SEMESTER IV

PT414. PHARMACEUTICAL ORGANIC CHEMISTRY –III (Theory)

45 Hours

Scope: This subject imparts knowledge on stereo-chemical aspects of organic compounds and organic reactions, important named reactions, chemistry of important hetero cyclic compounds. It also emphasizes on medicinal and other uses of organic compounds.

Objectives: At the end of the course, the student shall be able to

- 1. understand the methods of preparation and properties of organic compounds
- 2. explain the stereo chemical aspects of organic compounds and stereo chemical reactions
- 3. know the medicinal uses and other applications of organic compounds

Course Content:

Note: To emphasize on definition, types, mechanisms, examples, uses/applications

UNIT-I 10 Hours

Stereo isomerism

Optical isomerism –

Optical activity, enantiomerism, diastereoisomerism, meso compounds

Elements of symmetry, chiral and achiral molecules

DL system of nomenclature of optical isomers, sequence rules, RS system of nomenclature of optical isomers

Reactions of chiral molecules

Racemic modification and resolution of racemic mixture.

Asymmetric synthesis: partial and absolute

UNIT-II 10 Hours

Geometrical isomerism

Nomenclature of geometrical isomers (Cis Trans, EZ, Syn Anti systems)

Methods of determination of configuration of geometrical isomers.

Conformational isomerism in Ethane, n-Butane and Cyclohexane.

Stereo isomerism in biphenyl compounds (Atropisomerism) and conditions for optical activity.

Stereospecific and stereoselective reactions

UNIT-III 10 Hours

Heterocyclic compounds:

Nomenclature and classification

Synthesis, reactions and medicinal uses of following compounds/derivatives Pyrrole, Furan, and Thiophene

Relative aromaticity and reactivity of Pyrrole, Furan and Thiophene

UNIT-IV 8 Hours

Synthesis, reactions and medicinal uses of following compounds/derivatives Pyrazole, Imidazole, Oxazole and Thiazole.

Pyridine, Quinoline, Isoquinoline, Acridine and Indole. Basicity of pyridine Synthesis and medicinal uses of Pyrimidine, Purine, azepines and their derivatives

UNIT-V 07 Hours

Reactions of synthetic importance

Metal hydride reduction (NaBH₄ and LiAlH₄), Clemmensen reduction, Birch reduction, Wolff Kishner reduction.

Oppenauer-oxidation and Dakin reaction.

Beckmanns rearrangement and Schmidt rearrangement. Claisen-Schmidt condensation

Recommended Books (Latest Editions)

- 1. Organic chemistry by I.L. Finar, Volume-I & II.
- 2. A text book of organic chemistry Arun Bahl, B.S. Bahl.
- 3. Heterocyclic Chemistry by Raj K. Bansal
- 4. Organic Chemistry by Morrison and Boyd
- 5. Heterocyclic Chemistry by T.L. Gilchrist

PT416. PHYSICAL PHARMACEUTICS-II (Theory)

45Hours

Scope: The course deals with the various physical and physicochemical properties, and principles involved in dosage forms/formulations. Theory and practical components of the subject help the student to get a better insight into various areas of formulation research and development, and stability studies of pharmaceutical dosage forms.

Objectives: Upon the completion of the course student shall be able to

- 1. Understand various physicochemical properties of drug molecules in the designing the dosage forms
- 2. Know the principles of chemical kinetics & to use them for stability testing and determination of expiry date of formulations
- 3. Demonstrate use of physicochemical properties in the formulation development and evaluation of dosage forms.

Course Content:

UNIT-I 07 Hours

Colloidal dispersions: Classification of dispersed systems & their general characteristics, size & shapes of colloidal particles, classification of colloids & comparative account of their general properties. Optical, kinetic & electrical properties. Effect of electrolytes, coacervation, peptization& protective action.

