

SHRI GURU RAM RAI UNIVERSITY

Estd. by Govt. of Uttarakhand, vide Shri Guru Ram Rai University Act no. 03 of 2017 & recognized by UGC u/s (2f) of UGC Act 1956]

School of Pharmaceutical Sciences



OFFERING VALUE ADDED COURSES

1. **HEALTH EDUCATION & FIRST AID**
2. **PHARMACEUTICAL MARKETING & SALES**
3. **INTERPERSONAL SKILLS**
4. **SOCIAL HEALTH AND NUTRITION**
5. **RESEARCH PAPER WRITING**

REGISTER NOW

ABOUT SCHOOL OF PHARMACEUTICAL SCIENCES

SCHOOL OF PHARMACEUTICAL SCIENCES, A PIONEER IN PHARMACEUTICAL EDUCATION WITH RICH LEGACY OF ACADEMIC EXCELLENCE & INCREDIBLE ACHIEVEMENTS, OFFERS AN ARRAY OF VALUE ADDED COURSES WITH AIM TO BRIDGE THE GAP BETWEEN THE ACADEMIC & INDUSTRY NEED. IT IS IMPORTANT TO SUPPLEMENT THE CURRICULUM TO MAKE STUDENTS BETTER PREPARED TO MEET INDUSTRY DEMANDS AS WELL AS DEVELOP THEIR OWN INTERESTS AND APTITUDES.

CERTIFICATE IN

1. HEALTH EDUCATION & FIRST AID.
2. PHARMACEUTICAL MARKETING & SALES.
3. INTERPERSONAL SKILLS.
4. SOCIAL HEALTH & NUTRITION
5. RESEARCH PAPER WRITING

ELIGIBILITY: INTERMEDIATE IN ANY DISCIPLINE

WHAT SETS US APART?

- SPECIOUS & WELL-VENTILATED CLASSROOM
- EFFECTIVE DELIVERY OF HIGH-QUALITY EDUCATION BY QUALIFIED FACULTY MEMBERS
- WELL-EQUIPPED LABS & LIBRARY FACILITY.

PROGRAM OVERVIEW: VALUE-ADDED COURSES ARE DESIGNED TO PROVIDE NECESSARY SKILLS TO INCREASE THE EMPLOYABILITY QUOTIENT AND EQUIPPING THE STUDENTS WITH ESSENTIAL SKILLS TO SUCCEED IN LIFE.

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VACSPS001: Health Education and First Aid

Course Objectives: This course makes students understand the importance of health, wellness and nutrition in daily life. This will benefit the students to understand about the cause and prevention of certain diseases. Furthermore, the First aid skills taught under this course are beneficial for life and the techniques under this program are life saving. Medical emergencies are encountered by many of us and very few know how to deal with it. This course also bridges the gap between an incident being discovered and the arrival of emergency services.

Course Content:

CHAPTER 1: Introduction to health, wellness, models of health and types of abuses.

CHAPTER 2: Basic introduction to types of diseases, their causes and possible recoveries.

CHAPTER 3: Basics of Nutrition and Fitness, food pyramids, nutrients and fitness.

CHAPTER 4: First Aid For burning, and other emergency conditions.

CHAPTER 5: Demonstration of CPR.

Recommended Books: (Latest Edition)

1. Ewles L and Simmet I, Promoting Health: A Practical Guide To Health Education.
2. Manoj Sharma: Theoretical Foundations of Health Education and Health Promotion .
3. Haralambos & Holborn Sociology: Themes and Perspectives
4. by Karen Glanz, Barbara K. Rimer, and K. Viswanath: Health behavior and health education : theory, research, and practice.
5. Dr Sunder Lal ,Dr Adarsh and Dr Pankaj :Textbook of Community Medicine.
6. K. Park, Park's Textbook of preventive and social medicine
7. Latha Ganti Stead and S. Matthew Stead: Basic Nursing and First Aid. 1. “ First Aid Radiology for the Wards (First Aid Series)”
8. Alton L Thygeson.: First Aid and CPR. 1. “First Aid, CPR and AED Standard: Meets the Most Current and ECC Guidelines”.

Course Outcomes:

At the end of the course students will be able to...

CO1: Know about models of health and types of abuses.

CO2: Describe the behavioural, environmental & genetic risk factors for chronic diseases.

CO3: Explain the role of Nutrition in body fitness.

CO4: Learn about first aid in burning & other emergency conditions.

VACSPS002: Pharmaceutical Marketing and Sales

Course Objectives: This course imparts significant knowledge about the fast-changing market demands in pharmaceutical field. The health care system depends largely on pharma marketing and sales. This course explores various opportunities in the pharma marketing field along with imparting knowledge of the growth charts of various companies. The syllabus enables the learner to achieve high goals in marketing profession by making an effective marketing plan and it also provides in depth knowledge of how pharma sales works.

Course Content:

CHAPTER 1: Marketing: Definition, general concepts, marketing Environment, Demand and supply, Sales charts.

