

Academic Calendar Report

Mr. Habibullah Soomro (Lecturer)

Course:	Pharmacy Practice-VIII A (Pharmaceutical Management & Marketing)	Program:	PHARM-D
Batch:	2021-22	Semester/Year:	Final Year - 9th Semester

S.No.	Date	Week	Teacher	Description
1	12/01/2026	Week 1	Mr. Habibullah Soomro	Introduction to management & marketing; Nature of Management; Principles of Management
2	19/01/2026	Week 2	Mr. Habibullah Soomro	Types of managers; Functions of Managers ; Planning, Purpose of planning
3	26/01/2026	Week 3	Mr. Habibullah Soomro	Types of Planning; Steps in Planning; Organizing, Organizational Structure, Division of Work
4	02/02/2026	Week 4	Mr. Habibullah Soomro	Authority and Responsibility; Coordination and Integration; Resource Allocation
5	09/02/2026	Week 5	Mr. Habibullah Soomro	Organizational Goals and Alignment, Communication in Organizing; Human Resource Management; Organizational Culture
6	16/02/2026	Week 6	Mr. Habibullah Soomro	Steps in the Control Process; Purpose of management control system; Management Control Systems.
7	23/02/2026	Week 7	Mr. Habibullah Soomro	Critical control points and standards; Requirements for adequate control; Forms of Operations control.
8	02/03/2026	Week 8	Mr. Habibullah Soomro	Factors influencing motivation; Types of Motivation; Motivation theories
9	09/03/2026	Week 9	Mr. Habibullah Soomro	Types of innovation; Innovation; Challenges in motivation
10	23/03/2026	Week 10	Mr. Habibullah Soomro	Creativity ; Barriers to innovation; Innovation process
11	30/03/2026	Week 11	Mr. Habibullah Soomro	Market Research and Consumer Insights; Understanding Customer Needs and Wants;
12	06/04/2026	Week 12	Mr. Habibullah Soomro	Branding and Differentiation; The Marketing Mix (4Ps of Marketing); Segmentation, Targeting, and Positioning (STP Model)

Generated on: 23/06/2026, 17:11:51

