

Scope: This course will prepare the young pharmacy student to interact effectively with doctors, nurses, dentists, physiotherapists and other health workers. At the end of this course the student will get the soft skills set to work cohesively with the team as a team player and will add value to the pharmaceutical business.

Objectives:

Upon completion of the course the student shall be able to

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

COURSE CONTENT

UNIT – I

• **Communication Skills:** Introduction, Definition, The Importance of Communication,

The Communication Process – Source, Message, Encoding, Channel, Decoding, Receiver, Feedback, Context

• **Barriers to communication:** Physiological Barriers, Physical Barriers, Cultural Barriers, Language Barriers, Gender Barriers, Interpersonal Barriers, Psychological Barriers, Emotional barriers

07 Hours

• **Perspectives in Communication:** Introduction, Visual Perception, Language, Other factors affecting our perspective - Past Experiences, Prejudices, Feelings, Environment

UNIT – II

• **Elements of Communication:** Introduction, Face to Face Communication - Tone of

Voice, Body Language (Non-verbal communication), Verbal Communication, Physical Communication

07 Hours

• **Communication Styles:** Introduction, The Communication Styles Matrix with example for each -Direct Communication Style, Spirited Communication Style, Systematic c) Communication Style, Considerate Communication Style

UNIT – III

• **Basic Listening Skills:** Introduction, Self-Awareness, Active Listening, Becoming an

Active Listener, Listening in Difficult Situations

07 Hours

• **Effective Written Communication:** Introduction, When and When Not to Use

Written

Communication - Complexity of the Topic, Amount of Discussion' Required,
Shades of

Meaning, Formal Communication

• **Writing Effectively:** Subject Lines, Put the Main Point First, Know Your
Audience,

d) Organization of the Message

UNIT – IV

• **Interview Skills:** Purpose of an interview, Do's and Dont's of an interview

• **Giving Presentations:** Dealing with Fears, Planning your Presentation,
Structuring Your

05 Hours

iv. Presentation, Delivering Your Presentation, Techniques of Delivery

UNIT – V

• **Group Discussion:** Introduction, Communication skills in group discussion,
Do's and

04 Hours

c) Dont's of group discussion.

BP111P.COMMUNICATION SKILLS (Practical)

2 Hours / week

The following learning modules are to be conducted using wordsworth® English language lab software

Basic communication covering the following topics

Meeting People

Asking Questions

Making Friends

What did you do?

Do's and Dont's

Pronunciations covering the following topics

Pronunciation (Consonant Sounds)

Pronunciation and Nouns

Pronunciation (Vowel Sounds)

Advanced Learning

Listening Comprehension / Direct and Indirect Speech

Figures of Speech

Effective Communication

Writing Skills

Effective Writing

Interview Handling Skills

E-Mail etiquette

Presentation Skills

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, 1stEdition, Oxford Press, 2011
3. Organizational Behaviour, Stephen .P. Robbins, 1stEdition, Pearson, 2013
4. Brilliant- Communication skills, Gill Hasson, 1stEdition, Pearson Life, 2011
5. The Ace of Soft Skills: Attitude, Communication and Etiquette for success, Gopala Swamy Ramesh, 5thEdition, Pearson, 2013
6. Developing your influencing skills, Deborah Dalley, Lois Burton, Margaret, Green hall, 1st Edition Universe of Learning LTD, 2010
7. Communication skills for professionals, Konar nira, 2ndEdition, New arrivals –PHI, 2011
8. Personality development and soft skills, Barun K Mitra, 1stEdition, Oxford Press, 2011
9. Soft skill for everyone, Butter Field, 1st Edition, Cengage Learning india pvt.ltd, 2011
10. Soft skills and professional communication, Francis Peters SJ, 1stEdition, Mc Graw Hill Education, 2011
11. Effective communication, John Adair, 4thEdition, Pan Mac Millan,2009
12. Bringing out the best in people, Aubrey Daniels, 2ndEdition, Mc Graw Hill, 1999

