

CERTIFICATE COURSE BROCHURE

"I am a Pharmacist – Do I Know my Industry"

Exploring Career Opportunities in 45+ Life Science Industry Verticals

PRESENTED BY

School of Life Science – Skill Development Training & Research

India's First Phygital Platform for Life Sciences Education

COURSE OVERVIEW

Bridge the Gap Between Academic Knowledge and Industry Reality

Are you a pharmacy graduate wondering about career opportunities beyond traditional pharmacy roles? This comprehensive certificate course unveils the vast landscape of 45+ industry verticals and 30+ job types available to B.Pharm, M.Pharm, D.Pharm, and Pharm.D graduates.

Key Statistics That Will Surprise You:

- 87% pharmacy graduates lack industrial knowledge
 - Only 13% find jobs immediately due to skill gaps
 - 45+ industry domains worth USD 500+ billion in India
 - India is the "Pharmacy of the World" - 3rd largest by volume globally
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MEET YOUR FACULTY

Dr. (Prof.) Manasranjan M. Rout

Renowned Strategy Consultant & Life Science Entrepreneur

Professional Credentials:

- **23 Years** of Life Science Industry Experience

- **Founder & Director**, Impeerial Consulting (Pvt.) Ltd.
- **Founder & CEO**, School of Life Science-Skill Development Training & Research
- **5,000+ Projects** completed across pharmaceutical industry
- **500+ Clients** served including leading pharma companies
- **Professor of Practice**, MVN University, Haryana
- **Visiting Faculty**, Amity University Noida
- **Strategic Consultant**, Global Gene Corp (MNC Molecular Diagnostics)
- **Former Vice President**, Strategic Analysis Inc. (Asia Pacific, Africa & Middle East)
- **Former Country Manager**, Torrent Pharmaceuticals (East Africa)

Educational Qualifications:

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

Expertise Areas:

- Generative AI Expert
- Pharma Career Coach
- Market Intelligence & Competitive Analysis
- Brand Strategy & Market Entry Planning
- Due Diligence & Product Assessment

COMPREHENSIVE COURSE CURRICULUM

Module 1: Understanding the Life Science Ecosystem

Duration: 4 Hours (Weekend 1)

Session 1.1: Industry Reality Check (2 Hours)

- Current job market statistics and challenges
- Why 87% graduates struggle with employment
- Industry vs. Academic perspective gap
- RED-SC Impact: Revolution, Evolution, Digitalization, Startups, Consolidation, Transformation & AI

Session 1.2: India - The Global Pharmacy Hub (2 Hours)

- India's position as 3rd largest pharmaceutical market globally
- Export statistics: 50% global vaccine supply, 40% US generic demand

- API movement and China dependency reduction
 - FDI policies and investment opportunities
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Module 2: Digital Revolution in Healthcare

Duration: 6 Hours (Weekend 2)

Session 2.1: Healthcare Digitalization Trends (3 Hours)

- 825 million internet users impact on healthcare
- National Health Digital Mission breakdown
- Telemedicine boom: 4 billion consultations in FY21
- ABHA: World's largest medical record storage system

Session 2.2: Emerging Digital Opportunities (3 Hours)

- 100+ telemedicine companies analysis
 - Online pharmacy market (PharmEasy, 1mg, etc.)
 - Healthcare@Home services boom
 - 34 categories of HealthTech startups
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Module 3: Industry Verticals Deep Dive - Part 1

Duration: 8 Hours (Weekend 3 & 4)

Traditional Industries (Weekend 3 - 4 Hours)

1. **Pharmaceuticals** - Core manufacturing and R&D
2. **Over the Counter (OTC)** - Consumer healthcare
3. **Medical Devices** - Equipment and diagnostics
4. **Clinical Research** - CRO opportunities
5. **Hospital & Healthcare Services**
6. **Medical Equipment** - Technology integration
7. **Surgicals** - Specialized equipment
8. **Trade (Retail & Distribution)** - Supply chain management

Specialized Sectors (Weekend 4 - 4 Hours)

9. **Contract Manufacturing** - CDMO opportunities
10. **Medical Consumables** - Disposables market
11. **Health Insurance** - Policy and claims
12. **Advertising & Communication** - Medical marketing

- 13. **Medical Publication** - Scientific writing
 - 14. **Market Research & Consulting** - Industry intelligence
 - 15. **Medical Event Management** - Conference and exhibitions
 - 16. **Labs, Diagnostics & Genetics** - Testing services
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Module 4: Industry Verticals Deep Dive - Part 2

Duration: 8 Hours (Weekend 5 & 6)

Technical & Manufacturing (Weekend 5 - 4 Hours)

- 17. **Pharmaceutical Equipment** - Packaging, filling, labeling
- 18. **Pharmaceutical Excipients** - Formulation components
- 19. **Laboratory & Analytical Equipment** - Testing instruments
- 20. **Fine Chemicals & Intermediates** - Raw materials
- 21. **Pharmaceutical Technology** - Process innovation
- 22. **Pharmaceutical Industrial Consulting** - Green & Brownfield projects
- 23. **Distribution & Supply Chain** - Logistics management
- 24. **Quality Assurance & Regulatory Affairs**

Digital & Emerging Sectors (Weekend 6 - 4 Hours)

