Pharmacy Council of India

New Delhi

Rules & Syllabus for the Bachelor of Pharmacy (B. Pharm) Course

[Framed under Regulation 6, 7 & 8 of the Bachelor of Pharmacy (B. Pharm) course regulations 2014]

CHAPTER- I: REGULATIONS

1. Short Title and Commencement

These regulations shall be called as "The Revised Regulations for the B. Pharm. Degree Program (CBCS) of the Pharmacy Council of India, New Delhi". They shall come into effect from the Academic Year 2016-17. The regulations framed are subject to modifications from time to time by Pharmacy Council of India.

2. Minimum qualification for admission

First year B. Pharm:

2.1 Candidate shall have passed 10+2 examination conducted by the respective state/central government authorities recognized as equivalent to 10+2 examination by the Association of Indian Universities (AIU) with English as one of the subjects and Physics, Chemistry, Mathematics (P.C.M) and or Biology (P.C.B / P.C.M.B.) as optional subjects individually. Any other qualification approved by the Pharmacy Council of India as equivalent to any of the above examinations.

2.2. B. Pharm lateral entry (to third semester):
A pass in D. Pharm. course from an institution approved by the Pharmacy Council of India under section 12 of the Pharmacy Act.

3. Duration of the program

The course of study for B.Pharm shall extend over a period of eight semesters (four academic years) and six semesters (three academic years) for lateral entry students. The curricula and syllabi for the program shall be prescribed from time to time by Pharmacy Council of India, New Delhi.

Medium of instruction and examinations

Medium of instruction and examination shall be in English.

4. Working days in each semester

Each semester shall consist of not less than 100 working days. The odd semesters shall be conducted from the month of June/July to November/December and the even semesters shall be conducted from December/January to May/June in every calendar year.

5. Attendance and progress

A candidate is required to put in at least 80% attendance in individual courses considering theory and practical separately. The candidate shall complete the prescribed course satisfactorily to be eligible to appear for the respective examinations.

6. Program/Course credit structure

As per the philosophy of Credit Based Semester System, certain quantum of academic work viz. theory classes, tutorial hours, practical classes, etc. are measured in terms of credits. On satisfactory completion of the courses, a candidate earns credits. The amount of credit associated with a course is dependent upon the number of hours of instruction per week in that course. Similarly, the credit associated with any of the other academic, co/extra-curricular activities is dependent upon the quantum of work expected to be put in for each of these activities per week.

Credit assignment

Theory and Laboratory courses

Courses are broadly classified as Theory and Practical. Theory courses consist of lecture (L) and /or tutorial (T) hours, and Practical (P) courses consist of hours spent in the laboratory. Credits (C) for a course is dependent on the number of hours of instruction per week in that course, and is obtained by using a multiplier of one (1) for lecture and tutorial hours, and a multiplier of half (1/2) for practical (laboratory) hours. Thus, for example, a theory course having three lectures and one tutorial per week throughout the semester carries a credit of 4. Similarly, a practical having four laboratory hours per week throughout semester carries a credit of 2.

Minimum credit requirements

The minimum credit points required for award of a B. Pharm. degree is 208. These credits are divided into Theory courses, Tutorials, Practical, Practice School and Projectover the duration of eight semesters. The credits are distributed semester-wise as shown in Table IX. Courses generally progress in sequences, building competencies and their positioning indicates certain academic maturity on the part of the learners. Learners are expected to follow the semester-wise schedule of courses given in the syllabus.

The lateral entry students shall get 52 credit points transferred from their D. Pharm program. Such students shall take up additional remedial courses of 'Communication Skills' (Theory and Practical) and 'Computer Applications in Pharmacy' (Theory and Practical) equivalent to 3 and 4 credit points respectively,a total of 7 credit points to attain 59 credit points, the maximum of I and II semesters.

7. Academic work

A regular record of attendance both in Theory and Practical shall be maintained by the teaching staff of respective courses.

8. Course of study

The course of study for B. Pharm shall include Semester Wise Theory & Practical as given in Table – I to VIII. The number of hours to be devoted to each theory, tutorial and practical course in any semester shall not be less than that shown in Table – I to VIII.

Table-I: Course of study for semester VIII

Course code	Name of the course	No. of hours	Tutorial	Credit points
BP801T	Biostatistics and Research Methodology	3	1	4
BP802T	Social and Preventive Pharmacy	3	1	4
BP803ET	Pharma Marketing Management	3 + 3 = 6	1 + 1 = 2	4 + 4 = 8
BP804ET	Pharmaceutical Regulatory Science			
BP805ET	Pharmacovigilance			
BP806ET	Quality Control and Standardization ofHerbals			
BP807ET	Computer Aided Drug Design			
BP808ET	Cell and Molecular Biology			
BP809ET	Cosmetic Science			
BP810ET	Experimental Pharmacology			
BP811ET	Advanced Instrumentation Techniques			
BP812ET	Dietary Supplements and Nutraceuticals			
BP813PW	Project Work	12	-	6
	Total	**24**	**4**	**22**

Table-II: Semester wise credits distribution

Semester	Credit Points
I	**27/29$/30#**
II	29
III	26
IV	28
V	26
VI	26
VII	24
VIII	22
Extracurricular/ Co curricular activities	01*
Total credit points for the program	**209/211$/212#**

* The credit points assigned for extracurricular and or co-curricular activities shall be given by the Principals of the colleges and the same shall be submitted to the University. The criteria to acquire this credit point shall be defined by the colleges from time to time.

$Applicable ONLY for the students studied Physics / Chemistry / Botany / Zoology at HSC and appearing for Remedial Mathematics course**.**

#Applicable ONLY for the students studied Mathematics / Physics / Chemistry at HSC and appearing for Remedial Biology course**.**

9. Program Committee

1. The B. Pharm. program shall have a Program Committee constituted by the Headof the institution in consultation with all the Heads of the departments.

2. The composition of the Program Committee shall be as follows:
A senior teacher shall be the Chairperson; One Teacher from each department handling B.Pharm

courses; and four student representatives of the program (one from each academic year), nominated by the Head of the institution.

3. **Duties of the Program Committee**:

i. Periodically reviewing the progress of the classes.
ii. Discussing the problems concerning curriculum, syllabus and the conduct of classes.
iii. Discussing with the course teachers on the nature and scope of assessment for the course and the same shall be announced to the students at the beginning of respective semesters.
iv. Communicating its recommendation to the Head of the institution on academic matters.
v. The Program Committee shall meet at least thrice in a semester preferably at the end of each Sessional exam (Internal Assessment) and before the endsemester exam.

11. Examinations/Assessments

The scheme for internal assessment and end semester examinations is given in Table
End semester examinations
The End Semester Examinations for each theory and practical course through semesters I to VIII shall be conducted by the university except for the subjects with asterix symbol (*) in table I and II for which examinations shall be conducted by the subject experts at college level and the marks/grades shall be submitted to the university.

Semester VIII

Course code	Name of the course	Internal Assessment				End Semester Exams		Total Marks
		Continuous Mode	Sessional Exams		Total	Marks	Duration	
			Marks	Duration				
BP801T	Biostatistics and Research Methodology – Theory	10	15	1 Hr	25	75	3 Hrs	100
BP802T	Social and Preventive Pharmacy – Theory	10	15	1 Hr	25	75	3 Hrs	100
BP803ET	Pharmaceutical Marketing – Theory	10 + 10 = 20	15 + 15 = 30	1 + 1 = 2 Hrs	25 + 25 = 50	75 + 75 = 150	3 + 3 = 6 Hrs	100 + 100 = 200
BP804ET	Pharmaceutical Regulatory Science – Theory							
BP805ET	Pharmacovigilance – Theory							
BP806ET	Quality Control and Standardization of Herbals – Theory							
BP807ET	Computer Aided Drug Design – Theory							
BP808ET	Cell and Molecular Biology – Theory							
BP809ET	Cosmetic Science – Theory							
BP810ET	Experimental Pharmacology – Theory							
BP811ET	Advanced Instrumentation Techniques – Theory							
BP812PW	Project Work	-	-	-	-	150	4 Hrs	150
Total		**40**	**60**	**4 Hrs**	**100**	**450**	**16 Hrs**	**550**

Internal assessment: Continuous mode

The marks allocated for Continuous mode of Internal Assessment shall beawarded as per the scheme given below.