UNIT-II 10 Hours

Rheology: Newtonian systems, law of flow, kinematic viscosity, effect of temperature, non-Newtonian systems, pseudo plastic, dilatant, plastic, thixotropic, thixotropic in formulation, determination of viscosity, capillary, falling Sphere, rotational viscometers

Deformation of solids: Plastic and elastic deformation, Heckel equation, Stress, Strain, Elastic Modulus

UNIT-III 10 Hours

Coarse dispersion: Suspension, interfacial properties of suspended particles, settling in suspensions, formulation of flocculated and deflocculated suspensions. Emulsions and theories of emulsification, microemulsion and multiple emulsions; Stability of emulsions, preservation of emulsions, rheological properties of emulsions and emulsion formulation by HLB method.

UNIT-IV 10Hours

Micromeretics: Particle size and distribution, mean particle size, number and weight distribution, particle number, methods for determining particle size by different methods, counting and separation method, particle shape, specific surface, methods for determining surface area, permeability, adsorption, derived properties of powders, porosity, packing arrangement, densities, bulkiness & flow properties.

UNIT-V 10 Hours

Drug stability: Reaction kinetics: zero, pseudo-zero, first & second order, units of basic rate constants, determination of reaction order. Physical and chemical factors influencing the chemical degradation of pharmaceutical product: temperature, solvent, ionic strength, dielectric constant, specific & general acid base catalysis, Simple numerical problems. Stabilization of medicinal agents against common reactions like hydrolysis & oxidation. Accelerated stability testing in expiration dating of pharmaceutical dosage forms. Photolytic degradation and its prevention

- 1. Determination of particle size, particle size distribution using sieving method
- 2. Determination of particle size, particle size distribution using Microscopic method
- 3. Determination of bulk density, true density and porosity
- 4. Determine the angle of repose and influence of lubricant on angle of repose
- 5. Determination of viscosity of liquid using Ostwald's viscometer
- 6. Determination sedimentation volume with effect of different suspendingagent
- 7. Determination sedimentation volume with effect of different concentration of single suspending agent
- 8. Determination of viscosity of semisolid byusing Brookfield viscometer
- 9. Determination of reaction rate constant first order.
- 10. Determination of reaction rate constant second order
- 11. Accelerated stability studies

Recommended Books: (Latest Editions)

- 1. Physical Pharmacy by Alfred Martin, Sixth edition
- 2. Experimental pharmaceutics by Eugene, Parott.
- 3. Tutorial pharmacy by Cooper and Gunn.
- 4. Stocklosa J. Pharmaceutical calculations, Lea & Febiger, Philadelphia.
- 5. Liberman H.A, Lachman C., Pharmaceutical Dosage forms, Tablets, Volume-1 to 3, Marcel Dekkar Inc.
- 6. Liberman H.A, Lachman C, Pharmaceutical dosage forms. Disperse systems, volume 1, 2, 3. Marcel Dekkar Inc.
- 7. Physical Pharmaceutics by Ramasamy C, and Manavalan R.

PT 418. PHARMACOLOGY-I (Theory)

45 Hrs

Scope: The main purpose of the subject is to understand what drugs do to the living organisms and how their effects can be applied to therapeutics. The subject covers the information about the drugs like, mechanism of action, physiological and biochemical effects (pharmacodynamics) as well as absorption, distribution, metabolism and excretion (pharmacokinetics) along with the adverse effects, clinical uses, interactions, doses, contraindications and routes of administration of different classes of drugs.

Objectives: Upon completion of this course the student should be able to

- 1. Understand the pharmacological actions of different categories of drugs
- 2. Explain the mechanism of drug action at organ system/sub cellular/ macromolecular levels.

