DNYANSAGAR INSTITUTE OF MANAGEMENT & RESEARCH

CONCURRENT EVALUATION

MBA-II - SEMISTER IV

PHARMA AND HEALTHCARE MANAGEMENT SPECIALISATION

SUBJECT: SC-PHCM- 02

PHARMA AND HEALTHCARE REGULATORY ENVIRONMENT IN INDIA

Faculty Name: Prof. Dr. Manisha Jagtap

Important Instructions:

The subject is evaluated on the basis of two components

ComponentNo	Component	Marks	SubmissionDate
1	**Digital Scrap Book**	50	10th March 2025
2	**Report on Intellectual Property in the Healthcare Industry Course**	50	15th March 2025
3	**Open Book Test/ Term paper**	50	As and when schedule

Note: Please follow the given instructions and ensure the completion of assignments within the specified deadlines. Feel free to seek guidance in person from Dr.Manisha Jagtap if you require any clarification or assistance during the assignment process. Good luck!

Component No	Digital Scrap Book	Submission Date :
1		10th March 2025

Digital Healthcare Innovation Scrapbook: Exploring the First Four Units

Objective:

This assignment aims to engage students in a multimedia exploration of healthcare innovation concepts covered in the **first four units of the syllabus**. Students will create a digital scrapbook that integrates various forms of media, including images, videos, articles, and interactive elements, to showcase their understanding and reflections on key topics.

Instructions:

Scrapbook Creation:

1. **Theme Selection:**
   - The theme of the digital scrapbook will focus on the foundational concepts of healthcare innovation discussed in the first four units of the syllabus, encompassing topics such as healthcare technologies, patient-centered care, healthcare delivery models, and healthcare policy.

2. **Content Collection:**
   - Gather a diverse range of multimedia materials that align with the theme of the scrapbook, including images, infographics, videos, articles, podcasts, and interactive simulations.
   - Encourage students to explore reputable sources and platforms to find relevant and engaging content related to healthcare innovation.

3. **Digital Platform:**
   - Choose a digital platform or tool for creating the scrapbook, such as Canva, Adobe Spark, or Microsoft Sway.
   - Ensure that the selected platform supports multimedia integration and provides flexibility in designing interactive and visually appealing layouts.

4. **Content Organization:**
   - Organize the collected materials into sections or chapters based on the topics covered in the first four units of the syllabus.

- Use a logical and intuitive structure to guide viewers through the digital scrapbook and facilitate navigation between different sections.

5. **Multimedia Integration:**

- Incorporate multimedia elements into the scrapbook, such as slideshows, embedded videos, audio recordings, clickable images, and interactive info graphics.
- Experiment with creative techniques and features offered by the digital platform to enhance the presentation of content and engage the audience.

6. **Personal Reflections:**

- Integrate personal reflections, commentary, and annotations throughout the digital scrapbook to provide context, insights, and reactions to the topics explored.
- Students need to share their thoughts, experiences, and opinions on the significance of healthcare innovation in contemporary healthcare practices.

Assessment Criteria:

- Creativity and innovation demonstrated in the selection and integration of multimedia materials.
- Coherence and organization of the digital scrapbook layout and design, with clear alignment to the assigned theme.
- Depth of exploration and insights provided into the topics covered in the first four units of the syllabus.
- Clarity and effectiveness of personal reflections and commentary in conveying understanding and engagement with the material.
- Overall presentation quality and usability of the digital platform for navigating and interacting with the scrapbook.

Instructions:

- The completed digital scrapbook is due 10th March 2025
- Students must submit their digital scrapbook in PDF format.
- To ensure authenticity and prevent plagiarism, each submission will be checked using plagiarism detection software.
- The digital scrapbook should be submitted via email drmanishajagtapdimr@gmail.com and hardcopy also.

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Component No	Report on Intellectual Property in the Healthcare Industry Course	Submission Date :
2		15th March 2025

Intellectual Property in the Healthcare Industry Course Completion and Report

Objective:

The objective of this assignment is to encourage students to enroll in and successfully complete the "**Intellectual Property in the Healthcare Industry** "course offered by Coursera. Upon completion of the course, students need to submit their course certificate along with a comprehensive report summarizing their key learnings and insights.

Assignment Tasks:

Course Enrollment:

Students are required to enroll in the "**Intellectual Property in the Healthcare Industry**" course offered by Coursera. Link for the same is https://www.coursera.org/learn/intellectual-property-healthcare-industry Follow the registration process provided by the course provider to enroll and gain access to the course materials and lectures.

Course Completion:

Successfully complete all modules, lectures, quizzes, assignments, and assessments as required by the course syllabus. Achieve a passing grade as specified by the course provider to qualify for the course certificate.

Certificate Submission:

Upon completion of the course, students must obtain their course certificate from the course provider. Submit a digital copy of the course certificate as proof of completion along with the assignment report.

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Report Components:

1. **Course Overview:**
   - Provide a brief overview of the "Intellectual Property in the Healthcare Industry" course, including its objectives, structure, and duration.
   - Summarize key topics covered in the course curriculum.

2. **Key Learnings:**
   - Discuss the main concepts, principles, and theories learned from the course related to intellectual property in the healthcare industry.
   - Highlight any new insights or perspectives gained from the course content.

3. **Case Studies and Examples:**
   - Present case studies or examples discussed in the course that illustrate real-world applications of intellectual property concepts in the healthcare sector.
   - Analyze the implications of these case studies and their relevance to contemporary healthcare practices.

4. **Regulatory Considerations:**
   - Explore the regulatory frameworks governing intellectual property rights in the healthcare industry at the national and international levels.
   - Discuss the role of regulatory agencies, legislation, and policies in shaping intellectual property practices.

5. **Future Trends and Challenges:**
   - Identify emerging trends, challenges, and opportunities in the field of intellectual property in the healthcare industry.
   - Discuss potential implications for healthcare innovation, technology transfer, and patient care.

Assessment Criteria:

- Depth and breadth of understanding demonstrated in the report on intellectual property issues in the healthcare industry.
- Clarity, coherence, and organization of the report structure and content.
- Critical analysis of course materials, case studies, and regulatory considerations.
- Overall presentation quality and adherence to academic writing standards.

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Submission Details:

- The report is due 15th March 2025.
- Submit the report electronically via email **drmanishajagtapdimr@gmail.com and also a HARDCOPY**
- Digital and hard copy of the course certificate obtained upon completion.
- Comprehensive assignment report summarizing key learnings and insights from the course**.**

Component No	Open Book Test / Term Paper	Submission Date :
3		As per the schedule

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