D.T.E. Code - 3487

IDEAL INSTITUTE OF PHARMACY

EMPOWERING INDIA THROUGH KNOWLEDGE

Affiliated by the Mumbai University & Approved by AICTE New Delhi, DTE Maharastra.

1.1.3 Teachers of the Institution participate in following activities related to curriculum development and assessment of the affiliating University and/are represented on the following academic bodies during the last five

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Wada, Palghar

A Unit Of Ideal Foundation
At Village - Posheri, Taluka- Wada, District- Palghar, Maharashtra
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1.1.3 Teachers of the Institution participate in following activities related to curriculum development and assessment of the affiliating University and/are represented on the following academic bodies during the last five years

1. Academic council/BoS of Affiliating university
2. Design and Development of Curriculum for Add on/ certificate/ Diploma Courses
3. Assessment /evaluation process of the affiliating University

Year	Name of teacher participated	Name of the body in which the full time teacher participated
2023-2024	Mrs. Mayuri Bhoir	Internal Examiner Practical Examination in Mumbai University
2023-2024	Mr.Lokesh Vyas	Answer book Evaluation Mumbai University
2023-2024	Mrs. Sharmila Wagh	Answer book Evaluation Mumbai University
2023-2024	Mrs. Mayuri Bhoir	Answer book Evaluation Mumbai University
2022-2023	Mr. Lokesh Vyas	External Examiner Practical Examination in Mumbai University
2022-2023	Mr.Lokesh Vyas	Answer book Evaluation Mumbai University
2022-2023	Mrs. Sharmila Wagh	Answer book Evaluation Mumbai University
2022-2023	Ms Vinita Yadav	Answer book Evaluation Mumbai University
2022-2023	Mr. Mithilesh Narware	Answer book Evaluation Mumbai University
2022-2023	Ms. Shweta Patil	Curriculum/Syllabus Design of Add-on Certificate Course (Intellectual Property Rights)
2022-2023	Mr. Mithilesh Kumar Narware	Curriculum/Syllabus Design of Add-on Certificate Course (Marketing Techniques in Pharmaceutical Trade)
2022-2023	Ms. Swati Vedaga	Curriculum/Syllabus Design of Add-on Certificate Course (Communication Skills)
2022-2023	MR. ANKUR MAITHIL	Curriculum/Syllabus Design of Add-on Certificate Course (Induction Training of Medical coding)
2021-2022	Mr. Rajiv Kumar	Curriculum/Syllabus Design of Add-on Certificate Course (Pharmaceutical Marketing -A Challenge)
2021-2022	Ms. Shweta Patil	Curriculum/Syllabus Design of Add-on Certificate Course (Intellectual Property Rights)
2021-2022	Mr. Rajiv Kumar	Curriculum/Syllabus Design of Add-on Certificate Course(Nutritional Requirements)
2021-2022	Miss Shweta Patil	Curriculum/Syllabus Design of Add-on Certificate Course(Herbal Extraction)
2021-2022	Mr Monoj Kumar	Curriculum/Syllabus Design of Add-on Certificate Course(Preclinical Issues)
2020-2021	Mr Eknath Tikkal	Curriculum/Syllabus Design of Add-on Certificate Course(Basic Principles in Preclinical Studies)
2020-2021	Miss Swapnali Vekhande	Curriculum/Syllabus Design of Add-on Certificate Course(Advance study of Techniques in Extraction)
2020-2021	Mr. Gourab Mishra	Curriculum/Syllabus Design of Add-on Certificate Course (Dietary Requirements in Public Health)
2020-2021	Mr. Mithilesh Kumar	Curriculum/Syllabus Design of Add-on Certificate Course(Marketing Techniques in Pharmaceutical Trade)
2020-2021	Mrs. Deepti Chirmade	Curriculum/Syllabus Design of Add-on Certificate Course(Analytical Instruments Analysis)
2020-2021	Miss Nikita John	Curriculum/Syllabus Design of Add-on Certificate Course (Intellectual Property rights)
2019-2020	Miss Nikita John	Curriculum/Syllabus Design of Add-on Certificate Course (Intellectual Property rights)
2019-2020	Mr. Abhijeet Thakare	Curriculum/Syllabus Design of Add-on Certificate Course (Literature Review and Preclinical studies)
2019-2020	Mr. Brajesh Balram Prajapati	Curriculum/Syllabus Design of Add-on Certificate Course (Laboratory Practices for Fail-safe and effective experimentation)
2019-2020	Mrs. Ashwini Waghachaure	Curriculum/Syllabus Design of Add-on Certificate Course (Induction Training of Medical coding)
2019-2020	Ms. Rutuja Ghoghari	Curriculum/Syllabus Design of Add-on Certificate Course (Training in extraction technique)
2019-2020	Mr. Nitin Choudhary	Curriculum/Syllabus Design of Add-on Certificate Course (Health Education and Nutrition)
2018-2019	Mr. Ashwin Somakuwar	Curriculum/Syllabus Design of Add-on Certificate Course (Tablet Manufacturing Process)
2018-2019	Mr. Nilesh Patil	Curriculum/Syllabus Design of Add-on Certificate Course (Pharmaceutical Sales and Marketing)
2018-2019	Mrs.Sapna Sharma	Curriculum/Syllabus Design of Add-on Certificate Course (Communication Skill)
2018-2019	Miss Pallavi Patil	Curriculum/Syllabus Design of Add-on Certificate Course (Laboratory Techniques in Organic Synthesis)