- 3. Apply the basic pharmacological knowledge in the prevention and treatment of various diseases.
- 4. Observe the effect of drugs on animals by simulated experiments 5. Appreciate correlation of pharmacology with other bio medical sciences

Course Content:

UNIT-I 08 hours 1. General Pharmacology

- a. Introduction to Pharmacology- Definition, historical landmarks and scope of pharmacology, nature and source of drugs, essential drugs concept and routes of drug administration, Agonists, antagonists (competitive and non competitive), spare receptors, addiction, tolerance, dependence, tachyphylaxis, idiosyncrasy, allergy.
- b. Pharmacokinetics- Membrane transport, absorption, distribution, metabolism and excretion of drugs .Enzyme induction, enzyme inhibition, kinetics of elimination

UNIT-II 12 Hours

General Pharmacology

- a. Pharmacodynamics- Principles and mechanisms of drug action. Receptor theories and classification of receptors, regulation of receptors. drug receptors interactions signal transduction mechanisms, G-protein-coupled receptors, ion channel receptor, transmembrane enzyme linked receptors, transmembrane JAK-STAT binding receptor and receptors that regulate transcription factors, dose response relationship, therapeutic index, combined effects of drugs and factors modifying drug action.
- b. Adverse drug reactions.
- c. Drug interactions (pharmacokinetic and pharmacodynamic)
- d. Drug discovery and clinical evaluation of new drugs -Drug discovery phase, preclinical evaluation phase, clinical trial phase, phases of clinical trials and pharmacovigilance.

UNIT-III 10 Hours 2. Pharmacology of drugs acting on peripheral nervous system

- a. Organization and function of ANS.
- b. Neurohumoral transmission, co-transmission and classification of neurotransmitters.
- c. Parasympathomimetics, Parasympatholytics, Sympathomimetics, sympatholytics.
- d. Neuromuscular blocking agents and skeletal muscle relaxants (peripheral).
- e. Local anesthetic agents.
- f. Drugs used in myasthenia gravis and glaucoma

UNIT-IV 08 Hours 3. Pharmacology of drugs acting on central nervous system

- a. Neurohumoral transmission in the C.N.S. special emphasis on importance of various neurotransmitters like with GABA, Glutamate, Glycine, serotonin, dopamine.
- b. General anesthetics and pre-anesthetics.
- c. Sedatives, hypnotics and centrally acting muscle relaxants.
- d. Anti-epileptics
- e. Alcohols and disulfiram

UNIT-V 07 Hours 3. Pharmacology of drugs acting on central nervous system

a. Psychopharmacological agents: Antipsychotics, antidepressants, anti-anxietyagents, antimanics and hallucinogens.

- b. Drugs used in Parkinsons disease and Alzheimer's disease.
- c. CNS stimulants and nootropics.
- d. Opioid analgesics and antagonists
- e. Drug addiction, drug abuse, tolerance and dependence.

PT 498. PHARMACOLOGY-I (Practical)

4Hrs/Week

- 1. Introduction to experimental pharmacology.
- 2. Commonly used instruments in experimental pharmacology.
- 3. Study of common laboratory animals.
- 4. Maintenance of laboratory animals as per CPCSEA guidelines.
- 5. Common laboratory techniques. Blood withdrawal, serum and plasma separation, anesthetics and euthanasia used for animal studies.
- 6. Study of different routes of drugs administration in mice/rats.
- 7. Study of effect of hepatic microsomal enzyme inducers on the phenobarbitone sleeping time in mice.
- 8. Effect of drugs on ciliary motility of frog oesophagus
- 9. Effect of drugs on rabbit eye.
- 10. Effects of skeletal muscle relaxants using rota-rod apparatus.
- 11. Effect of drugs on locomotor activity using actophotometer.
- 12. Anticonvulsant effect of drugs by MES and PTZ method.
- 13. Study of stereotype and anti-catatonic activity of drugs on rats/mice.
- 14. Study of anxiolytic activity of drugs using rats/mice.
- 15. Study of local anesthetics by different methods

Note: All laboratory techniques and animal experiments are demonstrated by simulated experiments by software's and videos Recommended Books (Latest Editions)

