

Date of Report - 10/02/2025

Title of Seminar - Career Guidance Seminar
"Career in Pharmaceutical Management After B. Pharmacy"

Date of event	10th February 2026
Time of event	9 :30 a.m. Onwards
Speaker Name	Prof. Ulhas Karkhanis Sir
No. of Participants	120 + (Final.Y. B. Pharm)
Venue	Classroom No. 003, Offline Seminar Session

Description of Event / Seminar -

Introduction

VIVA Institute of Pharmacy successfully organized a Career Guidance Seminar on "*Career in Pharmaceutical Management After B. Pharmacy*" on 10th February 2025 for the final-year B.Pharm students. The seminar was conducted in Classroom No. 003 in an offline mode, ensuring active participation and direct interaction between students and the resource person.

The session was delivered by Prof. Ulhas Karkhanis, Advisor and Head of PGDM (Pharma Management), Aldel Institute of Management, Palghar, who is a distinguished expert with extensive experience in pharmaceutical management education and industry-oriented training.

Objective of the Seminar

The primary objectives of the seminar were:

- To create awareness among students about career opportunities in pharmaceutical management.
- To guide students on the transition from technical pharmacy education to managerial roles.
- To introduce the PGDM (Pharma Management) program and its relevance in the current healthcare industry.
- To enhance students' understanding of industry expectations and required skill sets.

Seminar Proceedings

The seminar commenced at 10:00 am with a brief introduction of the speaker and the topic. Prof. Karkhanis began the session by explaining the evolving landscape of the pharmaceutical industry, emphasizing the increasing demand for professionals who possess both technical knowledge and managerial capabilities. He elaborated on the various career pathways available after B.Pharmacy in the field of pharmaceutical management, including:

- Pharmaceutical Marketing
- Product Management
- Regulatory Affairs
- Healthcare Consultancy
- Business Development

The speaker highlighted how the pharmaceutical sector is rapidly transforming into a business-driven ecosystem, where strategic planning, market analysis, communication skills, and leadership abilities are essential for career growth. Further, he discussed the importance of pursuing postgraduate

education such as PGDM (Pharma Management). He explained how this program bridges the gap between core pharmaceutical knowledge and business management skills, thereby opening doors to leadership roles in the industry.

Key Insights Delivered

Prof. Karkhanis provided valuable insights on :

- The structure and curriculum of PGDM (Pharma Management) programs.
- Skill sets required for success, including communication, analytical thinking, and decision-making abilities.
- Industry expectations and real-time challenges faced by professionals.
- Placement opportunities and career growth prospects in top pharmaceutical companies.

He supported his discussion with practical examples and case-based scenarios, which helped students understand real-world applications of pharmaceutical management concepts.

Student Interaction and Engagement

The seminar included an interactive session where students actively participated by asking questions related to career planning, higher education options, and industry trends. The speaker addressed all queries with clarity and provided personalized guidance, making the session highly engaging and informative.

The interactive nature of the seminar encouraged students to think critically about their career choices and explore new opportunities beyond traditional pharmacy roles.

Outcome of the Seminar

The seminar was highly beneficial for the students as it:

- Enhanced awareness about diverse career opportunities in pharmaceutical management.
- Motivated students to consider higher education in management fields.
- Provided clarity on career pathways and industry expectations.
- Improved students' confidence in making informed career decisions.

A total of 120 + final-year B.Pharm students attended the seminar and actively participated throughout the session.

Conclusion

The Career Guidance Seminar on "*Career in Pharmaceutical Management After B. Pharmacy*" was successfully conducted and received positive feedback from all participants. The session proved to be insightful, informative, and highly relevant to the students' future career aspirations. The institute expresses sincere gratitude to Prof. Ulhas Karkhanis for sharing his valuable knowledge and guiding students towards promising career opportunities in pharmaceutical management.