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Course Name: Analytical Instrument Analysis (AOC-DEP-PHA-AIA)

Course Summary: Modern science thinks and works in the lemon light of an interdisciplinary approach. The department of Chemistry at St Berchmans offers an Extra Credit Course entitled Instrumental Methods of Analysis for Biologists, Chemists and Physicists. It introduces a variety of modern analytical techniques which include Mass Spectrometry; UV Visible, IR, and NMR Spectroscopy; High Performance Liquid Chromatography, Gas Chromatography, Column, Paper and Thin Layer Chromatographic techniques which are useful in all branches of basic science. Besides these, the students can learn the basics of analytical instruments such as pH Meter, Potentiometer, Conductivity Meter, Flame Photometer, Atomic Absorption Spectrometer and Electrochemical Analyzer.

Course Outcomes:

Upon successful completion, students will have the knowledge and skills to:

1. Explain the theoretical aspects of key analytical techniques and instruments
2. Undertake the correct sample preparation and characterization prior to analysis by the chosen techniques or instruments.
3. Design an analytical work-flow to acquire data and achieve the research objectives of their project.
4. Process data from the chosen instruments and demonstrate understanding of the limitations and quality of the data.

Course Prerequisite:

- To provide basic understanding on sophisticated instruments like UV Visible Spectrophotometer, Flourimeter, Karl Fischer Auto Titrator.
- Impart training on procedures in handling sophisticated analytical instruments and
- Training on data keeping and routine maintenance of analytical instruments.

Course Duration: 35 Hours

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Course Outline:

Module	Contents	Hours
1	UV-Visible Spectroscopy	**7**
2	Infrared Spectroscopy	**7**
3	NMR Spectroscopy	7
4	Mass Spectrometry	7
5	Chromatography	7

References:

1. Instrumental Methods of Chemical Analysis, Chatwal and Anand, Himalaya Publishing House.
2. UV-VIS Spectroscopy and Its Applications, Heinz-Helmut Perkampus, Springer, Berlin, Heidelberg.
3. agilent.com/en/product/molecular-spectroscopy/fluorescence-spectroscopy/fluorescence-systems/cary-eclipse-fluorescence-spectrophotometer

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Course Name: Pharmaceutical Sales and Marketing (AOC-DEP-PHA-PSM)

Course Summary: Pharmaceutical marketing refers to the offline and digital strategies used to attract new patients and raise awareness around a certain drug or treatment plan. Pharmaceutical marketing can either be geared towards physicians or towards selling directly to consumers. The pharmaceutical companies are responsible for designing, discovering, and developing drugs used to treat, prevent, diagnose or cure diseases and other medical issues. However, with strong competition, increasingly complex regulations and consumer attrition, pharma companies are going all out to get their products in front of healthcare professionals and patients alike. And that's the reason why the role of pharmaceutical sales and pharmaceutical marketing in the industry has become progressively more and more critical, so much that pharma sales marketers and representatives now get huge budgets than R & D.

Course Outcomes:

To explain the concept of product management in pharmaceutical industry

To understand the various components of promotion of pharmaceutical products

To elaborate the role and responsibility of professional sales representative

To identify the roles and responsibilities of pricing authorities in India

To demonstrate the emerging concepts of marketing

Course Prerequisite:

Describe the concept of pharmaceutical marketing.

Demonstrate different pharmaceutical marketing channels

Understand the role of market research

1.