Table-III: Scheme for awarding internal assessment: Continuous mode

Theory		
Criteria	**Maximum Marks**	
Attendance (Refer Table –IV)	4	2
Academic activities (Average of any 3 activities e.g. quiz, assignment,open book test, field work, group discussion and seminar)	3	1.5
Student – Teacher interaction	3	1.5
Total	**10**	**5**
Practical		
Attendance (Refer Table – IV)	2	
Based on Practical Records, Regular viva voce, etc.	3	
Total	**5**	

Table- IV: Guidelines for the allotment of marks for attendance

Percentage of Attendance	**Theory**	**Practical**
95 – 100	4	2
90 – 94	3	1.5
85 – 89	2	1
80 – 84	1	0.5
Less than 80	0	0

11.2.1. Sessional Exams

Two Sessional exams shall be conducted for each theory / practical course as per the schedule fixed by the college(s). The scheme of question paper for theory and practical Sessional examinations is given below. The average marks of two Sessional exams shall be computed for internal assessment as per the requirements given in tables – X.

Sessional exam shall be conducted for 30 marks for theory and shall be computed for 15 marks. Similarly Sessional exam for practical shall be conducted for 40 marks and shall be computed for 10 marks.

Question paper pattern for theory Sessional examinations For subjects having University examination

I. Multiple Choice Questions (MCQs)OR	=	10 x 1 = 10 O R
Objective Type Questions (5 x 2) (Answer all the questions)	=	05 x 2 = 10
I. Long Answers (Answer 1 out of 2)	=	1 x 10 = 10
II. Short Answers (Answer 2 out of 3)	=	2 x 5 = 10
Total	=	30 marks

For subjects having Non University Examination

I. Long Answers (Answer 1 out of 2)	=	1 x 10 = 10
II. Short Answers (Answer 4 out of 6)	=	4 x 5 = 20
Total	=	30 marks

Question paper pattern for practical sessional examinations

I. Synopsis	=	10
II. Experiments	=	25
III. Viva voce	=	05
Total	=	40 marks

1. Promotion and award of grades

A student shall be declared PASSand eligible for getting gradein a course of B.Pharm.program if he/she secures at least 50% marks in that particular course including internal assessment.For example, to be declared as PASS and to get grade, the student has to secure a minimum of 50 marks for the total of 100 including continuous mode of assessment and end semester theory examination and has to secure a minimum of 25 marks for the total 50 including internal assessment and end semester practical examination.

2. Carry forward of marks

In case a student fails to secure the minimum 50% in any Theory or Practical course as specified in 12,then he/she shall reappear for the end semester examinationof that course. However his/her marks of the Internal Assessment shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.

3. Improvement of internal assessment

A student shall have the opportunity to improve his/her performance only once in the Sessional exam component of the internal assessment. The re-conduct of the Sessional exam shall be completed before the commencement of next end semester theory examinations.

4. Re-examination of end semester examinations

Reexamination of end semester examination shall be conducted as per the schedule given in table XIII. The exact dates of examinations shall be notified from time to time.

Table-V: Tentative schedule of end semester examinations

Semester	For Regular Candidates	For Failed Candidates
I, III, V and VII	November / December	May / June
II, IV, VI and VIII	May / June	November / December

Question paper pattern for end semester theory examinations For 75 marks paper

I. Multiple Choice Questions(MCQs)	=	20 x 1 = 20
OR		OR
Objective Type Questions (10 x 2) (Answer all the questions)	=	10 x 2 = 20
II. Long Answers (Answer 2 out of 3)	=	2 x 10 = 20
III. Short Answers (Answer 7 out of 9)	=	7 x 5 = 35
	Total =	75 marks

For 50 marks paper

I. Long Answers (Answer 2 out of 3)	=	2 x 10 = 20
II. Short Answers (Answer 6 out of 8)	=	6 x 5 = 30
	Total =	50 marks

For 35 marks paper

I. Long Answers (Answer 1 out of 2)	=	1 x 10 =10
II. Short Answers (Answer 5 out of 7)	=	5 x 5 = 25
	Total =	35 marks

Question paper pattern for end semester practical examinations

I. Synopsis	=	5
II. Experiments	=	25
III. Viva voce	=	5
Total	=	35 marks

10. Academic Progression:

No student shall be admitted to any examination unless he/she fulfills the norms given in 6. Academic progression rules are applicable as follows:

A student shall be eligible to carry forward all the courses of I, II and III semesters till the IV semester examinations. However, he/she shall not be eligible to attend the courses of V semester until all the courses of I and II semesters are successfully completed.

A student shall be eligible to carry forward all the courses of III, IV and V semesters till the VI semester examinations. However, he/she shall not be eligible to attend the courses of VII semester until all the courses of I, II, III and IV semesters are successfully completed.

A student shall be eligible to carry forward all the courses of V, VI and VII semesters till the VIII semester examinations. However, he/she shall not be eligible to get the course completion certificate until all the courses of I, II, III, IV, V and VI semesters are successfully completed.

A student shall be eligible to get his/her CGPA upon successful completion of the courses of I to VIII semesters within the stipulated time period as per the norms specified in 26.

A lateral entry student shall be eligible to carry forward all the courses of III, IV and V semesters till the VI semester examinations. However, he/she shall not be eligible to attend the courses of VII semester until all the courses of III and IV semesters are successfully completed.

A lateral entry student shall be eligible to carry forward all the courses of V, VI and VII semesters till the VIII semester examinations. However, he/she shall not be eligible to get the course completion certificate until all the courses of III, IV, V and VI semesters are successfully completed.

A lateral entry student shall be eligible to get his/her CGPA upon successful completion of the courses of III to VIII semesters within the stipulated time period as per the norms specified in 26.

Any student who hasgiven more than 4 chances for successful completion of I / III semester courses and more than 3 chances for successful completion of II / IV semester courses shall be permitted to attend V / VII semester classes ONLY during the subsequent academic year as the case may be. In simpler terms there shall NOT be any ODD BATCH for any semester.

Note: Grade AB should be considered as failed and treated as one head for deciding academic progression. Such rules are also applicable for those students who fail to register for examination(s) of any course in any semester.

17. Grading of performances

Letter grades and grade points allocations:

Based on the performances, each student shall be awarded a final letter grade at the end of the semester for each course. The letter grades and their corresponding grade points are given in Table – VI.

Table – VI: Letter grades and grade points equivalent to Percentage of marks and performances

Percentage of Marks Obtained	Letter Grade	Grade Point	Performance
90.00 – 100	O	10	Outstanding
80.00 – 89.99	A	9	Excellent
70.00 – 79.99	B	8	Good
60.00 – 69.99	C	7	Fair
50.00 – 59.99	D	6	Average
Less than 50	F	0	Fail
Absent	AB	0	Fail

A learner who remains absent for any end semester examination shall be assigned a letter grade of A Band a corresponding grade point of zero. He/she should reappear for the said evaluation/examination in due course.

