



LESSON PLAN

Faculty Name: Mr. Ajay Malik

Subject Name: Drug Store & Business Management

Class: D. Pharmacy – IInd year

Subject Code: 2135

Scope of the Subject: The aim of this course study is to provide a fundamental knowledge on management of Drug stores, various forms of business organizations, sales promotion, recruitment & training of pharmacists, Banking & finance and Concept of Accounting.

Course outcome: Upon completion of this course, the students will be able to:

- Describe the practical steps in solving the problems of the management of drug stores.
- Explain the legal requirements to open a drug store.
- Describe the Sales promotion and Methods of inventory control.
- Explain the concept of Banking and finance
- Describe the concept of accounting.

Number of Lectures: 75 + 3

Each lecture: 01 hour

Lecture No.	Particular	Remark/Date
Introduction		
1.	General discussion about Drug stores and subject	
Module 1: Introduction to Trade, Industry and Commerce		
2.	Introduction of Trade, types of trade.	
3.	Introduction of Industry, types of industry.	
4.	Introduction of commerce, Functions and subdivisions of commerce	
5.	Introduction to elements of economics.	
6.	Introduction to elements of management.	
Module 2: Forms of Business Organizations		
7.	Introduction of pharmaceutical business	
8.	Forms of Business organizations - Sole proprietorship	
9.	Partnership firm	
10.	Joint stock company	
11.	Joint stock company	
12.	Cooperative society	
Module 3: Channels of Distribution		
13.	Introduction to drug distribution and Channels of distribution.	
14.	Types of middle men - Wholesalers - Functions and types.	
15.	Retailers - Functions and types.	
16.	Modern trends in retailing	

17.	Retail departmental store, Chain stores, and Mail order business.	
18.	Consumers' cooperative stores & Hire - purchase trading houses.	
Module 4: Drug House Management		
19.	Selection of site and space lay-out.	
20.	Legal requirements for opening of medical store.	
21.	Importance and objectives of purchasing, Purchasing procedure and methods	
22.	Storage and codification of material.	
23.	Pricing of pharmaceuticals.	
24.	Legal requirements and price control on bulk drugs and formulations.	
Module 5: Inventory Control		
25.	Objectives, importance, functions and techniques of inventory control.	
26.	ABC analysis and VED analysis	
27.	EOQ, & perpetual inventory system.	
28.	Review of slow and non - moving items and I-O ratio analysis.	
29.	Setting of various levels - safety stock, re - order level and danger level.	
30.	Use of material budgeting. Scrap and surplus disposal.	
Module 6: Sales Promotion		
31.	Objectives and techniques of Sales Promotion.	
32.	Salesmanship and qualities of a salesman.	
33.	Advertising- advantages, disadvantages, parts of advertisement and media.	
34.	Advertisement and Pharmaceutical industry.	
35.	Window display.	
36.	Market Research.	
Module 7: Recruitment, Training, Evaluation and Compensation to a Pharmacist		
37.	Pharmacist Recruitment- sources and methods.	
38.	Selection - procedure	
39.	Training - Types and methods.	
40.	Compensation to the pharmacist.	
Module 8: Banking and Finance		
41.	Definition and types of banks.	
42.	Service and functions of banks.	
43.	Financial planning and types of finance.	
44.	Sources of finance – Long term finance.	
45.	Sources of finance – Medium term finance.	
Module 9: Accountancy		
46.	Introduction to accounting - objectives and branches of accounting.	
47.	Accounting concepts.	
48.	Accounting conventions.	
49.	Book keeping - double entry system.	

50.	Different Types of accounts.	
51.	Journal – Introduction and rules of journalizing	
52.	Journal opening entries - Practice	
53.	Journal – Compound entries practice	
54.	Practice of Entries in journal.	
55.	Cash book – Introduction and types.	
56.	Single column cash book	
57.	Two columnar cash book.	
58.	Three columnar cash book.	
59.	Petty cash book.	
60.	Other day books – Purchase journal, Sales journal, Purchase Return journal and Sales Return journal.	
61.	Ledger – Introduction, Importance and rules of posting.	
62.	Posting of Ledger from journal	
63.	Posting of Ledger from cash book.	
64.	Practice of Ledger Posting.	
65.	Balancing of Accounts in ledger.	
66.	Trial balance – Introduction and objectives	
67.	Methods of Preparation of Trial Balance.	
68.	Accounting errors	
69.	Financial statements - Profit and loss account.	
70.	Balance sheet	
71.	Analysis of financial statements.	
72.	Budgeting- Objectives, Advantages and Limitations	
73.	Requirements of Effective Budgeting.	
74.	Organization of Budgeting control.	
75.	Classification of Budgets.	
Revision		
76.	Revision of previous question papers	
77.	Revision of previous question papers	
78.	Revision of previous question papers	

Teacher in-charge

HOD

Principal