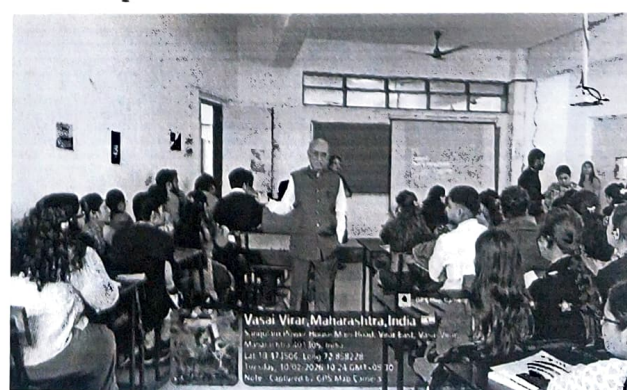
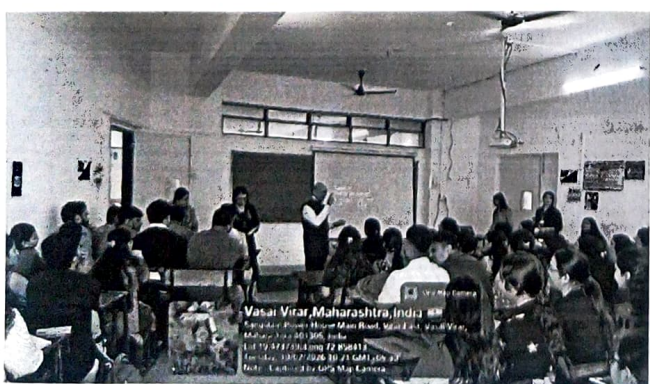
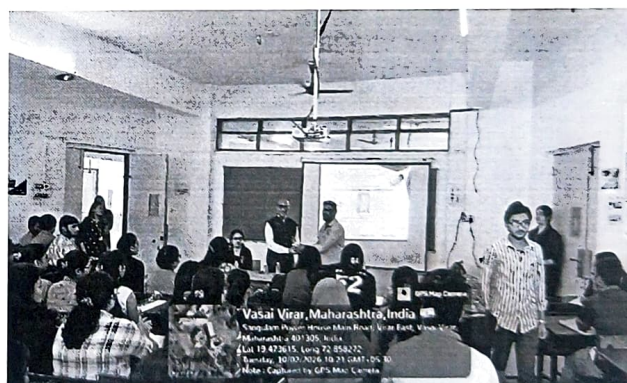
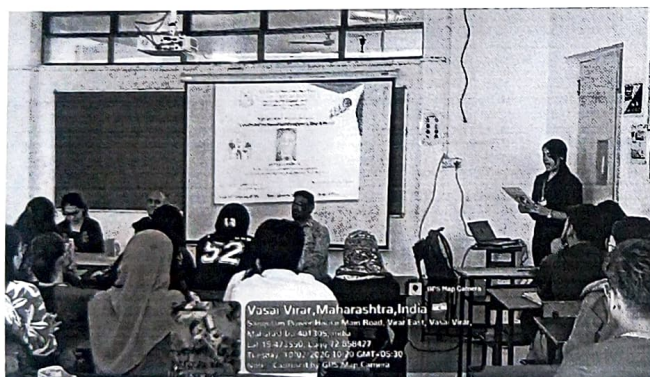
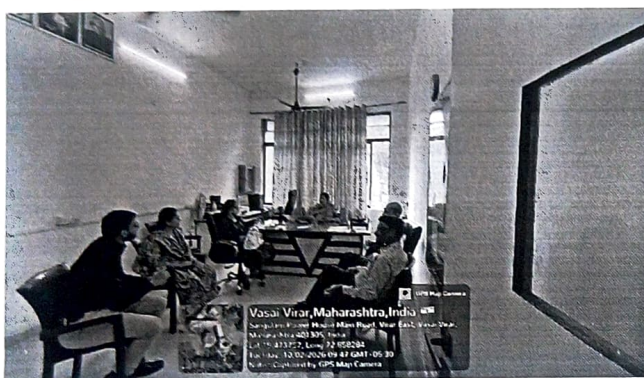
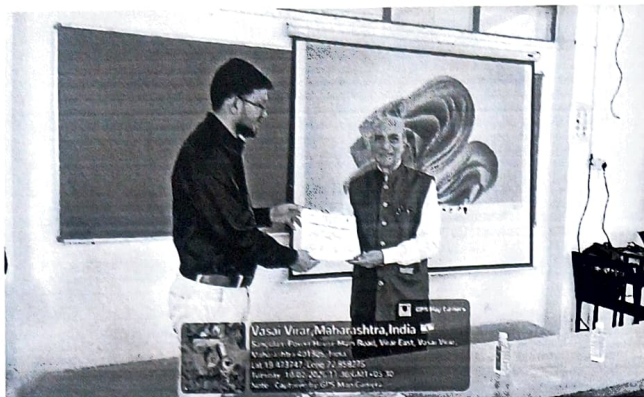

Report Prepared by
Event Coordinator/ Incharge




Dr. Sunita Ogale
Principal

Vishnu Waman Thakur Charitable Trust's
VIVA INSTITUTE OF PHARMACY
 At. Shirgaon, Veer Sawarkar Road, Virar (E),
 Tal. Vasai, Dist. Palghar - 401305, Maharashtra

Photos of Career Guidance Seminar



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