BP703T	PHARMACY PRACTICE (Theory)	45 Hour s
<p>Scope:</p> <p>In the changing scenario of pharmacy practice in India, for successful practice of Hospital Pharmacy, the students are required to learn various skills like drug distribution, drug information, and therapeutic drug monitoring for improved patient care. In community pharmacy, students will be learning various skills such as dispensing of drugs, responding to minor ailments by providing suitable safe medication, patient counseling for improved patient care in the community setup.</p> <p>Objectives:</p> <p>Upon completion of the course, the student shall be able to:</p> <ol style="list-style-type: none"> 1. Know various drug distribution methods in a hospital 2. Appreciate the pharmacy stores management and inventory control 3. Monitor drug therapy of patient through medication chart review and clinical review. 4. Obtain medication history interview and counsel the patients 5. Identify drug related problems 6. Detect and assess adverse drug reactions 7. Interpret selected laboratory results (as monitoring parameters in therapeutics) of specific disease states 8. Know pharmaceutical care services 9. Do patient counseling in community pharmacy; 10. Appreciate the concept of rational drug therapy. <p>Course Content:</p>		
<p>UNIT-I</p> <p>Hospital and its organization</p> <p>Definition, Classification of hospital- Primary, Secondary and Tertiary hospitals, Classification based on clinical and non-clinical basis, Organization Structure of a Hospital, and Medical staffs involved in the hospital and their functions.</p> <p>Hospital pharmacy and its organization</p> <p>Definition, functions of hospital pharmacy, Organization structure, Location, Layout and staff requirements, and Responsibilities and functions of hospital pharmacists.</p> <p>Adverse drug reaction</p> <p>Classifications - Excessive pharmacological effects, secondary pharmacological effects, idiosyncrasy, allergic drug reactions, genetically determined toxicity, toxicity following sudden withdrawal of drugs, Drug interaction- beneficial interactions, adverse interactions, and pharmacokinetic drug interactions, Methods for detecting drug interactions, spontaneous case reports and record linkage</p>		10 Hours

<p>studies, and Adverse drug reaction reporting and management.</p>	
<p>Community Pharmacy Organization and structure of retail and wholesale drug store, types and design, Legal requirements for establishment and maintenance of a drug store, Dispensing of proprietary products, maintenance of records of retail and wholesale drug store.</p>	
<p>UNIT-II Drug distribution system in a hospital Dispensing of drugs to inpatients, types of drug distribution systems, charging policy and labelling, dispensing of drugs to ambulatory patients, and Dispensing of controlled drugs. Hospital formulary Definition, contents of hospital formulary, Differentiation of hospital formulary and Drug list, preparation and revision, and addition and deletion of drug from hospital formulary. Therapeutic drug monitoring Need for Therapeutic Drug Monitoring, Factors to be considered during the Therapeutic Drug Monitoring, and Indian scenario for Therapeutic Drug Monitoring. Medication adherence Causes of medication non-adherence, pharmacist role in the medication adherence, and monitoring of patient medication adherence. Patient medication history interview Need for the patient medication history interview, medication interview forms. Community pharmacy management Financial, materials, staff, and infrastructure requirements.</p>	<p>10 Hours</p>
<p>UNIT-III Pharmacy and therapeutic committee Organization, functions, Policies of the pharmacy and therapeutic committee in including drugs into formulary, inpatient and outpatient prescription, automatic stop order, and emergency drug list preparation. Drug information services Drug and Poison information centre, Sources of drug information, Computerized services, and storage and retrieval of information. Patient counseling Definition of patient counseling; steps involved in patient counseling, and Special cases that require the pharmacist Education and training program in the hospital Role of pharmacist in the education and training program, Internal and external training program, Services to the nursing homes/clinics, Code of ethics for community pharmacy, and Role of pharmacist in the interdepartmental communication and community health education. Prescribed medication order and communication skills Prescribed medication order- interpretation and legal requirements, and Communication skills- communication with prescribers and patients.</p>	<p>10 Hours</p>