- 1. Rang H. P., Dale M. M., Ritter J. M., Flower R. J., Rangand Dale's Pharmacology,.Churchil Livingstone Elsevier
- 2. Katzung B. G., Masters S. B., Trevor A. J., Basic and clinical pharmacology, Tata Mc Graw-Hill
- 3. Goodman and Gilman's, The Pharmacological Basis of Therapeutics
- 4. Marry Anne K. K., Lloyd Yee Y., Brian K. A., Robbin L.C., Joseph G. B., Wayne A. K., Bradley R.W., Applied Therapeutics, The Clinical use of Drugs, The Point Lippincott Williams & Wilkins
- 5. Mycek M.J, Gelnet S.B and Perper M.M. Lippincott's Illustrated Reviews- Pharmacology
- 6. K.D.Tripathi. Essentials of Medical Pharmacology, JAYPEE Brothers Medical Publishers (P) Ltd, New Delhi.
- 7. Modern Pharmacology with clinical Applications, by Charles R.Craig& Robert,
- 8. Ghosh MN. Fundamentals of Experimental Pharmacology. Hilton & Company, Kolkata.
- 9. Kulkarni SK. Handbook of experimental pharmacology. Vallabh Prakashan,

PT 412.PHARMACOGNOSY AND PHYTOCHEMISTRY I (Theory)

45 Hours Scope: The subject involves the fundamentals of Pharmacognosy like scope, classification of crude drugs, their identification and evaluation, phytochemicals present in them and their medicinal properties.

Objectives: Upon completion of the course, the student shall be able

- 1. to know the techniques in the cultivation and production of crude drugs
- 2. to know the crude drugs, their uses and chemical nature
- 3. know the evaluation techniques for the herbal drugs
- 4. to carry out the microscopic and morphological evaluation of crude drugs

Course Content:

UNIT-I 10 Hours

Introduction to Pharmacognosy:

- (a) Definition, history, scope and development of Pharmacognosy
- (b) Sources of Drugs Plants, Animals, Marine & Tissue culture
- (c) Organized drugs, unorganized drugs (dried latex, dried juices, dried extracts, gums and mucilages, oleoresins and oleo- gum -resins).

Classification of drugs:

Alphabetical, morphological, taxonomical, chemical, pharmacological, chemo and sero taxonomical classification of drugs

Quality control of Drugs of Natural Origin:

Adulteration of drugs of natural origin. Evaluation by organoleptic, microscopic, physical, chemical and biological methods and properties.

Quantitative microscopy of crude drugs including lycopodium spore method, leafconstants, camera lucida and diagrams of microscopic objects to scale with camera lucida.

UNIT-II 10 Hours

Cultivation, Collection, Processing and storage of drugs of natural origin: Cultivation and Collection of drugs of natural origin Factors influencing cultivation of medicinal plants.

Plant hormones and their applications.

Polyploidy, mutation and hybridization with reference to medicinal plants

Conservation of medicinal plants

UNIT-III 07 Hours

Plant tissue culture:

Historical development of plant tissue culture, types of cultures, Nutritional requirements, growth and their maintenance.

Applications of plant tissue culture in pharmacognosy.

Edible vaccines

UNIT IV 10 Hours

Pharmacognosy in various systems of medicine:

Role of Pharmacognosy in allopathy and traditional systems of medicine namely, Ayurveda, Unani, Siddha, Homeopathy and Chinese systems of medicine.

Introduction to secondary metabolites:

Definition, classification, properties and test for identification of Alkaloids, Glycosides, Flavonoids, Tannins, Volatile oil and Resins

UNIT V 08 Hours

Study of biological source, chemical nature and uses of drugs of natural origin containing following drugs Plant Products:

Fibers - Cotton, Jute, Hemp

Hallucinogens, Teratogens, Natural allergens

Primary metabolites:

General introduction, detailed study with respect to chemistry, sources, preparation, evaluation, preservation, storage, therapeutic used and commercial utility as Pharmaceutical Aids and/or Medicines for the following Primary metabolites:

Carbohydrates: Acacia, Agar, Tragacanth, Honey

Proteins and Enzymes: Gelatin, casein, proteolytic enzymes (Papain, bromelain, serratiopeptidase, urokinase, streptokinase, pepsin).