18. The Semester grade point average (SGPA)

The performance of a student in a semester is indicated by a number called 'Semester Grade Point Average' (SGPA). The SGPA is the weighted average of the grade points obtained in all the courses by the student during the semester. For example, if a student takes five courses(Theory/Practical) in a semester with credits C1, C2, C3, C4 and C5 and the student's grade points in these courses are G1, G2, G3, G4 and G5, respectively, and then students' SGPA is equal to:

$$SGPA = \frac{C_1G_1 + C_2G_2 + C_3G_3 + C_4G_4 + C_5G_5}{C_1 + C_2 + C_3 + C_4 + C_5}$$

The SGPA is calculated to two decimal points. It should be noted that, the SGPA for any semester shall take into consideration the F and ABS grade awarded in that semester. For example if a learner has an F or ABS grade in course 4, the SGPA shall then be computed as:

$$SGPA = \frac{C_1G_1 + C_2G_2 + C_3G_3 + C_4 * ZERO + C_5G_5}{C_1 + C_2 + C_3 + C_4 + C_5}$$

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17. Cumulative Grade Point Average (CGPA)

The CGPA is calculated with the SGPA of all the VIII semesters to two decimal points and is indicated in final grade report card/final transcript showing the grades of all VIII semesters and their courses. The CGPA shall reflect the failed status in case of F grade(s),till the course(s) is/are passed. When the course(s)is/are passed by obtaining a pass grade on subsequent examination(s) the CGPA shall only reflect the new grade and not the fail grades earned earlier. The CGPA is calculated as:

$$CGPA = \frac{C_1S_1 + C_2S_2 + C_3S_3 + C_4S_4 + C_5S_5 + C_6S_6 + C_7S_7 + C_8S_8}{C_1 + C_2 + C_3 + C_4 + C_5 + C_6 + C_7 + C_8}$$

where C_1, C_2, C_3,.... is the total number of credits for semester I,II,III,…. and S_1,S_2, S_3,....is the SGPA of semester I,II,III,…. .

19. Declaration of class

The class shall be awarded on the basis of CGPA as follows: First

Class with Distinction	= CGPA of. 7.50 and above
First Class	= CGPA of 6.00 to 7.49
Second Class	= CGPA of 5.00 to 5.99

20. Project work

All the students shall undertake a project under the supervision of a teacher and submit a report. The area of the project shall directly relate any one of the elective subject opted by the student in semester VIII. The project shall be carried out in group not exceeding 5 in number. The project report shall be submitted in triplicate (typed & bound copy not less than 25 pages).

The internal and external examiner appointed by the University shall evaluate the project at the time of the Practical examinations of other semester(s). Students shall be evaluated in groups for four hours (i.e., about half an hour for a group of five students). The projects shall be evaluated as per the criteria given below.

Evaluation of Dissertation Book:

Objective(s) of the work done	15 Marks
Methodology adopted	20 Marks
Results and Discussions	20 Marks
Conclusions and Outcomes	20 Marks
	Total 75 Marks

Evaluation of Presentation:

Presentation of work	25 Marks
Communication skills	20 Marks
Question and answer skills	30 Marks
	Total 75 Marks

Explanation: The 75 marks assigned to the dissertation book shall be same for all the students in a group. However, the 75 marks assigned for presentation shall be awarded based on the performance of individual students in the given criteria.

SEMESTER VIII

BP801T. BIOSTATISITCS AND RESEARCH METHODOLOGY (Theory)

45 Hours

Scope: To understand the applications of Biostatics in Pharmacy. This subject deals with descriptive statistics, Graphics, Correlation, Regression, logistic regression Probability theory, Sampling technique, Parametric tests, Non Parametric tests, ANOVA, Introduction to Design of Experiments, Phases of Clinical trials and Observational and Experimental studies, SPSS, R and MINITAB statistical software's, analyzing the statistical data using Excel**.**

Objectives: Upon completion of the course the student shall be able to

- Know the operation of M.S. Excel, SPSS, R and MINITAB®, DoE (Design of Experiment)
- Know the various statistical techniques to solve statistical problems
- Appreciate statistical techniques in solving the problems**.**

Course content:

Unit-I **10 Hours**

Introduction: Statistics, Biostatistics, Frequency distribution

Measures of central tendency: Mean, Median, Mode- Pharmaceutical examples

Measures of dispersion: Dispersion, Range, standard deviation, Pharmaceutical problems

Correlation: Definition, Karl Pearson's coefficient of correlation, Multiple correlation - Pharmaceuticals examples

Unit-II **10 Hours**

Regression: Curve fitting by the method of least squares, fitting the lines y= a + bx and x = a + by, Multiple regression, standard error of regression– Pharmaceutical Examples

Probability: Definition of probability, Binomial distribution, Normal distribution, Poisson's distribution, properties - problems

Sample, Population, large sample, small sample, Null hypothesis, alternative hypothesis,sampling, essence of sampling, types of sampling, Error-I type, Error-II type, Standard error of mean (SEM) - Pharmaceutical examples

Parametric test: t-test (Sample, Pooled or Unpaired and Paired) , ANOVA, (One wayand Two way), Least Significance difference

Unit-III **10 Hours**

Non Parametric tests: Wilcoxon Rank Sum Test, Mann-Whitney U test, Kruskal-Wallistest, Friedman Test

Introduction to Research: Need for research, Need for design of Experiments,Experiential Design Technique, plagiarism

Graphs: Histogram, Pie Chart, Cubic Graph, response surface plot, Counter Plot graph

Designing the methodology: Sample size determination and Power of a study, Reportwriting and presentation of data, Protocol, Cohorts studies, Observational studies, Experimental studies, Designing clinical trial, various phases.

Unit-IV **8 Hours**

Blocking and confounding system for Two-level factorials

Regression modeling: Hypothesis testing in Simple and Multiple regressionmodels **Introduction to Practical components of Industrial and Clinical Trials Problems**:Statistical Analysis Using Excel, SPSS, MINITAB®, DESIGN OF EXPERIMENTS, R -Online Statistical Software's to Industrial and Clinical trial approach

Unit-V **7Hours**

Design and Analysis of experiments:

Factorial Design: Definition, 2^2, 2^3design. Advantage of factorial design

Response Surface methodology: Central composite design, Historical design, Optimization Techniques

Recommended Books (Latest edition):

1. Pharmaceutical statistics- Practical and clinical applications, Sanford Bolton,publisher Marcel Dekker Inc. NewYork.
2. Fundamental of Statistics – Himalaya Publishing House- S.C.Guptha
3. Design and Analysis of Experiments – PHI Learning Private Limited, R.Pannerselvam,
4. Design and Analysis of Experiments – Wiley Students Edition,Douglas and C. Montgomery

BP 802T SOCIAL AND PREVENTIVE PHARMACY

Hours: 45

Scope

The purpose of this course is to introduce to students a number of health issues and their challenges. This course also introduced a number of national health programmes. The roles of the pharmacist in these contexts are also discussed.

Objectives:

After the successful completion of this course, the student shall be able to:

- Acquire high consciousness/realization of current issuesrelated to health and pharmaceutical problems within the country and worldwide.
- Have a critical way of thinking based on current healthcare development.
- Evaluate alternative ways of solving problems related tohealth and pharmaceutical issues

Course content:

Unit I: **10 Hours**

Concept of health and disease: Definition, concepts and evaluation of public health. Understanding the concept of prevention and control of disease, social causes of diseases and social problems of the sick.

Social and health education: Food in relation to nutrition and health, Balanced diet, Nutritional deficiencies, Vitamin deficiencies, Malnutrition and its prevention.

