

Internship Report at IIHMR university



**The IIHMR University, Jaipur
for the partial fulfillment for the award of the degree of**

Master of Business Administration (MBA)

In

Pharmaceutical Management

by

**Varsha Mittal
IIHMR-U/02/2023-25/0591
MBA PM-15**

Under the Supervision and Guidance of

Dr Ashok Peepliwal

2025

Introduction

As part of the academic requirements of the MBA program in Pharmaceutical Management at IIHMR University, I undertook a two-month internship from March 10 to May 31, 2025, under the mentorship of Dr. Ashok Peepliwal, Professor at the School of Pharmaceutical Management, IIHMR University, Jaipur. This internship aimed to enhance my understanding of real-world pharmaceutical and healthcare management practices, with a strong research focus on autoimmune ophthalmic disorders.

Objectives of Internship

The core objectives of this internship were:

- To conduct a structured dissertation on Market Research on Graves' Ophthalmopathy (GO)
- To apply theoretical knowledge to practical, data-driven analysis in pharmaceutical research.
- To gain exposure to epidemiological analysis, market assessment, and healthcare systems.
- Building academic research capabilities including literature synthesis, data interpretation, and policy-level recommendations.

Organizational Profile

IIHMR University, located in Jaipur, Rajasthan, is a leading post-graduate research university specializing in health management, hospital administration, public health, and pharmaceutical management. The university is known for its interdisciplinary approach and commitment to improving healthcare systems through education, training, research, and institutional networking.

Website: [<https://iihmr.edu.in>] (<https://iihmr.edu.in>)

School of Pharmaceutical Management: The school focuses on equipping students with managerial competencies required in the dynamic pharmaceutical industry.

Services Provided by Organization

During the internship at IIHMR University, the School of Pharmaceutical Management provided:

- Academic supervision and continuous mentorship.
- Access to research databases (PubMed, Scopus, ClinicalTrials.gov).
- Structured guidance in designing and executing the dissertation.
- Regular interaction with faculty and access to subject matter experts.
- Support in adhering to ethical and analytical standards in health research.

Key Activities/Projects Undertaken Other than Dissertation

In addition to the dissertation work, the following activities were undertaken:

a) Seminar Participation

- Attended internal faculty-led seminars on healthcare market access, real-world evidence, and emerging therapies.
- Contributed to group discussions on the future of biologics in autoimmune disease management.

b) Literature Reviews

- Supported junior batch in understanding systematic literature review (SLR) methodology.
- Conducted peer-review for two student project proposals on healthcare product marketing.

c) Assisting Faculty

- Helped organize references and visuals for Dr. Ashok Peepliwal's academic module on "Innovation in Pharmaceutical Business Models".

Key Learnings from Internship

- **Research Proficiency:** Developed advanced skills in secondary research, literature analysis, and qualitative synthesis across multi-country healthcare data (7MM).
- **Understanding of Autoimmune Market Dynamics:** Gained insights into the clinical and commercial landscape of Graves' Ophthalmopathy, including unmet needs, biologic pipeline, and market forecasts.
- **Scientific Communication:** Improved ability to communicate complex medical data and market trends effectively through writing and presentation.
- **Policy Awareness:** Understood the implications of healthcare disparities and the importance of equitable access to therapies in rare disease management.
- **Professional Development:** Cultivated critical thinking, analytical discipline, and confidence in independent academic research under expert mentorship.

Conclusion

The internship at IIHMR University, under the mentorship of Dr. Ashok Peepliwal, has been an invaluable learning experience. It not only allowed me to deepen my knowledge of pharmaceutical market research but also equipped me with skills that will be instrumental in my career in healthcare management.