settings

Expert Faculty

Learn from Dr. Manasranjan Rout's 23+ years of industry experience and proven track record of success

Flexible Learning

Weekend virtual classes accommodate working professionals without disrupting career commitments

Practical Exposure

Live projects and internship opportunities with leading companies provide hands-on experience

Networking Opportunities

Connect with industry professionals and fellow participants to build valuable professional relationships

Certification Value

Recognized certificate from India's premier life science education platform enhances career prospects

Admission Requirements



Eligibility Criteria:

1

Educational Background

Bachelor's degree in Bsc/BPharm/MPharm/Pharma and Healthcare MBA

2

Professional Experience

Working professionals in life sciences preferred for enhanced learning experience

3

Fresh Graduates

Fresh graduates with interest in market research welcome to apply



Open to All: Whether you're an experienced professional or recent graduate, our program is designed to accommodate different experience levels

Investment & Payment

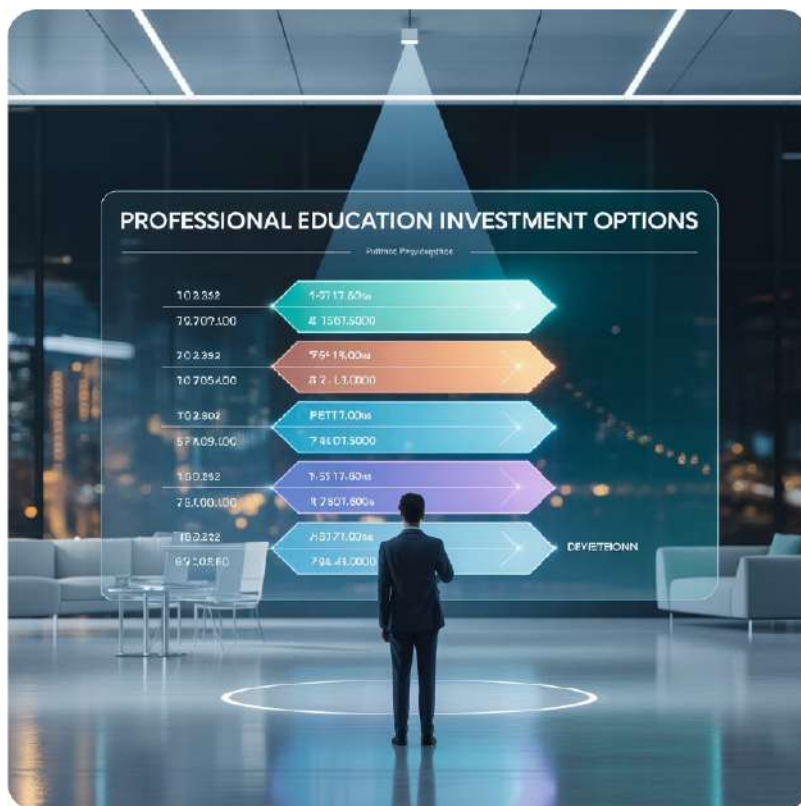
Course Fee Structure:

₹10,000

Program Fee

Comprehensive course investment

Applicable Taxes: As per government regulations



What's Included:



Study Materials

All study materials and resources



Database Access

Access to proprietary research databases



Certification

Certificate upon completion



Placement Support

Internship placement support

✓ **Exceptional Value:** Comprehensive program with industry-standard resources at an accessible investment level

Start Your Journey Today!

Transform your career with industry-relevant skills and expert guidance. Join India's most comprehensive market research program designed specifically for life science professionals.



Limited Seats Available - Apply Now!



School of Life Science is committed to developing skilled professionals who drive innovation and growth in the life sciences industry. Our programs are designed to bridge the gap between academic knowledge and industry requirements.

Ready to transform your career? The future of life sciences market research starts here.