Course Duration: 35 Hours

Course Outline:

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Module	Contents	Hours
1	General Overview:	**6**
2	Pharmaceutical market:	**6**
3	Product decision	6
4	Promotion	6
5	Pricing	6

REFERENCE:

1. Lidstone, J., & MacLennan, J. (2017). *Marketing planning for the pharmaceutical industry*. Routledge.
2. Arora, U., & Taneja, G. (2006). An analytical study of physicians behaviour towards marketing of pharmaceutical products. *Indian Journal of Marketing*, *36*(11).
3. Attarabeen, O., & Alkhateeb, F. M. (2013). Rollins B, Perri M.: Pharmaceutical Marketing. *American Journal of Pharmaceutical Education*, *77*(6).
4. Lerer, L., & Piper, M. (2003). *Digital strategies in the pharmaceutical industry*. Basingstoke, UK: Palgrave Macmillan.

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Course Name: Training in Extraction Techniques (AOC-DEP-PHA-TET)

Course Summary: This is another vital course which will impart new skill in the students. By learning this course students will know about different extraction techniques and can perform their own extractions using different herbal materials. While experimentation students will choose specific extraction technique depending on their formulation and medicinal plants used for extraction.

Course Outcomes:

The course objective is to provide both theoretical and hands on training on the techniques and development of standardized herbal extract. At the end of the course trainee will be exposed to

(i) Techniques applied to determining herbal extraction methods to develop a standardized herbal extract from lab to industrial scale.
(ii) Techniques in standardized lab scale method in developing standardized herbal extracts to industrial scale.
(iii) Understanding quality measures (QC) involved in herbal extraction and developing standardized herbal extract with case studies focusing on Indian indigenous herbs lists in monograph of herbs in India.

Course Prerequisite:

- To improve their knowledge in Extraction Technology which is a valuable skill. To familiarise with different advanced extraction techniques developed to date
- To improve the existing practical knowledge of students in extraction technology.
- To introduce more sophisticated and sensitive extraction techniques such as Super critical Fluid Extraction and Microwave assisted extraction techniques.

Course Duration: 35 Hours

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Course Outline:

Module	Contents	Hours
1	Introduction to extraction of Medicinal Plants	**7**
2	extraction method	**7**
3	Super Critical Fluid Extraction	7
4	Trademarks	7
5	Project	7

REFERENCE:

1. Chemat, F., & Strube, J. (Eds.). (2015). *Green extraction of natural products: theory and practice*. John Wiley & Sons.
2. Sarker, S. D., Latif, Z., & Gray, A. I. (2006). Natural product isolation. In *Natural products isolation* (pp. 1-25). Humana press.
3. Rostagno, M. A., & Prado, J. M. (Eds.). (2013). *Natural product extraction: principles and applications* (No. 21). Royal Society of Chemistry.

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Course Name: Intellectual Property Rights (AOC-DEP-PHA-LOS)

Course Summary: Intellectual property is the currency of the tech world. The pharmaceutical patent for Lipitor generated over $100 billion in revenue, the copyright for the Harry Potter franchise has generated over $25 billion to date, and the trademarked brands of the world's largest tech companies now eclipse $100 billion in value. But what makes these intangible assets so valuable. Through the courses in this specialization, you will learn the differences between the various forms of U.S. intellectual property rights, including patents, copyrights, and trademarks, and their various applications to human innovations. Drawing from that knowledge, you will then work to develop a trademark strategy for a company, analyze a patent document, and address a copyright cease-and-desist request. After completing these hands-on projects, you will have the necessary framework to craft integrated intellectual property strategies tailored to an organization's core business goals.

Course Outcomes:

a. Identify different types of Intellectual Properties (IPs), the right of ownership, scope of protection as well as the ways to create and to extract value from IP.
b. Recognize the crucial role of IP in organizations of different industrial sectors for the purposes of product and technology development.
c. Identify activities and constitute IP infringements and the remedies available to the IP owner and describe the precautious steps to be taken to prevent infringement of proprietary rights in products and technology development.
d. Be familiar with the processes of Intellectual Property Management (IPM) and various approaches for IPM and conducting IP and IPM auditing and explain how IP can be managed as a strategic resource and suggest IPM strategy.
e. Be able to anticipate and subject to critical analysis arguments relating to the development and reform of intellectual property right institutions and their likely impact on creativity and innovation.
f. Be able to demonstrate a capacity to identify, apply and assess ownership rights and marketing protection under intellectual property law as applicable to information, ideas, new products and product marketing;

Course Prerequisite:

- Understanding, defining and differentiating different types of intellectual properties (IPs) and their roles in contributing to organizational competitiveness.
- Understanding the Framework of Strategic Management of Intellectual Property (IP).
- Appreciating and appraising different IP management (IPM) approaches and describing how pioneering firms initiate, implement and manage IPM programs,
- Explaining how to derive value from IP and leverage its value in new product and service development
- Exposing to the Legal management of IP and understanding of real life practice of IPM.