Sociology and health: Socio cultural factors related to health and disease, Impact of urbanization on health and disease, Poverty and health

Hygiene and health: personal hygiene and health care; avoidable habits

Unit II: **10 Hours**

Preventive medicine: General principles of prevention and control of diseases such as cholera, SARS, Ebola virus, influenza, acute respiratory infections, malaria, chicken guinea, dengue, lymphatic filariasis, pneumonia, hypertension, diabetes mellitus, cancer, drug addiction-drug substance abuse

Unit III: **10 Hours**

National health programs, its objectives, functioning and outcome of the following: HIV AND AIDS control programme, TB, Integrated disease surveillance program (IDSP), National leprosy control programme, National mental health program, National

Programme for prevention and control of deafness, Universal immunization programme, National programme for control of blindness, Pulse polio programme.

Unit IV: **08 Hours**

National health intervention programme for mother and child, National family welfare programme, National tobacco control programme, National Malaria Prevention Program, National programme for the health care for the elderly, Social health programme; role of WHO in Indian national

program

Unit V: **07 Hours**

Community services in rural, urban and school health: Functions of PHC, Improvement in rural sanitation, national urban health mission, Health promotion and education in school.

Recommended Books (Latest edition)*:*

1. Short Textbook of Preventive and Social Medicine, Prabhakara GN, 2nd Edition, 2010, ISBN: 9789380704104, JAYPEE Publications
2. Textbook of Preventive and Social Medicine (Mahajan and Gupta), Edited by Roy Rabindra Nath, Saha Indranil, 4th Edition, 2013, ISBN: 9789350901878, JAYPEE Publications
3. Review of Preventive and Social Medicine (Including Biostatistics), Jain Vivek, 6th Edition, 2014, ISBN: 9789351522331, JAYPEE Publications
4. Essentials of Community Medicine—A Practical Approach, Hiremath Lalita D, Hiremath Dhananjaya A, 2nd Edition, 2012, ISBN: 9789350250440, JAYPEE Publications
5. Park Textbook of Preventive and Social Medicine, K Park, 21st Edition, 2011, ISBN-14: 9788190128285, BANARSIDAS BHANOT PUBLISHERS.
6. Community Pharmacy Practice, Ramesh Adepu, BSP publishers, Hyderabad

BP803ET. PHARMA MARKETING MANAGEMENT (Theory)

45 Hours

Scope

The pharmaceutical industry not only needs highly qualified researchers, chemists and, technical people, but also requires skilled managers who can take the industry forward by managing and taking the complex decisions which are imperative for the growth of the industry. The Knowledge and Know-how of marketing management groom the people for taking a challenging role in Sales and Product management.

Course Objective: The course aims to provide an understanding of marketing concepts and techniques and their applications in the pharmaceutical industry.

Unit I — 10 Hours

Marketing:

Definition, general concepts and scope of marketing; Distinction between marketing & selling; Marketing environment; Industry and competitive analysis; Analyzing consumer buying behavior; industrial buying behavior.

Pharmaceutical market:

Quantitative and qualitative aspects; size and composition of the market; demographic descriptions and socio-psychological characteristics of the consumer; market segmentation& targeting.Consumer profile; Motivation and prescribing habits of the physician; patients' choice of physician and retail pharmacist.Analyzing the Market;Roleof market research.

Unit II — 10 Hours

Product decision:

Classification, product line and product mix decisions, product life cycle, product portfolio analysis; product positioning; New product decisions; Product branding, packaging and labeling decisions, Product management in pharmaceutical industry.

Unit III — 10 Hours

Promotion:

Methods, determinants of promotional mix, promotional budget; An overview of personal selling, advertising, direct mail, journals, sampling, retailing, medical exhibition, public relations, online promotional techniques for OTC Products.

Unit IV — 10 Hours

Pharmaceutical marketing channels:

Designing channel, channel members, selecting the appropriate channel, conflict in channels, physical distribution management: Strategic importance, tasks in physical distribution management.

Professional sales representative (PSR):

Duties of PSR, purpose of detailing, selection and training, supervising, norms for customer calls, motivating, evaluating, compensation and future prospects of the PSR.

Unit V **10 Hours**

Pricing:

Meaning, importance, objectives, determinants of price; pricing methods and strategies, issues in price management in pharmaceutical industry. An overview of DPCO (Drug Price Control Order)and NPPA (National Pharmaceutical Pricing Authority).

Emerging concepts in marketing:

Vertical & Horizontal Marketing; Rural Marketing; Consumerism; Industrial Marketing; Global Marketing.

Recommended Books: (Latest Editions)

1. Philip Kotler and Kevin Lane Keller: Marketing Management, Prentice Hall of India,New Delhi
2. Walker, Boyd and Larreche : Marketing Strategy- Planning and Implementation, TataMC GrawHill, New Delhi.
3. Dhruv Grewal and Michael Levy: Marketing, Tata MC Graw Hill
4. Arun Kumar and N Menakshi: Marketing Management, Vikas Publishing, India
5. Rajan Saxena: Marketing Management; Tata MC Graw-Hill (India Edition)
6. Ramaswamy, U.S & Nanakamari, S: Marketing Managemnt: Global Perspective, IndianContext, Macmilan India, New Delhi.
7. Shanker, Ravi: Service Marketing, Excell Books, New Delhi
8. Subba Rao Changanti, Pharmaceutical Marketing in India (GIFT – Excel series) Excel Publications.

BP804 ET: PHARMACEUTICAL REGULATORY SCIENCE (Theory)

45Hours

Scope

This course is designed to impart the fundamental knowledge on the regulatory requirements for approval of new drugs, and drug products in regulated markets of India & other countries like US, EU, Japan, Australia, UK etc. It prepares the students to learn in detail on the regulatory requirements, documentation requirements, and registration procedures for marketing the drug products.

Objectives: Upon completion of the subject student shall be able to;

1. Know about the process of drug discovery and development
2. Know the regulatory authorities and agencies governing the manufacture and saleof pharmaceuticals
3. Know the regulatory approval process and their registration in Indian and international markets

Course content:

Unit I **10Hours**

New Drug Discovery and development

Stages of drug discovery, Drug development process, pre-clinical studies, non-clinical activities, clinical studies, Innovator and generics, Concept of generics, Generic drug product development.

Unit II **10Hours**

Regulatory Approval Process

Approval processes and timelines involved in Investigational New Drug (IND), New Drug Application (NDA), Abbreviated New Drug Application (ANDA). Changes to an approved NDA / ANDA.

Regulatory authorities and agencies

Overview of regulatory authorities of India, United States, European Union, Australia, Japan, Canada (Organization structure and types of applications)

Unit III **10Hours**

Registration of Indian drug product in overseas market

Procedure for export of pharmaceutical products, Technical documentation, Drug Master Files (DMF), Common Technical Document (CTD), electronic Common Technical

Document (eCTD), ASEAN Common Technical Document (ACTD) research.

