



THE UNIVERSITY OF BURDWAN

Minor Course under Vocational Education & Training

Course Code: MSR3021

Course Title: Medical Sales Representative –Module 1

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Third Semester

Orientation Module (Duration: 4 Hrs.)

- Collect information of key persons at hospitals, pharmacies and dealers
- Summarize the healthcare ecosystem including relevant govt. scheme, social security benefits
- Gather information about health and other relevant standards and the possible company's tie up with various regulatory bodies and authorities
- Explain regulatory authorities and government policies, rules and regulations (CDSCO/NPPA/ MRTP Act) and their impact on business dynamics, relevant to Life Sciences industry.

Understand Role of MSR and Regulations for MSR (Duration: 6 Hrs.)

- Perform the occupation effectively as per company's standard guidelines
- Recall the organization structure and employment benefits in Life Sciences organizations
- Outline the role of MSR, required skills and knowledge (As per qualification pack) including its career path as well as identify the MCI code of conduct guidelines for MSR and UCP-MP Act
- Practice soft communication skills while communicating with doctors, physicians, pharmacists & cross functional colleagues.

Major Stakeholders and Sale & Distribution System in Pharma & Bio Pharma (Duration: 5 Hrs.)

- Follow-up with key persons at hospitals, pharmacies and dealers to ensure smooth coordination with product distribution related stakeholders
- Describe drug distribution system of pharmaceutical, vaccines, ayurvedic and homeopathic products and role of various stakeholders involved like CFA, distributor, stockist, and liasioning agents.



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Understanding of Human Body: Anatomy and Physiology (Duration:12 Hrs.)

- Summarize technical/ scientific data presentations and briefings about product and market
- Use the basics of general anatomy, physiology, and various systems of the human body while performing the product presentation to healthcare professionals
- Correlate medical specialties and their common diseases.

English Speaking and Personality Development Part 1 (Duration: 33 Hrs.)

- Understanding the communication process.
- The different types of communication methods.
- Communicating in English.
- First Language (Mother Tongue) Interference.
- Importance of Listening when learning English.
- Time Management.

Reference Books on Medical Sales Representative

1. Community Pharmacy Handbook - Jon Waterfield
2. Essential of Pharmaceutical Chemistry - Donald Cairns
3. Pharmaceutical Innovation and Access to Medicines- OECD 2018
4. Essential of Human Physiology for Pharmacy- Laurie Kelly
5. Textbook of Organic Medicinal and Pharmaceutical Chemistry 11th edition- Wilson and Gisvold's
6. Review of Medical Physiology 26th Edition- Gannong
7. Soft Skill for everyone- Jeff Butterfeild