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Course Duration: 35 Hours

Course Outline:

Module	Contents	Hours
1	Introduction	**7**
2	Copyrights	**7**
3	Patents	7
4	Trademarks	7
5	Design Method and Other form of IP	7

References:

1. J. C. Gilbert, S. F. Martin, "Experimental Organic Chemistry. A Miniscale and Microscale Approach", Thomson 2006

2. A. I. Vogel, A. R. Tatchell, B. S. Furnis, A. J. Hannaford , P. W. G. Smith "Vogel's Textbook of practical organic chemistry", Prentice Hall 1996.

3. Solvent-free Organic Synthesis by Koichi Tanaka (Copyright © 2009 WILEY-VCH Verlag GmbH & Co. KGaA, Weinheim, ISBN: 978-3-527-32264-)

4. Practical organic chemistry. Cambridge. F. G. Mann. May 1936. B. C. Saunders.

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Course Name: Induction Training of Medical Coding (AOC-DEP-PHA-IMC)

Course Summary: Medical coding training courses will teach you the fundamentals of medical coding, prepare you for certification, and help you establish yourself in the industry. AAPC certification programs include many coding subspecialties all of which are rated #1 among medical coding schools. This course serves as an induction training program for the medical coding and the ICD-9-CM, ICD-10-CM, PCS guidelines in addition to the current CPC framework at global level

Course Outcomes:

The course is precisely constructed to provide the following knowledge and skills:

1. Understanding of daily hospital activities
2. Attain good grip over medical terminologies
3. Documentation techniques involved in storing medical records
4. Transcription of medical records based on ICD-10-CM guidelines
5. Procedures and techniques for preparing medical claims
6. Understand the requirement of confidentiality with medical records in regard with medical ethics.

Course Prerequisite:

- Understanding, defining and differentiating different types of medical coding and their roles in contributing to organizational competitiveness.
- Understanding the Framework of medical coding and their implementation.

Course Duration: 35 Hours

Course Outline:

Module	Contents	Hours
1	Introduction of Coding	**7**
2	Coding Word and Letter Dynamics	**7**
3	Billing Coding	7
4	Medical Record and Documentation	7
5	Management of Medical Record	7

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References:

1. Medical Terminology: the best and most effective way to memorize, pronounce and understand medical terms, medical creations.
2. Clinical documentation improvement desk reference for ICD-10-CM and procedure coding, Optuminsight Inc.
3. https://www.cms.gov/Medicare/Coding/ICD10/ICD-10Resources
4. ICD-10-CM 2017: the complete cfficial code book, American Medical Asscciation
5. CPT 2017, American Medical Association

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Course Name: Communication Skills (AOC-DEP-PHA-CS)

Course Summary: Communication is as old as the existence of human beings. Words are not the only way of getting your message across. Many times, you can sense the mood your colleague or friend is in. How do you think you can figure it out? It is because communication involves not just words, but also actions, body language and facial expressions to mention a few. In this course we will help you understand what communication is and why we communicate. You will also understand non-verbal communication in detail. On completion of the course, you will learn how to communicate effectively using a combination of verbal and non-verbal communication skills.

Course Outcomes:

- This course is designed to facilitate our young amitians to communicate effectively by emphasizing on practical communication through refurbishing their existing language skills and also to bring one and all to a common take-off level.
- To develop good presentation skills by learning the essential steps for its planning and preparation, and effective use of verbal & non-verbal communication for delivering a business presentation.
- To develop academic writing skills.
- To enhance employability skills of the learners by enabling them to write effective resume and face the interview with confidence.
- To develop competencies to form written communication strategies necessary in the workplace, and to execute them for effective communication.

Course Prerequisite:

- Understand the behavioural needs for a Pharmacist to function effectively in the areas of pharmaceutical operation.
- Communicate effectively (Verbal and Non Verbal)
- Effectively manage the team as a team player
- Develop interview skills
- Develop Leadership qualities and essentials

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2.

Course Duration: 35 Hours

Course Outline:

Module	Contents	Hours
1	Basic Of Communication	**7**
2	Fundamental Of Communication	**7**
3	Presentation Skills	7
4	Academic Writing	7
5	Employment Skills	7

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Course Name: Laboratory Practices for Fail-Safe and Effective (AOC-DEP-PHA-LFE)

Course Summary:

This certificate value added course on good laboratory practices for fail-safe and effective experimentation, provides a collective knowledge on the significance of ensuring reliability and integrity of pharmaceuticals. Therefore, the course comprises the principles of GLP that is to be followed in a laboratory or organisation which deals with non-clinical safety tests.