Unit IV **08Hours**

Clinical trials

Developing clinical trial protocols, Institutional Review Board / Independent Ethics committee - formation and working procedures, Informed consent process and procedures, GCP obligations of Investigators, sponsors & Monitors, Managing and Monitoring clinical trials, Pharmacovigilance - safety monitoring in clinical trials

Unit V **07Hours**

Regulatory Concepts

Basic terminology, guidance, guidelines, regulations, Laws and Acts, Orange book, Federal Register, Code of Federal Regulatory, Purple book

Recommended books (Latest edition):

1. Drug Regulatory Affairs by Sachin Itkar, Dr. N.S. Vyawahare, Nirali Prakashan.
2. The Pharmaceutical Regulatory Process, Second Edition Edited by Ira R. Berry and Robert P. Martin, Drugs and the Pharmaceutical Sciences,Vol.185. Informa Health care Publishers.
3. New Drug Approval Process: Accelerating Global Registrations By Richard AGuarino, MD, 5th edition, Drugs and the Pharmaceutical Sciences,Vol.190.
4. Guidebook for drug regulatory submissions / Sandy Weinberg. By John Wiley &Sons. Inc.
5. FDA Regulatory Affairs: a guide for prescription drugs, medical devices, and biologics /edited by Douglas J. Pisano, David Mantus.
6. Generic Drug Product Development, Solid Oral Dosage forms, Leon Shargel andIsader Kaufer, Marcel Dekker series, Vol.143
7. Clinical Trials and Human Research: A Practical Guide to Regulatory ComplianceBy Fay A. Rozovsky and Rodney K. Adams
8. Principles and Practices of Clinical Research, Second Edition Edited by John I.Gallin and Frederick P. Ognibene
9. Drugs: From Discovery to Approval, Second Edition By Rick Ng

BP 805T: PHARMACOVIGILANCE (Theory)

45 hours

Scope: This paper will provide an opportunity for the student to learn about development of pharmacovigilance as a science, basic terminologies used in pharmacovigilance, global scenario of Pharmacovigilance, train students on establishing pharmacovigilance programme in an organization, various methods that can be used to generate safety data and signal detection. This paper also develops the skills of classifying drugs, diseases and adverse drug reactions.

Objectives:

At completion of this paper it is expected that students will be able to (know, do, and appreciate):

1. Why drug safety monitoring is important?
2. History and development of pharmacovigilance
3. National and international scenario of pharmacovigilance
4. Dictionaries, coding and terminologies used in pharmacovigilance
5. Detection of new adverse drug reactions and their assessment
6. International standards for classification of diseases and drugs
7. Adverse drug reaction reporting systems and communication in pharmacovigilance
8. Methods to generate safety data during pre clinical, clinical and post approval phases ofdrugs' life cycle
9. Drug safety evaluation in paediatrics, geriatrics, pregnancy and lactation
10. Pharmacovigilance Program of India (PvPI) requirement for ADR reporting in India
11. ICH guidelines for ICSR, PSUR, expedited reporting, pharmacovigilance planning
12. CIOMS requirements for ADR reporting
13. Writing case narratives of adverse events and their quality.

Course Content

Unit I **10 Hours**

Introduction to Pharmacovigilance

- ☐ History and development of Pharmacovigilance
- ☐ Importance of safety monitoring of Medicine
- ☐ WHO international drug monitoring programme
- ☐ Pharmacovigilance Program of India(PvPI)

Introduction to adverse drug reactions

- ☐ Definitions and classification of ADRs
- ☐ Detection and reporting
- ☐ Methods in Causality assessment
- ☐ Severity and seriousness assessment
- ☐ Predictability and preventability assessment
- ☐ Management of adverse drug reactions

Basic terminologies used in pharmacovigilance

- ☐ Terminologies of adverse medication related events
- ☐ Regulatory terminologies

Unit II — 10 hours

Drug and disease classification

- ☐ Anatomical, therapeutic and chemical classification of drugs
- ☐ International classification of diseases
- ☐ Daily defined doses
- ☐ International Non proprietary Names for drugs

Drug dictionaries and coding in pharmacovigilance

- ☐ WHO adverse reaction terminologies
- ☐ MedDRA and Standardised MedDRA queries
- ☐ WHO drug dictionary
- ☐ Eudravigilance medicinal product dictionary

Information resources in pharmacovigilance

- ☐ Basic drug information resources
- ☐ Specialised resources for ADRs

Establishing pharmacovigilance programme

- ☐ Establishing in a hospital
- ☐ Establishment & operation of drug safety department in industry
- ☐ Contract Research Organisations (CROs)
- ☐ Establishing a national programme

Unit III — 10 Hours

Vaccine safety surveillance

- ☐ Vaccine Pharmacovigilance
- ☐ Vaccination failure
- ☐ Adverse events following immunization

Pharmacovigilance methods

- ☐ Passive surveillance – Spontaneous reports and case series
- ☐ Stimulated reporting
- ☐ Active surveillance – Sentinel sites, drug event monitoring and registries
- ☐ Comparative observational studies – Cross sectional study, case control study andcohort study
- ☐ Targeted clinical investigations

Communication in pharmacovigilance

- ☐ Effective communication in Pharmacovigilance
- ☐ Communication in Drug Safety Crisis management
- ☐ Communicating with Regulatory Agencies, Business Partners, Healthcare facilities & Media

Unit IV **8 Hours**

Safety data generation

- ☐ Pre clinical phase
- ☐ Clinical phase
- ☐ Post approval phase (PMS)

ICH Guidelines for Pharmacovigilance

- ☐ Organization and objectives of ICH
- ☐ Expedited reporting
- ☐ Individual case safety reports
- ☐ Periodic safety update reports
- ☐ Post approval expedited reporting
- ☐ Pharmacovigilance planning
- ☐ Good clinical practice in pharmacovigilance studies

Unit V **7 hours**

Pharmacogenomics of adverse drug reactions

- ☐ Genetics related ADR with example focusing PK parameters.

Drug safety evaluation in special population

- ☐ Paediatrics
- ☐ Pregnancy and lactation
- ☐ Geriatrics

CIOMS

- ☐ CIOMS Working Groups
- ☐ CIOMS Form

CDSCO (India) and Pharmacovigilance

- ☐ D&C Act and Schedule Y
- ☐ Differences in Indian and global pharmacovigilance requirements

Recommended Books (Latest edition):

1. Textbook of Pharmacovigilance: S K Gupta, Jaypee Brothers, Medical Publishers.
2. Practical Drug Safety from A to Z By Barton Cobert, Pierre Biron, Jones andBartlett Publishers.
3. Mann's Pharmacovigilance:Elizabeth B. Andrews, Nicholas, Wiley Publishers.
4. Stephens' Detection of New Adverse Drug Reactions: John Talbot, Patrick Walle,Wiley Publishers.
5. An Introduction to Pharmacovigilance: Patrick Waller,Wiley Publishers.
6. Cobert's Manual of Drug Safety and Pharmacovigilance: Barton Cobert,Jones&Bartlett Publishers.
7. Textbook of Pharmacoepidemiolog edited by Brian L. Strom, Stephen E Kimmel,Sean Hennessy,Wiley Publishers.
8. A Textbook of Clinical Pharmacy Practice -Essential Concepts and Skills:G. Parthasarathi, Karin NyfortHansen,Milap C. Nahata
9. National Formulary of India
10. Text Book of Medicine by Yashpal Munjal

11. Text book of Pharmacovigilance: concept and practice by GP Mohanta and PKManna
12. http://www.whoumc.org/DynPage.aspx?id=105825&mn1=7347&mn2=7259&mn 3=7297
13. http://www.ich.org/
14. http://www.cioms.ch/
15. http://cdsco.nic.in/
16. http://www.who.int/vaccine_safety/en/
17. http://www.ipc.gov.in/PvPI/pv_home.html

BP 806 ET. QUALITY CONTROL AND STANDARDIZATION OF HERBALS (Theory)

Scope: In this subject the student learns about the various methods and guidelines for evaluation and standardization of herbs and herbal drugs. The subject also provides an opportunity for the student to learn cGMP, GAP and GLP in traditional system of medicines.

Objectives: Upon completion of the subject student shall be able to;

1. know WHO guidelines for quality control of herbal drugs
2. know Quality assurance in herbal drug industry
3. know the regulatory approval process and their registration in Indian and international markets
4. appreciate EU and ICH guidelines for quality control of herbal drugs

Unit I **10 hours**

Basic tests for drugs – Pharmaceutical substances, Medicinal plants materials and dosageforms
WHO guidelines for quality control of herbal drugs.
Evaluation of commercial crude drugs intended for use

Unit II **10 hours**

Quality assurance in herbal drug industry of cGMP, GAP, GMP and GLP in traditional system of medicine.