Lipids(Waxes, fats, fixed oils): Castor oil, Chaulmoogra oil, Wool Fat, Bees Wax Marine Drugs:

Novel medicinal agents from marine sources

PT 492. PHARMACOGNOSY AND PHYTOCHEMISTRY I (Practical)

4 Hours/Week

- 1. Analysis of crude drugs by chemical tests: (i)Tragacanth (ii) Acacia (iii)Agar (iv) Gelatin (v) starch (vi) Honey (vii) Castor oil
- 2. Determination of stomatal number and index
- 3. Determination of vein islet number, vein islet termination and paliside ratio.
- 4. Determination of size of starch grains, calcium oxalate crystals by eye piece micrometer
- 5. Determination of Fiber length and width
- 6. Determination of number of starch grains by Lycopodium spore method
- 7. Determination of Ash value
- 8. Determination of Extractive values of crudedrugs
- 9. Determination of moisture content of crudedrugs
- 10. Determination of swelling index andfoaming

Recommended Books: (Latest Editions)

- 1. W.C.Evans, Trease and Evans Pharmacognosy, 16th edition, W.B. Sounders & Co., London, 2009.
- 2. Tyler, V.E., Brady, L.R. and Robbers, J.E., Pharmacognosy, 9th Edn., Lea and Febiger, Philadelphia, 1988.
- 3. Text Book of Pharmacognosy by T.E. Wallis
- 4. Mohammad Ali. Pharmacognosy and Phytochemistry, CBS Publishers& Distribution, New Delhi.
- 5. Text book of Pharmacognosy by C.K. Kokate, Purohit, Gokhlae (2007), 37_{th} Edition, Nirali Prakashan, New Delhi.
- 6. Herbal drug industry by R.D. Choudhary (1996), I_{st} Edn, Eastern Publisher, New Delhi.
- 7. Essentials of Pharmacognosy, Dr.SH.Ansari, IInd edition, Birla publications, New Delhi, 2007
- 8. Practical Pharmacognosy: C.K. Kokate, Purohit, Gokhlae
- 9. Anatomy of Crude Drugs by M.A. Iyengar

45 Hours

Scope: Course enables the student to understand and appreciate the influence of pharmaceutical additives and various pharmaceutical dosage forms on the performance of the drug product.

Objectives: Upon completion of the course the student shall be able to

- 1. Know the various pharmaceutical dosage forms and their manufacturing techniques.
- 2. Know various considerations in development of pharmaceutical dosage forms
- 3. Formulate solid, liquid and semisolid dosage forms and evaluate them for their quality.

Course content:

3 hours/ week

UNIT-I 07 Hours

Preformulation Studies: Introduction to preformulation, goals and objectives, study of physicochemical characteristics of drug substances.

- a. Physical properties: Physical form (crystal & amorphous), particle size, shape, flow properties, solubility profile (pKa, pH, partition coefficient), polymorphism
- b. Chemical Properties: Hydrolysis, oxidation, reduction, racemisation, polymerization BCS classification of drugs & its significant

Application of preformulation considerations in the development of solid, liquid oral and parenteral dosage forms and its impact on stability of dosage forms.

UNIT-II 10 Hours

Tablets:

- a. Introduction, ideal characteristics of tablets, classification of tablets. Excipients, Formulation of tablets, granulation methods, compression and processing problems. Equipments and tablet tooling.
- b. Tablet coating: Types of coating, coating materials, formulation of coating composition, methods of coating, equipment employed and defects incoating.
- c. Quality control tests: In process and finished product tests

Liquid orals: Formulation and manufacturing consideration of syrups and elixirs suspensions and emulsions; Filling and packaging; evaluation of liquid orals official in pharmacopoeia

(Formerly West Bengal University of Technology)

B.PHARM Syllabus

(Effective from 2021-2022 Admission Session)

UNIT-III 08 Hours

Capsules:

- a. Hard gelatin capsules: Introduction, Production of hard gelatin capsule shells. size of capsules, Filling, finishing and special techniques of formulation of hard gelatin capsules, manufacturing defects. In process and final product quality control tests for capsules.
- b. Soft gelatin capsules: Nature of shell and capsule content, size of capsules, importance of base adsorption and minim/gram factors, production, in process and final product quality control tests. Packing, storage and stability testing of soft gelatin capsules and their applications.