CHAPTER 2: Top pharmaceutical companies, their growth charts, generic drugs, patents and government policies, emerging concepts in marketing.

CHAPTER 3: Pharmaceutical Marketing Channels, Professional Sales Representative (PSR), importance of public relations.

CHAPTER 4: Product life cycle, portfolio analysis, Product management and promotion strategies. determinants and issues in pricing management.

CHAPTER 5: Pharma branding and advertisement management.

Recommended Books: (Latest Edition)

1. L.M.Prasad, Principles of management, 7th edition, Sultan Chand & Sons, 2008 2. P.N. Reddy, Principles of Business organisation and Management, S Chand & Co Ltd, 2010
2. Philip Kotler - Marketing management, 2009 2. Ashok Ranchhod, - Marketing Strategies : A Contemporary Approach, Pearson 2011
3. Ree Hedley, "Supply Chain Management - Delivering Patient Value for Pharmaceuticals and Biologics, (2012), John Wiley & Sons, Inc., USA
4. Rajan Saxena: Marketing Management; 5th edition Publisher: Tata McGraw-Hill Marketing.

5. Douglas J. Dalrymple, William L. Cron, Thomas E. DeCarlo. (2004), "Sales Management", John Wiley & Sons, New Jersey, USA.
6. Ralph W. Jackson, Robert D. Hisrich (1996), "Sales and Sales Management", Prentice Hall, New Jersey, U
7. Arun Kumar and N Menakshi: Marketing Management, Vikas Publishing, India.
8. Rajan Saxena: Marketing Management; Tata MC Graw-Hill (India Edition).
9. Ramaswamy, U.S &Nanakamari, S: Marketing Managemnt: Global Perspective, Indian Context, Macmilan India, New Delhi.
10. Subba Rao Changanti, Pharmaceutical Marketing in India, Excel Publications.

Course Outcomes:

At the end of the course students will be able to...

CO1: Describe the concept of pharmaceutical marketing.

CO2: Discuss the emerging concepts of marketing

CO3: Explain the different pharmaceutical marketing channels.

CO4: Discuss the various components of promotion of pharmaceutical products.

CO5: Discuss about pharma branding and advertisement management.

VACSPS003: Interpersonal Skills

Course Objectives: This course is designed to enhance the personality of students. It bridges the gap between knowledge and communications skills. It provides confidence to students and prepare them to face the outside world. This helps healthcare professionals to create an everlasting impression. Students will learn about challenges and the ways to overcome them. This course also improves communication as well as presentation skills of students. This course consists of individual or in-group class presentations.

COURSE CONTENT:

CHAPTER 1: Introduction to personality development: significance, theories, success vs failure concepts.

CHAPTER 2: Attitude and motivation: Development of Positive attitude and concepts of motivation.

CHAPTER 3: Communication Skills: Introduction, types and presentations

CHAPTER 4: Personal competence and maturity: Developing Rapport, criticism and Leadership Qualities.

CHAPTER 5: Self- Management and Employability Quotient

Recommended Books: (Latest Edition)

1. Basic communication skills for Technology, Andreja. J. Ruther Ford, 2nd Edition, Pearson Education, 2011.
2. Communication skills, Sanjay Kumar, Pushpalata, 1st Edition, Oxford Press, 2011.
3. Brilliant- Communication skills, Gill Hasson, 1st Edition, Pearson Life, 2011.
4. The Ace of Soft Skills: Attitude, Communication and Etiquette for success, Gopala Swamy Ramesh, 5th Edition, Pearson, 2013.
5. Developing your influencing skills, Deborah Dalley, Lois Burton, Margaret, Green hall, 1st Edition Universe of Learning LTD, 2010.
6. Communication skills for professionals, Konar nira, 2nd Edition, New arrivals –PHI, 2011
7. Personality development and soft skills, Barun K Mitra, 1st Edition, Oxford Press, 2011.

Course Outcomes:

At the end of the course students will be able to...

CO1: Understand the significance of interpersonal skills in achieving goal in life.

CO2: Discuss the concept of positive attitude & motivation.

CO3: Know more about types of communication skills.

CO4: Develop leadership qualities to compete in life

CO5: Learn about self management.

VACSPS004: SOCIAL HEALTH AND NUTRITION

COURSE OBJECTIVES:

- To appreciate the importance of balanced diet.
- To understand the food and nutritional requirements of adults.
- To understand the role of nutrition in weight management, diabetes and cardiovascular disease.
- Knowledge about nutrients in food and their functions.
- Understand the consequences of deficiency of taking nutrients.
- Comprehensive knowledge on the role of nutrients in different stages of human life.
- Knowledge about the different methods of nutritional assessment.

Unit I: Introduction to food, health and nutrition:

Explanation of terms- Definition, concept and meaning of health and factors affecting health, Nutrient requirement, Dietary standards, Balanced diet, Food Groups, Functions of food, Food Guides- Food pyramid and Myplate, Food in relation to health. Food a prerequisite to health,

Unit II: Nutritional Needs:

Nutrition during infancy, childhood, adolescence and adult, Nutrition during pregnancy & lactation, Nutrition in later maturity period, Nutritional requirements and RDA, Nutrition and infection, Nutrition and immunity, nutrition & stress.