WHO Guidelines on current good manufacturing Practices (cGMP) for Herbal MedicinesWHO Guidelines on GACP for Medicinal Plants.

Unit III **10 hours**

EU and ICH guidelines for quality control of herbal drugs.
Research Guidelines for Evaluating the Safety and Efficacy of Herbal Medicines

Unit IV **08 hours**

Stability testing of herbal medicines.Application of various chromatographic techniquesin standardization of herbal products.
Preparation of documents for new drug application and export registrationGMP requirements and Drugs & Cosmetics Act provisions.

Unit V **07 hours**

Regulatory requirements for herbal medicines.
WHO guidelines on safety monitoring of herbal medicines in pharmacovigilance systemsComparison of various Herbal Pharmacopoeias.
Role of chemical and biological markers in standardization of herbal products

Recommended Books: (Latest Editions

1. Pharmacognosy by Trease and Evans
2. Pharmacognosy by Kokate, Purohit and Gokhale
3. Rangari, V.D., Text book of Pharmacognosy and Phytochemistry Vol. I , CarrierPub., 2006.
4. Aggrawal, S.S., Herbal Drug Technology. Universities Press, 2002.
5. EMEA. Guidelines on Quality of Herbal Medicinal Products/Traditional MedicinalProducts,
6. Mukherjee, P.W. Quality Control of Herbal Drugs: An Approach to Evaluation of Botanicals. Business Horizons Publishers, New Delhi, India, 2002.
7. Shinde M.V., Dhalwal K., Potdar K., Mahadik K. Application of quality control principles to herbal drugs. International Journal of Phytomedicine 1(2009); p. 4-8.
8. WHO. Quality Control Methods for Medicinal Plant Materials, World Health Organization, Geneva, 1998. WHO. Guidelines for the Appropriate Use of HerbalMedicines. WHO Regional Publications, Western Pacific Series No 3, WHO Regional office for the Western Pacific, Manila, 1998.
9. WHO. The International Pharmacopeia, Vol. 2: Quality Specifications, 3rd edn.World Health Organization, Geneva, 1981.
10. WHO. Quality Control Methods for Medicinal Plant Materials. World Health Organization, Geneva, 1999.
11. WHO. WHO Global Atlas of Traditional, Complementary and Alternative Medicine. 2 vol. set. Vol. 1 contains text and Vol. 2, maps. World Health Organization, Geneva, 2005.
12. WHO. Guidelines on Good Agricultural and Collection Practices (GACP) for Medicinal Plants. World Health Organization, Geneva, 2004.

BP 807 ET. COMPUTER AIDED DRUG DESIGN (Theory)

45 Hours

Scope: This subject is designed to provide detailed knowledge of rational drug design process and various techniques used in rational drug design process.

Objectives: Upon completion of the course, the student shall be able to understand

- Design and discovery of lead molecules
- The role of drug design in drug discovery process
- The concept of QSAR and docking
- Various strategies to develop new drug like molecules.
- The design of new drug molecules using molecular modeling software

Course Content:

UNIT-I — 10 Hours

Introduction to Drug Discovery and Development

Stages of drug discovery and development

Lead discovery and Analog Based Drug Design

Rational approaches to lead discovery based on traditional medicine, Random screening, Non-random screening, serendipitous drug discovery, lead discovery based on drug metabolism, lead discovery based on clinical observation.

Analog Based Drug Design: Bioisosterism, Classification, Bioisosteric replacement. Any three case studies

UNIT-II — 10 Hours

Quantitative Structure Activity Relationship (QSAR)

SAR versus QSAR, History and development of QSAR, Types of physicochemical parameters, experimental and theoretical approaches for the determination of physicochemical parameters such as Partition coefficient, Hammet's substituent constant and Tafts steric constant. Hansch analysis, Free Wilson analysis, 3D-QSAR approaches like COMFA and COMSIA.

UNIT-III — 10 Hours

Molecular Modeling and virtual screening techniques

Virtual Screening techniques: Drug likeness screening, Concept of pharmacophore mapping and pharmacophore based Screening,

Molecular docking: Rigid docking, flexible docking, manual docking,Docking based screening. De novo drug design.

UNIT-IV — 08 Hours

Informatics & Methods in drug design

Introduction to Bioinformatics, chemoinformatics. ADME databases, chemical, biochemical and pharmaceutical databases.

UNIT-V **07 Hours**

Molecular Modeling: Introduction to molecular mechanics and quantum mechanics.Energy Minimization methods and Conformational Analysis, global conformational minima determination.

Recommended Books (Latest Editions)

1. Robert GCK, ed., “Drug Action at the Molecular Level” University Prak Press Baltimore.
2. Martin YC. “Quantitative Drug Design” Dekker, New York.
3. Delgado JN, Remers WA eds “Wilson & Gisvolds’s Text Book of OrganicMedicinal & Pharmaceutical Chemistry” Lippincott, New York.
4. Foye WO “Principles of Medicinal chemistry ‘Lea & Febiger.
5. Koro Ikovas A, Burckhalter JH. “Essentials of Medicinal Chemistry” WileyInterscience.
6. Wolf ME, ed “The Basis of Medicinal Chemistry, Burger’s Medicinal Chemistry”John Wiley & Sons, New York.
7. Patrick Graham, L., An Introduction to Medicinal Chemistry, Oxford UniversityPress.
8. Smith HJ, Williams H, Eds, “Introduction to the principles of Drug Design”Wright Boston.
9. Silverman R.B. “The organic Chemistry of Drug Design and Drug Action”Academic Press New York.

BP808ET: CELL AND MOLECULAR BIOLOGY (Elective subject)

45 Hours

Scope:

- Cell biology is a branch of biology that studies cells – their physiological properties, their structure, the organelles they contain, interactions with their environment, their life cycle, division, death and cell function.
- This is done both on a microscopic and molecular level.
- Cell biology research encompasses both the great diversity of single-celled organisms like bacteria and protozoa, as well as the many specialized cells in multi-cellular organismssuch as humans, plants, and sponges.

Objectives: Upon completion of the subject student shall be able to;

- Summarize cell and molecular biology history.
- Summarize cellular functioning and composition.
- Describe the chemical foundations of cell biology.
- Summarize the DNA properties of cell biology.
- Describe protein structure and function.
- Describe cellular membrane structure and function.
- Describe basic molecular genetic mechanisms.
- Summarize the Cell Cycle

Course content:

Unit I — 10Hours

a) Cell and Molecular Biology: Definitions theory and basics and Applications.
b) Cell and Molecular Biology: History and Summation.
c) Properties of cells and cell membrane.
d) Prokaryotic versus Eukaryotic
e) Cellular Reproduction
f) Chemical Foundations – an Introduction and Reactions (Types)

Unit II — 10 Hours

a) DNA and the Flow of Molecular Information
b) DNA Functioning
c) DNA and RNA
d) Types of RNA
e) Transcription and Translation

Unit III — 10 Hours

a) Proteins: Defined **and** Amino Acids
b) Protein Structure

BP809ET. COSMETIC SCIENCE (Theory)

45Hours

UNIT I — 10Hours

Classification of cosmetic and cosmeceutical products

Definition of cosmetics as per Indian and EU regulations, Evolution of cosmeceuticalsfrom cosmetics, cosmetics as quasi and OTC drugs

Cosmetic excipients: Surfactants, rheology modifiers, humectants, emollients, preservatives. Classification and application

Skin: Basic structure and function of skin.

Hair: Basic structure of hair. Hair growth cycle.