Pellets: Introduction, formulation requirements, pelletization process, equipments for manufacture of pellets

UNIT-IV 10 Hours

Parenteral Products:

- a. Definition, types, advantages and limitations. Preformulation factors and essential requirements, vehicles, additives, importance of isotonicity
- b. Production procedure, production facilities and controls, aseptic processing
- c. Formulation of injections, sterile powders, large volume parenterals and lyophilized products.
- d. Containers and closures selection, filling and sealing of ampoules, vials and infusion fluids. Quality control tests of parenteral products.

Ophthalmic Preparations: Introduction, formulation considerations; formulation of eye drops, eye ointments and eye lotions; methods of preparation; labeling, containers; evaluation of ophthalmic preparations

UNIT-V 10 Hours

Cosmetics: Formulation and preparation of the following cosmetic preparations: lipsticks, shampoos, cold cream and vanishing cream, tooth pastes, hair dyes and sunscreens.

Pharmaceutical Aerosols: Definition, propellants, containers, valves, types of aerosol systems; formulation and manufacture of aerosols; Evaluation of aerosols; Quality control and stability studies.

Packaging Materials Science: Materials used for packaging of pharmaceutical products, factors influencing choice of containers, legal and official requirements for containers, stability aspects of packaging materials, quality control tests.

(Formerly West Bengal University of Technology)

B.PHARM Syllabus

(Effective from 2021-2022 Admission Session)

PT-493 MEDICINAL CHEMISTRY – I (Practical)

1,3-pyrazole

Preparation of drugs/ intermediates

2 1,3-oxazole

1

- 3 Benzimidazole
- 4 Benztriazole
- 5 2,3- diphenyl quinoxaline
- 6 Benzocaine
- 7 Phenytoin
- 8 Phenothiazine
- 9 Barbiturate

(Formerly West Bengal University of Technology)

B.PHARM Syllabus

(Effective from 2021-2022 Admission Session)

II	Assay	of o	drugs

- 1 Chlorpromazine
- 2 Phenobarbitone
- 3 Atropine
- 4 Ibuprofen
- 5 Aspirin
- 6 Furosemide
- III Determination of Partition coefficient for any two drugs

Recommended Books (Latest Editions)

- 1. Wilson and Giswold's Organic medicinal and Pharmaceutical Chemistry.
- 2. Foye's Principles of Medicinal Chemistry.
- 3. Burger's Medicinal Chemistry, Vol I to IV.
- 4. Introduction to principles of drug design- Smith and Williams.
- 5. Remington's Pharmaceutical Sciences.
- 6. Martindale's extra pharmacopoeia.
- 7. Organic Chemistry by I.L. Finar, Vol. II.
- 8. The Organic Chemistry of Drug Synthesis by Lednicer, Vol. 1-5.
- 9. Indian Pharmacopoeia.
- 10. Text book of practical organic chemistry- A.I.Vogel.

(Formerly West Bengal University of Technology)

B.PHARM Syllabus

(Effective from 2021-2022 Admission Session)

- IV Assay of drugs
- 7 Chlorpromazine
- 8 Phenobarbitone
- 9 Atropine
- 10 Ibuprofen
- 11 Aspirin
- 12 Furosemide
- V Determination of Partition coefficient for any two drugs

Recommended Books (Latest Editions)

- 1. Wilson and Giswold's Organic medicinal and Pharmaceutical Chemistry.
- 2. Foye's Principles of Medicinal Chemistry.
- 3. Burger's Medicinal Chemistry, Vol I to IV.
- 4. Introduction to principles of drug design- Smith and Williams.
- 5. Remington's Pharmaceutical Sciences.
- 6. Martindale's extra pharmacopoeia.
- 7. Organic Chemistry by I.L. Finar, Vol. II.
- 8. The Organic Chemistry of Drug Synthesis by Lednicer, Vol. 1-5.
- 9. Indian Pharmacopoeia.
- 10. Text book of practical organic chemistry- A.I.Vogel.

