

SGRR UNIVERSITY

**Brochure of Value-Added Courses
School of Pharmaceutical Sciences
2021-2022**

ABOUT THE UNIVERSITY

Shri Guru Ram Rai University was established by a religious and philanthropic leader, Shri Mahant Devendra Dass Ji Maharaj in the year 2017. It is situated in the heart of city, Uttarakhand. We are extremely privileged to extend the values and ethos of the Shri Guru Ram Rai Education mission through SGRR University to impart quality education and in successfully placing more than 80% students in various companies across the globe. SGRR University has humongous campus spread over 80 acres of land. Its state-of-art facilities give opportunities to develop leadership skills and to achieve professional excellence. It has 8000+ students from different countries, 29 states and Union Territories and providing cultural melange and global exposure to our students. One of the biggest boosts from University is its unmatched experience of 67 years of in delivering quality education that helps to develop confidence and will give you more knowledge, industry exposure, building good networking and high self-esteem. This will change your overall personality and develop you into a complete professional to face any challenge.

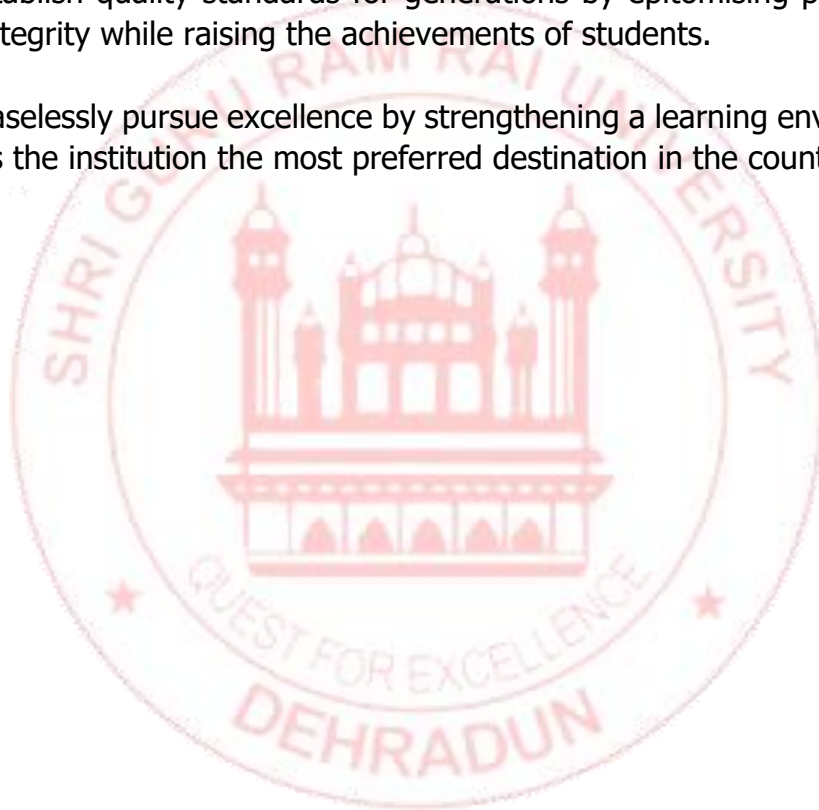
Vision

“To establish Sri Guru Ram Rai University to be a Center of Excellence in higher education, innovation and social transformation by nurturing inquisitive and creative minds and by enabling the stakeholders to become committed professionals and educators of national and global relevance.”

Mission

- ❖ To provide a comprehensive and sustainable educational experience that fosters the spirit of enquiry, scientific thinking and professional competence along with ethical and spiritual values
- ❖ To deliver a classic, well rounded learning experience that is distinctive and impactful on the young generation preparing them for a successful career
- ❖ To engage, inspire and challenge the stakeholders to become leaders with ethics and positive contributors to their chosen field and humane citizens
- ❖ To attract, train and retrain qualified staff to work efficiently to bring forth the maximum resource potential

- ❖ To develop committed and responsible professionals who work for the welfare of the society by providing innovative and efficient solutions and creating long term relationship with the stakeholders
- ❖ To create a sustainable career, by collaborating with stakeholders and participating in community partnership for life and livelihood in the local society in a responsive and dynamic way
- ❖ To make our students globally competent by introducing specialized training leading to professional capabilities and developing diverse skills in them for competitive advantage.
- ❖ To establish quality standards for generations by epitomising professionalism and integrity while raising the achievements of students.
- ❖ To ceaselessly pursue excellence by strengthening a learning environment that makes the institution the most preferred destination in the country.



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INTRODUCTION

The ever-changing global scenario makes the world more modest and needs high levels of lateral thinking and the spirit of entrepreneurship to cope up with the emergent challenges. Many a times, the defined skill sets that are being imparted to students today with Programme Specific Objectives in educational institutions become redundant sooner or later due to rapid technological advancements. No university curriculum can adequately cover all areas of importance or relevance. It is important for higher education institutions to supplement the curriculum to make students better prepared to meet industry demands as well as develop their own interests and aptitudes.

Objectives The main objectives of the Value-Added Course are:

- ✓ To provide students an understanding of the expectations of industry.
- ✓ To improve employability skills of students.
- ✓ To bridge the skill gaps and make students industry ready.
- ✓ To provide an opportunity to students to develop inter-disciplinary skills.
- ✓ To mould students as job providers rather than job seekers.

Course Designing The department interested in designing a Value Added Course should undertake Training Need Analysis, discuss with the generic employers, alumni and industrial experts to identify the gaps and emerging trends before designing the syllabus.