Oral Cavity: Common problem associated with teeth and gums**.**

UNIT II — 10 Hours

Principles of formulation and building blocks of skin care products:

Face wash,

Moisturizing cream, Cold Cream, Vanishing cream and their advantages and disadvantages.Application of these products in formulation of cosmecuticals. **Antiperspants & deodorants**- Actives & mechanism of action.

Principles of formulation and building blocks of Hair care products:

Conditioning shampoo, Hair conditioner,anti-dandruff shampoo.Hair Oils.

Chemistry and formulation of Para-phylene diamine based hair dye. Principles of formulation and building blocks of oral care products: Toothpaste for bleeding gums, sensitive teeth. Teeth whitening, Mouthwash.

UNIT III — 10 Hours

Sun protection, Classification of Sunscreens and SPF.

Role of herbs in cosmetics:

Skin Care: Aloe and turmericHair care: Henna and amla.

Oral care: Neem and clove

Analytical cosmetics: BIS specification and analytical methods for shampoo, skin-cream and toothpaste**.**

UNIT IV — 08 Hours

Principles of Cosmetic Evaluation: Principles of sebumeter, corneometer. Measurementof TEWL, Skin Color, Hair tensile strength, Hair combing properties

Soaps, and syndet bars. Evolution and skin benfits.

UNIT V — 07 Hours

Oily and dry skin causes leading to dry skin, skin moisturisation. Basic understanding ofthe terms comedogenic, dermatitis.

Cosmetic problems associated with Hair and scalp: Dandruff, Hair fall causes Cosmetic

problems associated with skin: blemishes, wrinkles, acne, prickly heat andbody odor. Antiperspirants and Deodorants- Actives and mechanism of action

References

1) Harry's Cosmeticology, Wilkinson, Moore, Seventh Edition, George Godwin.
2) Cosmetics – Formulations, Manufacturing and Quality Control, P.P. Sharma, 4th Edition, Vandana Publications Pvt. Ltd., Delhi.
3) Text book of cosmelicology by Sanju Nanda & Roop K. Khar, Tata Publishers.

BP 810 ET. PHARMACOLOGICAL SCREENING METHODS

45 Hours

Scope: This subject is designed to impart the basic knowledge of preclinical studies inexperimental animals including design, conduct and interpretations of results.

Objectives

Upon completion of the course the student shall be able to,

- Appreciate the applications of various commonly used laboratory animals.
- Appreciate and demonstrate the various screening methods used in preclinical research
- Appreciate and demonstrate the importance of biostatistics and researchmethodology
- Design and execute a research hypothesis independently

Unit –I	**08 Hours**
Laboratory Animals: Study of CPCSEA and OECD guidelines for maintenance, breeding and conduct of experiments on laboratory animals, Common lab animals: Description and applications of different species and strainsof animals. Popular transgenic and mutant animals. Techniques for collection of blood and common routes of drug administration in laboratory animals, Techniques of blood collection and euthanasia.	
Unit –II	**10 Hours**
Preclinical screening models a. Introduction: Dose selection, calculation and conversions, preparation of drug solution/suspensions, grouping of animals and importance of sham negative and positive control groups. Rationale for selection of animal species and sex for the study. **b. Study of screening animal models for** Diuretics, nootropics, anti-Parkinson's,antiasthmatics, **Preclinical screening models:** for CNS activity- analgesic, antipyretic,anti-inflammatory, general anaesthetics, sedative and hypnotics, antipsychotic, antidepressant, antiepileptic, antiparkinsonism, alzheimer's disease	

Unit –III **Preclinical screening models:** for ANS activity, sympathomimetics, sympatholytics, parasympathomimetics, parasympatholytics, skeletal muscle relaxants, drugs acting on eye, local anaethetics	
Unit –IV **Preclinical screening models:** for CVS activity- antihypertensives,diuretics, antiarrhythmic, antidyslepidemic, anti aggregatory, coagulants, and anticoagulants Preclinical screening models for other important drugs like antiulcer,antidiabetic, anticancer and antiasthmatics.	
Research methodology and Bio-statistics Selection of research topic, review of literature, research hypothesisand study design Pre-clinical data analysis and interpretation using Students 't' test and One-way ANOVA. Graphical representation of data	**05 Hours**

Recommended Books (latest edition):

1. Fundamentals of experimental Pharmacology-by M.N.Ghosh
2. Hand book of Experimental Pharmacology-S.K.Kulakarni
3. CPCSEA guidelines for laboratory animal facility.
4. Drug discovery and Evaluation by Vogel H.G.
5. Drug Screening Methods by Suresh Kumar Gupta and S. K. Gupta
6. Introduction to biostatistics and research methods by PSS Sundar Rao and JRichard

BP 811 ET. ADVANCED INSTRUMENTATION TECHNIQUES

45 Hours

Scope: This subject deals with the application of instrumental methods in qualitative and quantitative analysis of drugs. This subject is designed to impart advanced knowledge on the principles and instrumentation of spectroscopic and chromatographic hyphenated techniques. This also emphasizes on theoretical and practical knowledge on modern analytical instruments that are used for drug testing.

Objectives: Upon completion of the course the student shall be able to

- understand the advanced instruments used and its applications in drug analysis
- understand the chromatographic separation and analysis of drugs.
- understand the calibration of various analytical instruments
- know analysis of drugs using various analytical instruments.

Course Content:

UNIT-I **10 Hours**

Nuclear Magnetic Resonance spectroscopy

Principles of H-NMR and C-NMR, chemical shift, factors affecting chemical shift, coupling constant, Spin - spin coupling, relaxation, instrumentation and applications

Mass Spectrometry- Principles, Fragmentation, Ionization techniques – Electron impact, chemical ionization, MALDI, FAB, Analyzers-Time of flight and Quadrupole, instrumentation, applications

UNIT-II **10 Hours**

Thermal Methods of Analysis: Principles, instrumentation and applications of ThermogravimetricAnalysis (TGA), Differential Thermal Analysis (DTA), Differential Scanning Calorimetry (DSC)

X-Ray Diffraction Methods: Origin of X-rays, basic aspects of crystals, X- ray Crystallography, rotating crystal technique, single crystal diffraction,powder diffraction, structural elucidation and applications.

UNIT-III **10 Hours**

Calibration and validation-as per ICH and USFDA guidelines

Calibration of following Instruments

Electronic balance, UV-Visible spectrophotometer, IR spectrophotometer,

Fluorimeter, Flame Photometer, HPLC and GC

UNIT-IV **08 Hours**

Radio immune assay: Importance, various components, Principle, differentmethods, Limitation and Applications of Radio immuno assay

Extraction techniques: General principle and procedure involved in the solidphase extraction and liquid-liquid extraction

UNIT-V **07 Hours**

Hyphenated techniques-LC-MS/MS, GC-MS/MS, HPTLC-MS.

Recommended Books (Latest Editions)

1. Instrumental Methods of Chemical Analysis by B.K Sharma
2. Organic spectroscopy by Y.R Sharma
3. Text book of Pharmaceutical Analysis by Kenneth A. Connors
4. Vogel's Text book of Quantitative Chemical Analysis by A.I. Vogel
5. Practical Pharmaceutical Chemistry by A.H. Beckett and J.B. Stenlake
6. Organic Chemistry by I. L. Finar
7. Organic spectroscopy by William Kemp
8. Quantitative Analysis of Drugs by D. C. Garrett
9. Quantitative Analysis of Drugs in Pharmaceutical Formulations by P. D. Sethi
10. Spectrophotometric identification of Organic Compounds by Silverstein

BP 812 ET. DIETARY SUPPLEMENTS AND NUTRACEUTICALS

No. of hours: 3 **Tutorial: 1** **Credit point: 4**

Scope:

This subject covers foundational topic that are important for understanding the need andrequirements of dietary supplements among different groups in the population.

