Semester VIII

Course code	Name of the course	Internal Assessment				End Semester Exams		Total Marks
		Continuous Mode	Sessional Exams		Total	Marks	Duration	
			Marks	Duration				
BP801 T	Biostatistics and Research Methodology – Theory	10	15	1 Hr	25	75	3 Hrs	100
BP802 T	Social and Preventive Pharmacy – Theory	10	15	1 Hr	25	75	3 Hrs	100
BP803 ET	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
BP804 ET	Pharmaceutical Regulatory Science – Theory							
BP805 ET	Pharmacovigilance – Theory							
BP806 ET	Quality Control and Standardizations of Herbals –Theory							
BP807 ET	Computer Aided Drug Design –Theory							
BP808 ET	Cell and Molecular Biology –Theory							
BP809 ET	Cosmetic Science – Theory							
BP810 ET	Experimental Pharmacology – Theory							
BP811 ET	Advanced Instrumentation Techniques – Theory							
BP812 PW	Project Work	-	-	-	-	150	4 Hrs	150

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 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 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

Recommended Journals:

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

BP803ET. PHARMACEUTICAL MARKETING (Theory)

45 Hours

Scope:

The pharmaceutical industry not only needs highly qualified researchers, chemist, 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. Sales & Marketing which grooms the people for taking a challenging role in Sales and Product management. The career in product management starts from having hands on experience in sales and marketing only.

Course Objective: The course aim is to provide an understanding of marketing concepts and techniques and the application of the same 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:

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

Unit III **10 Hours**

Promotion:

Meaning and 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 appropriatechannel, conflict in channels, physical distribution management: Strategic importance, tasks in physicaldistribution 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, issuesin 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; RuralMarketing; 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. 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, drug products in regulated countries like US, EU, Japan, Australia and Canada. It prepares the students to learn in detail on the regulatory requirements, documentation requirements, and registration procedures for marketing the drug products in regulated countries.

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 sale of 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) in US. Changes to an approved NDA / ANDA.

Regulatory authorities and agencies

Overview of regulatory authorities of 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 terminologies, 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 A Guarino, 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 and Isader Kaufer, Marcel Dekker series, Vol.143
7. Clinical Trials and Human Research: A Practical Guide to Regulatory Compliance By 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 of drugs' life cycle
9. Drug safety evaluation in paediatrics, geriatrics, pregnancy and lactation
10. Pharmacovigilance Program of India (PvPI)
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 and cohort 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**

Statistical methods for evaluating medication safety data

Safety data generation

- Pre clinical phase
- Clinical phase
- Post approval phase

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

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 and Bartlett 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 PK Manna

12. http://www.whoumc.org/DynPage.aspx?id=105825&mn1=7347&mn2=7259&mn3=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 dosage forms

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 Medicines

WHO 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 techniques in standardization of herbal products.

Preparation of documents for new drug application and export registration

GMP 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 systems

Comparison 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 , Carrier Pub., 2006.
4. Aggrawal, S.S., Herbal Drug Technology. Universities Press, 2002.
5. EMEA. Guidelines on Quality of Herbal Medicinal Products/Traditional Medicinal Products,
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 Herbal Medicines. 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 Organic Medicinal & Pharmaceutical Chemistry" Lippincott, New York.
4. Foye WO "Principles of Medicinal chemistry 'Lea & Febiger.
5. Koro lkovas 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.

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) Theory of the Cell? 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 Structure
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

c) Regularities in Protein Pathways
d) Cellular Processes
e) Positive Control and significance of Protein Synthesis

Unit IV **08 Hours**

a) Science of Genetics
b) Transgenics and Genomic Analysis
c) Cell Cycle analysis
d) Mitosis and Meiosis
e) Cellular Activities and Checkpoints

Unit V **07 Hours**

a) Cell Signals: Introduction
b) Receptors for Cell Signals
c) Signaling Pathways: Overview
d) Misregulation of Signaling Pathways
e) Protein-Kinases: Functioning

Recommended Books (latest edition):

1. W.B. Hugo and A.D. Russel: Pharmaceutical Microbiology, Blackwell Scientific publications, Oxford London.
2. Prescott and Dunn., Industrial Microbiology, 4th edition, CBS Publishers & Distributors, Delhi.
3. Pelczar, Chan Kreig, Microbiology, Tata McGraw Hill edn.
4. Malcolm Harris, Balliere Tindall and Cox: Pharmaceutical Microbiology.
5. Rose: Industrial Microbiology.
6. Probisher, Hinsdill et al: Fundamentals of Microbiology, 9th ed. Japan
7. Cooper and Gunn's: Tutorial Pharmacy, CBS Publisher and Distribution.
8. Peppler: Microbial Technology.
9. Edward: Fundamentals of Microbiology.
10. N.K.Jain: Pharmaceutical Microbiology, Vallabh Prakashan, Delhi
11. Bergeys manual of systematic bacteriology, Williams and Wilkins- A Waverly company
12. B.R. Glick and J.J. Pasternak: Molecular Biotechnology: Principles and Applications of RecombinantDNA: ASM Press Washington D.C.
13. RA Goldshy et. al., : Kuby Immunology.

BP809ET. COSMETIC SCIENCE(Theory)

45Hours

UNIT I **10Hours**

Classification of cosmetic and cosmeceutical products

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 their relative skin sensory, advantages and disadvantages.Application of these products in formulation of cosmecuticals.

Principles of formulation and building blocks of Hair care products:

Conditioning shampoo, Hair conditioners,antidandruff 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 turmeric

Hair 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**

Definition of cosmetics as per Indian and EU regulations, Evolution of cosmeceuticals from cosmetics, cosmetics as quasi and OTC drugs.

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

Soaps,and syndet bars. Evolution and skin beneits.

UNIT V **07 Hours**

Oily and dry skin, causes leading to dry skin, skin moisturisation. Basic understanding of the terms Comedogenic, dermatitis.

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

Cosmetic problems associated with skin: blemishes, wrinkles, acne, prickly heat and body 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.

BP810 ET.EXPERIMENTAL PHARMACOLOGY

Suggested title:PHARMACOLOGICAL SCREENING METHODS

45 Hours

Scope: This subject is designed to impart the basic knowledge of preclinical studies in experimental 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 strains of 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 hypothesis and 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 J Richard

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, 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, 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

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, 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 development with 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 development with 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 specific industrial 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 its application in pharmaceutical product development.

Unit-V **07 Hours**

Selection and quality control testing of packaging materials for pharmaceutical product development- 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, Third Edition,Informa Healthcare publishers.
3. Pharmaceutical Dosage Forms, Tablets, Volume II, edited by Herbert A. Lieberman andLeon 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 Distributors Pvt.Ltd. 2013.
5. Martin's Physical Pharmacy and Pharmaceutical Sciences, Fifth Edition, edited by Patrick 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 B.Popovich, Howard C. Ansel, 9th Ed. 40
8. Aulton's Pharmaceutics – The Design and Manufacture of Medicines, Michael E. Aulton,3rd Ed.
9. Remington – The Science and Practice of Pharmacy, 20th Ed.
10. Pharmaceutical Dosage Forms – Tablets Vol 1 to 3, A. Liberman, Leon Lachman andJoseph B. Schwartz
11. Pharmaceutical Dosage Forms – Disperse Systems Vol 1 to 3, H.A. Liberman, Martin, M.R and Gilbert S. Banker.
12. Pharmaceutical Dosage Forms – Parenteral Medication Vol 1 & 2, Kenneth E. Avis andH.A. Libermann.
13. Advanced Review Articles related to the topics.