(Formerly West Bengal University of Technology)

B.PHARM Syllabus (Effective from 2021-2022 Admission Session)

HU 481 COMMUNICATION SKILLS (Theory)

30 Hours

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 NonVerbal)
- 3. Effectively manage the team as a teamplayer
- 4. Develop interviewskills
- 5. Develop Leadership qualities andessentials

Course content:

UNIT-I 07Hours

- 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, Emotionalbarriers

(Formerly West Bengal University of Technology)

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

UNIT-II 07Hours

- Elements of Communication: Introduction, Face to Face Communication Tone of Voice, Body Language (Non-verbal communication), Verbal Communication, Physical Communication
- Communication Styles: Introduction, The Communication Styles Matrix with example for each -Direct Communication Style, Spirited Communication Style, Systematic Communication Style, Considerate CommunicationStyle

B.PHARM Syllabus

(Effective from 2021-2022 Admission Session)

UNIT-III 07Hours

- Basic Listening Skills: Introduction, Self-Awareness, Active Listening, Becoming an Active Listener, Listening in DifficultSituations
- Effective Written Communication: Introduction, When and When Not to Use Written Communication Complexity of the Topic, Amount of Discussion' Required, Shades of Meaning, FormalCommunication
- Writing Effectively: Subject Lines, Put the Main Point First, Know Your Audience, Organization of theMessage

UNIT-IV 05Hours

- Interview Skills: Purpose of an interview, Do's and Dont's of aninterview
- Giving Presentations: Dealing with Fears, Planningyour Presentation, Structuring Your Presentation, Delivering Your Presentation, Techniques of Delivery

UNIT-V 04Hours

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

(Formerly West Bengal University of Technology) B.PHARM Syllabus

(Effective from 2021-2022 Admission Session)

HU482 COMMUNICATION SKILLS (Practical)

2 Hours / week

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

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

(Formerly West Bengal University of Technology)

B.PHARM Syllabus

(Effective from 2021-2022 Admission Session)

Recommended Books: (Latest Edition)

- 1. Kulbhushan Kumar, Effective Communication Skills, Khanna Publishing House 2018 (AICTE Recommended Textbook 2018)
- 2. Basic communication skills for Technology, Andreja. J. Ruther Ford, 2nd Edition, Pearson Education, 2011
- 3. Communication skills, Sanjay Kumar, Pushpalata, 1stEdition, Oxford Press,2011
- 4. Organizational Behaviour, Stephen .P. Robbins, 1stEdition, Pearson, 2013
- 5. Brilliant- Communication skills, Gill Hasson, 1st Edition, Pearson Life, 2011
- 6. The Ace of Soft Skills: Attitude, Communication and Etiquette for success, Gopala Swamy Ramesh, 5thEdition, Pearson,2013
- 7. Developing your influencing skills, Deborah Dalley, Lois Burton, Margaret, Green hall, 1st Edition Universe of Learning LTD,2010
- 8. Communication skills for professionals, Konar nira, 2ndEdition, New arrivals PHI, 2011
- 9. Personality development and soft skills, Barun K Mitra, 1stEdition, Oxford Press, 2011
- 10. Soft skill for everyone, Butter Field, 1st Edition, Cengage Learning india pvt.ltd, 2011
- 11. Soft skills and professional communication, Francis Peters SJ, 1stEdition, McGraw Hill Education, 2011
- 12. Effective communication, John Adair, 4thEdition, Pan MacMillan, 2009
- 13. Bringing out the best in people, Aubrey Daniels, 2ndEdition, Mc Graw Hill,1999