<p>UNIT-IV</p> <p>Budget preparation and implementation Budget preparation and implementation Clinical Pharmacy</p> <p>Introduction to Clinical Pharmacy, Concept of clinical pharmacy, functions and responsibilities of clinical pharmacist ,Drug therapy monitoring-medication chart review, clinical review, pharmacist intervention, Ward round participation, Medication history and Pharmaceutical care.</p> <p>Dosing pattern and drug therapy based on Pharmacokinetic & disease pattern.</p> <p>Over the counter (OTC) sales</p> <p>Introduction and sale of over the counter, and Rational use of common over the counter medications.</p>	<p>08 Hour s</p>
<p>UNIT-V</p> <p>Drug store management and inventory control</p> <p>Organization of drug store, types of materials stocked and storage conditions, Purchase and inventory control: principles, purchase procedure, purchase order, procurement and stocking, Economic order quantity, Reorder quantity level, and Methods used for the analysis of the drug expenditure.</p> <p>Investigational use of drugs</p> <p>Description,principals involved, classification, control, identification, role of hospital pharmacist, advisory committee.</p> <p>Interpretation of Clinical Laboratory Tests</p> <p>Blood chemistry, hematology, and urinalysis</p>	<p>07 Hour s</p>
<p>Recommended Books (Latest Edition):</p> <ol style="list-style-type: none"> 1. Merchant S.H. and Dr. J. S. Quadry. A textbook of hospital pharmacy, 4th ed. Ahmadabad: B.S. Shah Prakakshan;2001. 2. Parthasarathi G, Karin Nyfort-Hansen, Milap C Nahata. A textbook of Clinical Pharmacy Practice- essential concepts and skills, 1st ed. Chennai: Orient Longman Private Limited;2004. 3. William E. Hassan. Hospital pharmacy, 5th ed. Philadelphia: Lea &Febiger;1986. 4. Tipnis Bajaj. Hospital Pharmacy, 1st ed. Maharashtra: Career Publications;2008. 5. Scott LT. Basic skills in interpreting laboratory data, 4thed. American Society of Health System Pharmacists Inc;2009. 6. Parmar N.S. Health Education and Community Pharmacy, 18th ed. India: 	

CBS Publishers & Distributers;2008.

Journals:

1. Therapeutic drug monitoring. ISSN:0163-4356
2. Journal of pharmacy practice. ISSN:0974-8326
3. American journal of health system pharmacy. ISSN: 1535-2900(online)
4. Pharmacy times (Monthly magazine)

BP802T	SOCIAL AND PREVENTIVE PHARMACY (Theory)	45 Hours
<p>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.</p> <p>Objectives: After the successful completion of this course, the student shall be able to:</p> <ol style="list-style-type: none"> 1. Acquire high consciousness/realization of current issues related to health and pharmaceutical problems within the country and worldwide. 2. Develop a critical way of thinking based on current health care development. 3. Evaluate alternative ways of solving problems related to health and pharmaceutical issues. <p>Course Content:</p>		
<p>UNIT-I 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.</p> <p>Sociology and health Socio cultural factors related to health and disease, Impact of urbanization on health and disease, Poverty and health</p> <p>Hygiene and health Personal hygiene and health care; avoidable habits.</p>		10 Hours
<p>UNIT-II 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</p>		10 Hours
<p>UNIT-III 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.</p>		10 Hours
<p>UNIT-IV 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</p>		08 Hours

<p>UNIT-V 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.</p>	<p>07 Hours</p>
<p>Recommended Books (Latest edition):</p> <ol style="list-style-type: none"> 1. ShortTextbookofPreventiveandSocialMedicine,PrabhakaraGN,2ndEdition,2010, ISBN: 9789380704104, JAYPEE Publications 2. Textbook of Preventive and Social Medicine (Mahajan and Gupta), Edited by Roy RabindraNath, Saha Indranil, 4th Edition, 2013, ISBN: 9789350901878, JAYPEE Publications 3. Review of Preventive and Social Medicine (Including Biostatistics), Jain Vivek, 6thEdition, 2014, ISBN: 9789351522331, JAYPEEPublications 4. Essentials of Community Medicine: A Practical Approach, Hiremath Lalita D, HiremathDhananjaya 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 BHANOTPUBLISHERS. 6. Community Pharmacy Practice, Ramesh Adepu, BSP publishers,Hyderabad <p>Recommended Journals:</p> <ol style="list-style-type: none"> 1. Research in Social and Administrative Pharmacy, Elsevier, Ireland 	