



DNYANSAGAR INSTITUTE OF MANAGEMENT & RESEARCH

CONCURRENT EVALUATION

MBA-II - SEMISTER IV

PHARMA AND HEALTHCARE MANAGEMENT SPECIALISATION

**SUBJECT: SE-PHCM- 06 ENTREPRENEURSHIP IN PHARMA AND
HEALTHCARE**

Faculty Name: Prof. Dr. Manisha Jagtap

Important Instructions:

The subject is evaluated on the basis of two components

ComponentNo	Component	Marks	SubmissionDate
1	Thematic Presentation	50	5th March 2025
2	Project Report	50	10th March 2025

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!

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Component No	Thematic Presentation	Submission Date :
1		5th March 2025

Business Plan Preparation

The objective of this assignment is to equip students with the skills and knowledge to develop a comprehensive business plan for a hypothetical venture. This assignment will require students to integrate theoretical concepts with practical insights to create a viable roadmap for a business idea.

Task Description:

Executive Summary:

Write a concise executive summary that encapsulates the essence of your business plan, including the business concept, target market, unique selling proposition, and financial projections. (Word Limit: 300 words)

Business Description:

Provide a detailed description of your business, outlining its mission, vision, objectives, and legal structure. Describe the products or services you plan to offer and explain how they address market needs. (Word Limit: 500 words)

Market Analysis:

Conduct thorough market research to understand your industry, target market, competitors, and trends. Identify your target customers, their needs, preferences, and purchasing behavior. Analyze market data to support your insights. (Word Limit: 800 words)

Competitive Analysis:

Perform a comprehensive analysis of your competitors, evaluating their strengths, weaknesses, opportunities, and threats. Identify strategies to differentiate your business and gain a competitive advantage. (Word Limit: 600 words)

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Marketing and Sales Strategy:

Develop a robust marketing and sales strategy to attract and retain customers. Outline your pricing strategy, distribution channels, advertising, and promotional activities. Provide rationale for your chosen strategies. (Word Limit: 700 words)

Operations Plan:

Detail the operational aspects of your business, including location, facilities, equipment, and personnel requirements. Describe your production process, inventory management, and quality control procedures. (Word Limit: 600 words)

Management and Organization:

Introduce the key members of your management team and their roles and responsibilities. Provide an organizational chart and explain how your team's expertise will contribute to the success of the business. (Word Limit: 400 words)

Financial Projections:

Develop detailed financial projections, including income statements, cash flow statements, and balance sheets. Estimate startup costs, operating expenses, sales forecasts, and profitability over the next three to five years. (Include tables or spreadsheets as appendices)

Funding Request:

If seeking funding, specify the amount of funding needed, its utilization, and potential sources of financing. Provide information about existing investments, loans, or grants secured for the business. (Word Limit: 300 words)

Appendices:

Include any additional documents or materials that support your business plan, such as resumes of key team members, market research data, or legal documents.

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Instructions:

- Students are required to work individually on this assignment.
- **The assignment must be submitted in a professional format (MS WORD & POWERPOINT), with proper citations and references where necessary.**
- Word limits are provided for each section to ensure conciseness and focus.
- The assignment should be submitted via email drmanishajagtapdimr@gmail.com and hardcopy also.

Evaluation Criteria:

- Clarity and coherence of the business plan components.
- Depth and relevance of research and analysis.
- Quality of strategic insights and recommendations.
- Accuracy and realism of financial projections.
- Presentation and organization of the assignment.

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Component No	Project Report	Submission Date :
2		10 th March 2025

Healthcare Entrepreneurship Course Completion and Report

Objective:

The objective of this assignment is to encourage students to enroll in and successfully complete the "**Healthcare Entrepreneurship: Taking Ideas to Market**" 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 "Healthcare Entrepreneurship: Taking Ideas to Market" course offered by Coursera. Link for the same is <https://www.coursera.org/learn/ghi-healthcare-entrepreneurship-taking-ideas-to-market>

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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Assignment Report:

- Write a comprehensive report summarizing your key learnings and insights gained from the "Healthcare Entrepreneurship: Taking Ideas to Market" course.
- Reflect on the course content, lectures, case studies, and discussions, highlighting the most valuable lessons and takeaways.
- Discuss how the course has expanded your understanding of healthcare entrepreneurship and equipped you with practical skills and knowledge to take ideas to market.
- Share any personal experiences, challenges, or successes encountered during the course and how they have contributed to your learning journey.
- Provide recommendations or suggestions for future students interested in pursuing a career in healthcare entrepreneurship.

Submission Details:

- The report is due 10th 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.

Instructions:

Students are responsible for enrolling in and completing the "Healthcare Entrepreneurship: Taking Ideas to Market" course within the designated timeframe.

Submit the course certificate and assignment report via the specified submission method provided.

Evaluation Criteria:

Successful completion of the "**Healthcare Entrepreneurship: Taking Ideas to Market**" course as evidenced by the course certificate.

Quality and depth of insights and reflections provided in the assignment report.

Clarity, organization, and professionalism of the assignment submission