Unit III: Food Composition and its Classification

Food as a source of nutrients: classification of nutrients; functions, recommended dietary allowances, BMR, SDA. Vitamins: (A, B complex, C, D, E & K) & all major and minor mineral elements with their role in body, importance of Roughages in the diet, Water & electrolytes balance. Food composition and nutritive values of different foods, Functions of foods, Balanced Diet.

Unit IV: Community Nutrition

Macronutrients and micronutrients – Carbohydrates, protein, fats, vitamins (A, D, E, K, C and B complex) and minerals (Calcium, phosphorous, sodium, Iron, zinc, Iodine and fluorine)

Methods of Assessment: Direct and Indirect methods of Nutritional assessment of human groups, Techniques for assessment of age and use of reference standards for the assessment of nutritional status. Government Nutrition Programmes- ICDS and Mid-Day Meal Programme (MDMP).

REFERENCE BOOKS:

1. SwaminathanM(2007): Essentials of Food and Nutrition(Vol. I & II), 2nd Ed. Bappco.
2. Meyer LH (2004): Food Chemistry, CBS Publishers & Distributors.
3. Mann J and TruswellsS(2017): Essentials of Human Nutrition, 5th Ed. Oxford UniversityPress.
4. Pandya R(2010):Community Health Education, Rawat Publications.
5. Bamji, M.S., Rao, N.P & Reddy, V. (1996). Textbook of Human Nutrition. Oxford &IBH Publishing Co. (P). Ltd. Delhi.
6. Gopalan, G. RamaShastri B.V &Balasuvramnian, S.C. (2000). Nutritive Value of Indian
7. Foods. National Institute of Nutrition, Indian Council of Medical Research, Hyderabad500-007, India.
8. Sri Lakshmi, B. (2000). Nutrition Science. New Age International (P) Ltd. Pub. New Delhi
9. Swaminathan, M. (2009). Textbook of Food and Nutrition. BappcoPublishers,Bangalore.

Course Outcomes:

At the end of the course students will able to....

- CO 1: Utilize knowledge from the physical and biological sciences as a basis forunderstanding the role of food and nutrients in health.
- CO 2: Students will be able to understand the information to food science and nutrition.
- CO 3: Apply food science knowledge to describe functions of ingredients in food.
- CO 4: Gain knowledge about food pyramid, vegetarian diet, menu planning andnutritional needs during infancy to adolescents.

VACSPS005: RESEARCH PAPER WRITING

COURSE OBJECTIVES:

- To understand how to introduce the research problem.
- To understand how to develop the literature review.
- To understand what to include in the research plan.
- To understand what to include in the Method section of a research paper (participants, materials, procedure)
- To achieve and explore academic and research goals.
- Identify and recommend appropriate sources of scientific research information (e.g. peer-reviewed journals)
- To be able to clearly and simply state the hypothesis and/or research goal(s) and specific objectives of their project.
- To assemble results of experiments, compose figures and/or tables, organize manuscript in standard scientific format, and provide interpretations in the context of existing knowledge.

Unit I: Research paper writing:

Types of research paper, Structure of research paper, Research paper format, Abstract writing, Methodology, Results and discussion, different format of referencing, ways of communicating a research paper.

Unit II: Thesis writing:

Structure of thesis, Scope of work, Literature review, Experimental/Computational details, primarily studies, Results and discussion, Figures and Tables preparation, conclusion and future works, Bibliography, Appendices.

Unit III: Crediting Sources

Paraphrasing, Quotations, Permission to quote, Reprint, or adapt, Referencing.

Unit IV: Tools and Techniques:

Various word processors e.g., MS Word, LibreOffice, LaTeX etc., Making effective presentation using PowerPoint and Beamer, Uses of plagiarism detection tools.

REFERENCE BOOKS:

1. Adrian Wall work, English for Writing Research Papers, Springer New York Dordrecht Heidelberg London, 2011
2. Highman N, Handbook of Writing for the Mathematical Sciences, SIAM. Highman's book 1998.
3. Kothari, C. R. (2004). Research Methodology: Methods and Techniques. New Delhi: New Age International.
4. Kumar, R. (2005). Research Methodology-A Step-by-Step Guide for. Singapore: Pearson Education.
5. Saravanavel, P. (2012). Research Methodology. Allahabad: Kitab Mahal Publishers.

Course Outcomes:

At the end of the course students will able to....

CO 1: Understand that how to improve your writing skills and level of readability.

CO2: Learn about what to write in each section.

CO3: Understand the skills needed when writing a good quality of paper at very first-time submission.

CO4: Understand how to critically analyze data from research; incorporate it into assigned writing clearly, concisely, and logically; and attribute the source with proper citation.

CO5: Understand the current resources (such as search engines and databases) for locating secondary information, and also understand the strategies of effective primary data gathering.