Objective:

This module aims to provide an understanding of the concepts behind the theoretical applications of dietary supplements. By the end of the course, students should be able to :

1. Understand the need of supplements by the different group of people to maintainhealthy life.
2. Understand the outcome of deficiencies in dietary supplements.
3. Appreciate the components in dietary supplements and the application.
4. Appreciate the regulatory and commercial aspects of dietary supplements includinghealth claims.

UNIT I 07 hours

a. Definitions of Functional foods, Nutraceuticals and Dietary supplements. Classification of Nutraceuticals, Health problems and diseases that can be prevented or cured by Nutraceuticals i.e. weight control, diabetes, cancer, heart disease, stress, osteoarthritis, hypertension etc.
b. Public health nutrition, maternal and child nutrition, nutrition and ageing, nutrition education in community.
c. Source, Name of marker compounds and their chemical nature, Medicinal uses and health benefits of following used as nutraceuticals/functional foods: Spirulina, Soyabean, Ginseng, Garlic, Broccoli, Gingko, Flaxseeds

UNIT II 15 hours

Phytochemicals as nutraceuticals: Occurrence and characteristic features (chemical naturemedicinal benefits) of following

a) Carotenoids- α and β-Carotene, Lycopene, Xanthophylls, leutin
b) Sulfides: Diallyl sulfides, Allyl trisulfide.
c) Polyphenolics: Reservetrol
d) Flavonoids- Rutin , Naringin, Quercitin, Anthocyanidins, catechins, Flavones
e) Prebiotics / Probiotics.: Fructo oligosaccharides, Lacto bacillum
f) Phyto estrogens : Isoflavones, daidzein, Geebustin, lignans
g) Tocopherols
h) Proteins, vitamins, minerals, cereal, vegetables and beverages as functional foods: oats,wheat bran, rice bran, sea foods, coffee, tea and the like.

UNIT III 07 hours

a) Introduction to free radicals: Free radicals, reactive oxygen species, production of free radicals in cells, damaging reactions of free radicals on lipids, proteins, Carbohydrates, nucleic acids.
b) Dietary fibres and complex carbohydrates as functional food ingredients..

UNIT IV 10 hours

a) Free radicals in Diabetes mellitus, Inflammation, Ischemic reperfusion injury, Cancer,Atherosclerosis, Free radicals in brain metabolism and pathology, kidney damage, muscle damage. Free radicals involvement in other disorders. Free radicals theory of ageing.
b) Antioxidants: Endogenous antioxidants – enzymatic and nonenzymatic antioxidant defence, Superoxide

dismutase, catalase, Glutathione peroxidase, Glutathione Vitamin C, Vitamin E, α- Lipoic acid, melatonin Butylated hydroxy Anisole.

c) Functional foods for chronic disease prevention

UNIT V **06 hours**

a) Effect of processing, storage and interactions of various environmental factors on thepotential of nutraceuticals.

b) Regulatory Aspects; FSSAI, FDA, FPO, MPO, AGMARK. HACCP and GMPs on FoodSafety. Adulteration of foods.

c) Pharmacopoeial Specifications for dietary supplements and nutraceuticals.

References:

1. Dietetics by Sri Lakshmi
2. Role of dietary fibres and neutraceuticals in preventing diseases by K.T Agusti andP.Faizal: BSPunblication.
3. Advanced Nutritional Therapies by Cooper. K.A., (1996).
4. The Food Pharmacy by Jean Carper, Simon & Schuster, UK Ltd., (1988).
5. Prescription for Nutritional Healing by James F.Balch and Phyllis A.Balch 2nd Edn.,Avery Publishing Group, NY (1997).
6. G. Gibson and C.williams Editors *2000 Functional foods* Woodhead Publ.Co.London.
7. Goldberg, I. *Functional Foods*. 1994. Chapman and Hall, New York.
8. Labuza, T.P. 2000 Functional Foods and Dietary Supplements: Safety, Good Manufacturing Practice (GMPs) and Shelf Life Testing in *Essentials of Functional Foods* M.K. Sachmidl and T.P. Labuza eds. Aspen Press.
9. Handbook of Nutraceuticals and Functional Foods, Third Edition (Modern Nutrition)
10. Shils, ME, Olson, JA, Shike, M. 1994 *Modern Nutrition in Health and Disease*. Eighth edition. Lea and Febiger

Semester VIII – Elective course on Pharmaceutical Product Development

No of Hours: 3 Tutorial: 1 Credit points: 4

Unit-I — 10 Hours

Introduction to pharmaceutical product development, objectives, and regulations related to preformulation, formulation development, stability assessment, manufacturing and quality control testing of different types of dosage forms

Unit-II — 10 Hours

An advanced study of Pharmaceutical Excipients in pharmaceutical product developmentwith a special reference to the following categories

i. Solvents and solubilizers
ii. Cyclodextrins and their applications
iii. Non - ionic surfactants and their applications
iv. Polyethylene glycols and sorbitols
v. Suspending and emulsifying agents
vi. Semi solid excipients

Unit-III — 10 Hours

An advanced study of Pharmaceutical Excipients in pharmaceutical product developmentwith a special reference to the following categories

i. Tablet and capsule excipients
ii. Directly compressible vehicles
iii. Coat materials
iv. Excipients in parenteral and aerosols products
v. Excipients for formulation of NDDS

Selection and application of excipients in pharmaceutical formulations with specificindustrial applications

Unit-IV — 08 Hours

Optimization techniques in pharmaceutical product development.A study of various optimization techniques for pharmaceutical product development with specific examples.Optimization by factorial designs and their applications.A study of QbD and itsapplication in pharmaceutical product development.

Unit-V — 07 Hours

Selection and quality control testing of packaging materials for pharmaceutical productdevelopment-regulatory considerations.

Recommended Books (Latest editions)

1. Pharmaceutical Statistics Practical and Clinical Applications by Stanford Bolton,CharlesBon; Marcel Dekker Inc.
2. Encyclopedia of Pharmaceutical Technology, edited by James swarbrick, ThirdEdition, Informa Healthcare publishers.
3. Pharmaceutical Dosage Forms, Tablets, Volume II, edited by Herbert A. LiebermanandLeon Lachman; Marcel Dekker, Inc.
4. The Theory and Practice of Industrial Pharmacy, Fourth Edition, edited by Roop kKhar, S P Vyas, Farhan J Ahmad, Gaurav K Jain; CBS Publishers and DistributorsPvt.Ltd. 2013.
5. Martin's Physical Pharmacy and Pharmaceutical Sciences, Fifth Edition, edited byPatrick J. Sinko, BI Publications Pvt. Ltd.
6. Targeted and Controlled Drug Delivery, Novel Carrier Systems by S. P. Vyas and R. K.Khar, CBS Publishers and Distributors Pvt. Ltd, First Edition 2012.
7. Pharmaceutical Dosage Forms and Drug Delivery Systems, Loyd V. Allen Jr.,Nicholas

8. B.Popovich, Howard C. Ansel, 9th Ed. 40
9. Aulton's Pharmaceutics – The Design and Manufacture of Medicines, Michael E.Aulton,3rd Ed.
10. Remington – The Science and Practice of Pharmacy, 20th Ed.
11. Pharmaceutical Dosage Forms – Tablets Vol 1 to 3, A. Liberman, Leon LachmanandJoseph B. Schwartz
12. Pharmaceutical Dosage Forms – Disperse Systems Vol 1 to 3, H.A. Liberman,Martin, M.R and Gilbert S. Banker.
13. Pharmaceutical Dosage Forms – Parenteral Medication Vol 1 & 2, Kenneth E. AvisandH.A. Libermann.
14. Advanced Review Articles related to the topics.