- 25. **Online Pharmacies** - E-commerce platforms
 - 26. **Medical Animation** - Visual communication
 - 27. **Information Technology** - Healthcare IT solutions
 - 28. **Online Clinician Networking** - Professional platforms
 - 29. **Online Patient Appointment** - Booking systems
 - 30. **Digital Marketing** - Online promotion strategies
 - 31. **E-Detailing** - Virtual sales presentations
 - 32. **Data Management & Analytics** - Big data applications
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Module 5: Future-Ready Industries & Career Mapping

Duration: 6 Hours (Weekend 7)

Session 5.1: Emerging Industries (3 Hours)

- 33. **Legal & Patent** - Intellectual property
- 34. **Medical Tourism** - Healthcare travel
- 35. **HR Consulting** - Talent management
- 36. **Medical Coding** - Healthcare documentation
- 37. **Artificial Intelligence** - AI in healthcare

- 38. **Sanitization Industry** - Infection control
- 39. **Ayurvedic & Organics** - Traditional medicine
- 40. **HealthTech Startups** - Innovation ecosystem
- 41. **Healthcare@Home** - Home-based services
- 42. **Animal Health** - Veterinary pharmaceuticals
- 43. **Quick Commerce** - Rapid delivery services
- 44. **Medical Writing** - Regulatory documentation
- 45. **Pharmacovigilance** - Drug safety monitoring

Session 5.2: Career Path Mapping (3 Hours)

- 30+ job types across industries
 - Sales vs. Marketing vs. Technical roles
 - Cross-industry mobility opportunities
 - Salary benchmarks and growth prospects
 - Building industry-ready skills
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Module 6: Corporate Healthcare Ventures & Success Stories

Duration: 4 Hours (Weekend 8)

Session 6.1: Corporate Case Studies (2 Hours)

- Reliance's Jio Health ecosystem
- Tata's healthcare portfolio (1mg, Tata Health)
- Banking sector healthcare ventures (HDFC, ICICI, SBI)
- IT companies in healthcare (TCS, Tech Mahindra)

Session 6.2: Building Your Career Strategy (2 Hours)

- Industry readiness self-assessment
 - Skill gap analysis and development plan
 - Networking strategies in life sciences
 - Interview preparation for different verticals
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LEARNING OUTCOMES

Upon completion, participants will be able to:

1. **Identify** 45+ career opportunities beyond traditional pharmacy roles
2. **Understand** the digital transformation impact on healthcare careers

3. **Analyze** industry trends and future growth sectors
 4. **Develop** a personalized career roadmap
 5. **Build** industry-specific skills and knowledge
 6. **Network** with professionals across various life science sectors
 7. **Prepare** for interviews in diverse healthcare industries
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COURSE DETAILS

Aspect	Details
Duration	8 Weekends (16 Days)
Schedule	Saturdays & Sundays
Timings	10:00 AM - 2:00 PM (4 hours/day)
Total Hours	64 Hours of Comprehensive Training
Mode	Virtual/Online Platform
Batch Size	50-60 Students (Limited Seats)
Language	English
Certificate	Industry-Recognized Certificate

INVESTMENT IN YOUR FUTURE

Course Fee: ₹2,000 + Applicable Taxes

What's Included:

- Comprehensive study materials
 - Industry reports and case studies
 - Career guidance sessions
 - Networking opportunities
 - Certificate of completion
 - Lifetime access to course community
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WHO SHOULD ENROLL

Ideal for:

- **B.Pharm Graduates** seeking career clarity
- **M.Pharm Students** exploring industry options

- **D.Pharm Professionals** wanting to upskill
 - **Pharm.D Graduates** planning career transitions
 - **Working Pharmacists** considering industry switch
 - **Fresh Graduates** struggling with job search
 - **Career Changers** entering life sciences
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CERTIFICATION

Industry-Recognized Certificate

- Certificate from School of Life Science – Skill Development Training & Research
 - Signed by Dr. Manasranjan M. Rout
 - Industry-endorsed credential
 - LinkedIn verifiable certificate
 - Enhances resume credibility
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WHY CHOOSE THIS COURSE

Unique Value Propositions:

1. **Comprehensive Coverage:** Only course covering 45+ industry verticals
2. **Expert Faculty:** Learn from 23-year industry veteran
3. **Practical Insights:** Real-world case studies and examples
4. **Digital Focus:** Understanding modern healthcare transformation
5. **Career Clarity:** Personalized career path guidance
6. **Industry Connections:** Network with professionals
7. **Affordable Investment:** Maximum value at minimal cost
8. **Flexible Learning:** Weekend schedule for working professionals

SUCCESS METRICS

Expected Outcomes:

- **95%** course completion rate
- **80%** participants report career clarity
- **70%** participants transition to new industry roles
- **90%** satisfaction rate
- **Industry-ready** skill development

CALL TO ACTION

Ready to Transform Your Career?

Don't let lack of industry knowledge limit your potential!

Register Now and join hundreds of pharmacy professionals who have discovered their true calling in the vast life sciences ecosystem.

Limited Seats Available - Register Today!

Remember: In a rapidly evolving industry worth USD 500+ billion, the question isn't whether opportunities exist – it's whether you're prepared to seize them!

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