Conduction of value added courses :

Value Added Course is not mandatory to qualify for any programme and the credits earned through the Value-Added Courses shall be over and above the total credit requirement prescribed in the curriculum for the award of the degree. It is a teacher assisted learning course open to all students without any additional fee.

Classes for a VAC are conducted during the RESERVED Time Slot in a week or beyond the regular class hours The value-added courses may be also conducted during weekends / vacation period. A student will be permitted to register only one Value Added Course in a Semester.

student will be encouraged to opt for the VAC offered by his/her parent Department/Faculty. Industry Experts / Eminent Academicians from other Institutes are eligible to offer the value-added course. The course can be offered only if there are at least 5 students opting for it. The students may be allowed to take value added courses offered by other departments after obtaining permission from Dean offering

the course. The duration of value added course is 30 hours with a combination 18 hours (60%) of theory and 12 hours (40%) of practical. However, the combination of theory and practical shall be decided by the course teacher with the approval of the Dean

GUIDELINES FOR CONDUCTING VALUE ADDED COURSES

- ❖ Value Added Course is not mandatory to qualify for any program.
- ❖ It is a instructor supported learning course open to all students without any added fee.
- ❖ Classes for VAC will be conducted during the **RESERVED** Time Slot in a week or beyond the regular class hours.
- ❖ The value-added courses may be also conducted during weekends / vacation period.
- ❖ A student will be permitted to register only one Value Added Course in a Semester.
- ❖ Students may be permitted to enrol in value-added courses offered by other departments/ Schools after obtaining permission from the Department's Head offering the course.

DURATION AND VENUE

- ❖ The duration of value-added course should not be less than 30 hours.
- ❖ The Dean of the respective School shall provide class room/s based on the number of students/batches.
- ❖ VAC shall be conducted in the respective School itself.

REGISTRATION PROCEDURE

The list of Value-Added Courses, along with the syllabus, will be available on the University Website. A student must register for a Value-Added Course offered during the semester by completing and submitting the registration form. The Department Head shall segregate according to the option chosen and send it to the Dean of the school offering the specific Value-Added Courses.

- ❖ Each faculty member in charge of a course is responsible for maintaining Attendance and Assessment Records for candidates who have registered for the course.
- ❖ The Record must include information about the students' attendance and Assignments, seminars, and other activities that were carried out.
- ❖ The record shall be signed by the Course Instructor and the Head of the Department at the end of the semester and kept in safe custody for future verification.

- ❖ Each student must have a minimum of 75% attendance in all courses for the semester in order to be eligible to take certificate.
- ❖ Attendance requirements may be relaxed by up to 10% for valid reasons such as illness, representing the University in extracurricular activities, and participation in NCC.
- ❖ The students who have successfully completed the Value Added Course shall be issued with a Certificate duly signed by the Authorized signatories.



Health Education and First Aid

Course Code : VACSPS001

Course Objectives:

1. To understand the importance of health, wellness and nutrition in daily life.
2. To understand about the cause and prevention of certain diseases.

Course Outcomes:

1. Know about models of health and types of abuses.
2. Describe the behavioural, environmental & genetic risk factors for chronic diseases.
3. Explain the role of Nutrition in body fitness.
4. Learn about first aid in burning & other emergency conditions.

Module I: Introduction to health, wellness, models of health and types of abuses.

Module II: Basic introduction to types of diseases, their causes and possible recoveries.

Module III: Basics of Nutrition and Fitness, food pyramids, nutrients and fitness.

Module IV: First Aid For burning, and other emergency conditions.

Module V: Demonstration of CPR.

Reference Books:

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

Pharmaceutical Marketing and Sales

Course Code : VACSPS002

Course Objectives:

1. To impart significant knowledge about the fast-changing market demands in pharmaceutical field.
2. To explore various opportunities in the pharma marketing field along with imparting knowledge of the growth charts of various companies.

Course Outcomes:

1. Describe the concept of pharmaceutical marketing.
2. Discuss the emerging concepts of marketing
3. Explain the different pharmaceutical marketing channels.
4. Discuss the various components of promotion of pharmaceutical products.
5. Discuss about pharma branding and advertisement management.

Module I: Marketing: Definition, general concepts, marketing Environment, Demand and supply, Sales charts.

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

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

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

Module V: Pharma branding and advertisement management.

Reference Books:

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. Douglas J. Dalrymple, William L. Cron, Thomas E. DeCarlo. (2004), "Sales Management", John Wiley & Sons, New Jersey, USA.
5. Ralph W. Jackson, Robert D. Hisrich (1996), "Sales and Sales Management", Prentice Hall, New Jersey, U



Interpersonal Skills

Course Code : VACSPS003

Course Objectives:

1. To enhance the personality of students.
2. To bridge the gap between knowledge and communications skills.
3. To prepare students to face the outside world.
4. To improve communication as well as presentation skills of students.

Module I: Introduction to personality development: significance, theories, success vs failure concepts.

Module II: Attitude and motivation: Development of Positive attitude and concepts of motivation.

Module III: Communication Skills: Introduction, types and presentations

Module IV: Personal competence and maturity: Developing Rapport, criticism and Leadership Qualities.

Module V: Self- Management and Employability Quotient

Reference Books:

1. Basic communication skills for Technology, Andreja. J. Ruther Ford, 2nd Edition, Pearson Education, 2011.
2. Communication skills, Sanjay Kumar, Pushpalata, 1stEdition, Oxford Press, 2011.
3. Brilliant- Communication skills, Gill Hasson, 1stEdition, Pearson Life, 2011.
4. The Ace of Soft Skills: Attitude, Communication and Etiquette for success, Gopala Swamy Ramesh, 5thEdition, Pearson, 2013.
5. Communication skills for professionals, Konar nira, 2ndEdition, New arrivals –PHI, 2011