Course Outcomes:

The course is built based on the following objectives:

1. Insights in the importance of GLP
2. Ability to understand the process and product requirements as per standards
3. Inculcate good manufacturing practices
4. A firm hand on the techniques of quality control
5. To practice safety standards and to evaluate future hazards

Course Prerequisite:

1. Insights in the importance of GLP
2. Ability to understand the process and product requirements as per standards
3. Inculcate good manufacturing practices
4. A firm hand on the techniques of quality control
5. To practice safety standards and to evaluate future hazards

Course Duration:

35 Hours

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Course Outline:

Module	Contents	Hours
1	GMP based regulatory and application	7
2	methodologies and techniques	7
3	bio-safety	7
4	Toxicological studies	7
5	SPC techniques	7

References:

1. Pharmaceutical quality assurance vol. I &II BY Wagh Kaveri Raman et al., PV publications.
2. Qualitative pharma analysis by Jenkins, The Blakiston division, New York
3. How to practice GMP- A plan for total quality control by P.P. Sharma, Vandana publications, Agra

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Course Name: Literature Review and Preclinical Studies (AOC-DEP-PHA-LPS)

Course Summary: Review preclinical studies investigating the role of protein kinase C (PKC) in the role of mania and effective antimanic agents. We then discuss clinical studies conducted with tamoxifen, a relatively selective PKC inhibitor in acute bipolar mania. We conclude that PKC in an important target --arguably the first mechanistically distinct drug target for bipolar disorder. PKC holds considerable promise as a novel target for the development of a new line of treatments for bipolar disorder.

Course Outcomes:

- The purpose of this subject is to provide a road map and practical recommendations for planning a literature review.
- To enhance both the quality of educational research and the likelihood of publication.
- To understand types of journals and journal finding, role of impact factor in selecting journal.
- To understand various tools used in the writing of research or review articles.
- To understand general principles of preclinical study design,

Course Prerequisite:

- Understanding, defining and differentiating different types of intellectual properties (IPs) and their roles in contributing to organizational competitiveness.
- Understanding the Framework of Strategic Management of Intellectual Property (IP).
- Appreciating and appraising different IP management (IPM) approaches and describing how pioneering firms initiate, implement and manage IPM programs,
- Explaining how to derive value from IP and leverage its value in new product and service development
- Exposing to the Legal management of IP and understanding of real life practice of IPM.

Course Duration: 35 Hours

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Course Outline:

Module	Contents	Hours
1	Research and review articles	7
2	Types of journals	7
3	Patents	7
4	Various tools used in the writing of research or review articles	7
5	Preclinical studies	7

References:

1. Judd LL, Akiskal HS, Schettler PJ, Endicott J, Maser J, Solomon DA, Leon AC, Rice JA, Keller MB. The long-term natural history of the weekly symptomatic status of bipolar I disorder. *Arch Gen Psychiatry.* 2002;59(6):530–7. [PubMed] [Google Scholar]

2. Goodwin FK, Jamison KR. Manic-Depressive Illness: Bipolar Disorders and Recurrent Depression. 2007 [Google Scholar]

3. Cerullo MA, Strakowski SM. The prevalence and significance of substance use disorders in bipolar type I and II disorder. *Subst Abuse Treat Prev Policy.* 2007;2:29. [PMC free article] [PubMed] [Google Scholar]

4. Fossey MD, Otto MW, Yates WR, Wisniewski SR, Gyulai L, Allen MH, Miklowitz DJ, Coon KA, Ostacher MJ, Neel JL, Thase ME, Sachs GS, Weiss RD. Validity of the distinction between primary and secondary substance use disorder in patients with bipolar disorder: data from the first 1000 STEP-BD participants. *Am J Addict.* 2006;15(2):138–43. [PubMed] [Google Scholar]

5. Zarate CA, Jr, Tohen M, Fletcher K. Cycling into depression from a first episode of mania: a case-comparison study. *Am J Psychiatry.* 2001;158(9):1524–6. [PubMed] [Google Scholar]

6. Sachs GS, Gardner-Schuster EE. Adjunctive treatment of acute mania: a clinical overview. *Acta Psychiatr Scand Suppl.* 2007;(434):27–34. [PubMed] [Google Scholar]

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