



THE UNIVERSITY OF BURDWAN

Minor Course under Vocational Education & Training

Course Code: MSR5021

Course Title: Medical Sales Representative –Module 2

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

Duration: 60 Hours

Detailed Syllabus – Fifth Semester

Pharmaceutical Science Basics for MSR (Duration: 8 Hrs.)

- Use fundamentals of pharmacology by defining related terms and their significance and basics of drug metabolism while performing the product presentation to healthcare professionals
- Classify methods of drug administration and various routes of drug administration
- Classify the therapeutic drug classes & categories and their use in understanding the product
- Recall drug formularies and their relevance for product presentation
- Interpret technical/ scientific data presentations and briefings to deliver convincing presentations to doctors, pharmacists and other potential customers
- Summarize technical/ scientific data, presentations, briefings and clinical data supplied by company.

Organizational Policy & Internal Processes at Work (Duration: 4 Hrs.)

- Follow the company's guidelines, process and standard.
- Follow generic organizational policy & various internal process relevant for MS.

Market Research and Analysis and Retail Chemist Prescription Audit (Duration: 8 Hrs.)

- Gather information about competitor's products, selling and promotional activities, current market information on pricing, new products, delivery schedules, promoting techniques
- Use the techniques of market research.
- Identify needs of potential customers by going through the prescriptions given by the doctors to their patients in the defined geography
- Perform the data analysis for the information collected during RCPA.



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Pharmaceutical Marketing (Duration: 7 Hrs.)

- Identify the role of marketing across product lifecycle.
- Outline trends in life sciences marketing and implications of changing marketplace on promotional activities in Pharma/Biopharma/AYUSH sub sectors.

English Speaking and Personality Development Part 2 (Duration: 33 Hrs.)

- Organs of Speech.
- Vowels & Vowels Sounds practice.
- Consonants & Consonant Sounds practice.
- Pronunciation.
- Vocabulary.
- Work Ethic.

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