

Table-VIII: Course of study for semester VIII

Course code	Name of the course	No. of hours	Tutorial	Credit points
THEORY				
PT 817	Biostatistics and Research Methodology	3	1	4
PT818	Social and Preventive Pharmacy	3	1	4
PT810A	Pharma Marketing Management(Elective)*	3×2=6	1×2=2	4×2=8
PT810B	Computer Aided Drug Design(Elective)*			
PT810C	Advanced Instrumentation Techniques(Elective)*			
PT810D	Life Science Skill Development *			
SESSIONAL				
PT 883	Project Work	12	-	6
Total		24	4	22

- * A student has to opt any two(2) electives

PT 817. BIOSTATISTICS AND RESEARCH METHODOLOGY (Theory)

45 Hours

Scope: To understand the applications of Biostatistics 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 way and Two way), Least Significance difference

Unit-III

10 Hours

Non Parametric tests: Wilcoxon Rank Sum Test, Mann-Whitney U test, Kruskal-Wallis test, 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, Report writing 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 regression models

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 Formulation development and Clinical trial approach

Unit-V

7Hours

Design and Analysis of experiments:

Factorial Design: Definition, 2^2 , 2^3 design. 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. The Practice of Business Statistics, Khanna Book Publishing House – Gupta & Sharma.
3. Fundamental of Statistics – Himalaya Publishing House- S.C.Guptha
4. Design and Analysis of Experiments –PHI Learning Private Limited, R. Pannerselvam,
5. Design and Analysis of Experiments – Wiley India.

PT-818. 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 issues related 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 to health 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

Recommended Journals:

1. Research in Social and Administrative Pharmacy, Elsevier, Ireland

PT 810A. 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; Role of 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, Tata MC GrawHill, New Delhi.
3. Premvir Kapoor, Principles of Management, Khanna Publishing House.
4. Dhruv Grewal and Michael Levy: Marketing, Tata MC Graw Hill
5. Arun Kumar and N Menakshi: Marketing Management, Vikas Publishing, India
6. Rajan Saxena: Marketing Management; Tata MC Graw-Hill (India Edition)
7. Ramaswamy, U.S & Nanakamari, S: Marketing Managemnt:Global Perspective, IndianContext,Macmilan India, New Delhi.
8. Shanker, Ravi: Service Marketing, Excell Books, New Delhi
9. Subba Rao Changanti, Pharmaceutical Marketing in India (GIFT – Excel series) Excel Publications.

PT 810B. 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, Hammett's substituent constant and Taft's 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 Park Press Baltimore.
2. Martin YC. "Quantitative Drug Design" Dekker, New York.
3. Delgado JN, Remers WA eds "Wilson & Gisvold's Text Book of Organic Medicinal & Pharmaceutical Chemistry" Lippincott, New York.
4. Foye WO "Principles of Medicinal chemistry" Lea & Febiger.
5. Koro Ikovas A, Burckhalter JH. "Essentials of Medicinal Chemistry" Wiley Interscience.
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 University Press.
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.

PT 810C 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, applications

UNIT-II

10 Hours

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

X- Ray Diffraction Methods: Origin of X-rays, basic aspects of crystals, X ray, Crystallography, 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, different methods, Limitation and Applications of Radio immuno assay

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

UNIT-V

07 Hours

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