

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**M.PHARMACY (INDUSTRIAL PHARMACY)**

**COURSE STRUCTURE AND SYLLABUS**

**I Year – II Semester**

<b>Category</b>	<b>Course Title</b>	<b>marks</b>	<b>Ext. marks</b>	<b>L</b>	<b>P</b>	<b>C</b>
Core Course IV	Advanced Drug Delivery Systems	25	75	4	--	4
Core Course V	Pharmaceutical Industry Management	25	75	4	--	4
Core Course VI	Advanced Pharmaceutical Technology	25	75	4	--	4
Core Elective II	1. Biostatistics And Research Methodology 2. Screening Methods & Clinical Research	25	75	4	--	4
Open Elective II	1. Stability of Drugs and Dosage Forms 2. Nano Based Drug Delivery Systems 3. Nutraceuticals 4. Pharmaceutical Management-II	25	75	4	--	4
Laboratory III	Advanced Drug Delivery Systems Lab	25	75	4	--	4
Laboratory IV	Advanced Pharmaceutical Technology Lab	25	75	--	4	2
Seminar II	Seminar	50	--	--	4	2
<b>Total Credits</b>				<b>24</b>	<b>8</b>	<b>28</b>

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**  
**I Year –II SemM.Pharm (Industrial Pharmacy)**

**ADVANCED DRUG DELIVERY SYSTEMS**

**Objective:** The students shall know the pharmacokinetic and pharmacodynamic on the basis of CDDS. They also know the design evaluation and application related to oral, parenteral, transdermal, implants, bioadhesives and targeted drug delivery systems.

**UNIT I**

Fundamentals of controlled drug delivery systems, pharmacokinetic and pharmacodynamic basis of controlled drug delivery. Design, fabrication, evaluation and applications of the following controlled releasing systems

- a. Controlled release oral drug delivery systems
- b. Parenteral controlled release drug delivery systems

**UNIT II**

Design, fabrication, evaluation and applications of the following

- a. Implantable Therapeutic systems
- b. Transdermal delivery systems
- c. Ocular and Intrauterine delivery systems
- d. Vaccine delivery : Delivery systems used to promote uptake, absorption enhancers, oral immunization, controlled release microparticles form vaccine development

**UNIT III**

Biochemical and molecular biology approaches to controlled drug delivery of

- a. Bioadhesive drug delivery systems
- b. Nasal drug delivery systems
- c. Drug delivery to Colon

**UNIT IV**

Biochemical and molecular biology approaches to control drug delivery of

- a. Liposomes
- b. Niosomes
- c. Microspheres
- d. Nanoparticles
- e. Resealed erythrocytes

**UNIT V**

Drug targeting to particular organs

- a. Delivery to lungs
- b. Delivery to the brain and problems involved
- c. Drug targeting in neoplasms

**Outcomes:** Students will know the fabrication, design, evaluation and application of above drug delivery systems.

**Text Books**

1. Novel Drug Delivery System by Yie W. Chien.
2. Controlled Drug Delivery by Joseph R. Robinson and Vincent H. L. Lee.
3. Controlled and Novel Drug Delivery Systems by N. K. Jain.
4. Targeted and Controlled Drug Delivery (Novel carrier systems) by S. P. Vyas and Khar.
5. Modern Pharmaceutics by Gilbert S. Banker and Christopher T. Rhodes..
6. Advances in Drug Delivery, Vol 1, 2, 3 by Y.Madhusudan Rao, A.V. Jithan
7. Oral Drug Delivery Technology, 2<sup>nd</sup>ed, by AukunuruJithan

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**  
**I Year – II SemM.Pharm (Industrial Pharmacy)**

**PHARMACEUTICAL INDUSTRY MANAGEMENT**

**Objective:** This particular study of the course aimed at achieving, enabling the student effectively manage a given organization in planning, hiring, personnel, selection training and other infrastructures maintenance apart from design, lay-out and handling of the equipment.

**UNIT I**

**Human Resource management:** Human resource planning, job analysis and design, recruitment, Personnel selection, orientation and placement, training and development, supervision, performance appraisal key result area and key performance area remuneration and salaries, Compensation and incentives, industrial relations, motivation.

**UNIT II**

**Entrepreneurship and Project Management - Quality Assurance Management:**

*Total quality management, Organization and personnel, responsibilities, training, hygiene Premises: Location, design, layout, construction, maintenance, and sanitations, environmental control, sterile areas, control contamination, Equipments procedure and documentation for selection, purchase, specification, installation and maintenance, clean in place, sterilization in place.,*

**UNIT III**

**Production management:**

Production organization, objectives and policies of good manufacturing practices, layout of buildings, services, equipments and their maintenance, materials management, handling and transportation, inventory management and control, production planning and control, selection of vendors, purchase cycle, sales forecasting, budget and cost control.

**UNIT IV**

**Process validation:** General Principles of Validation, Regulatory basis, validation of pharmaceutical equipment and processes, validation of analytical methods.

**UNIT V**

**Industrial Hazards and Pollution Management:**

Chemical hazards, gas hazards, fire and explosion hazards, safety management. Water pollution, water Pollution abatement and effluent treatment, Air Pollution, air Pollution Control Devices. Solid waste, Solid Waste Management, Noise Pollution, Noise Abatement, Effluent Analysis and Treatment-Methods, Effluent Treatment in Formulation Plants, Effluent Treatment in Synthetic Drugs Industry, Effluent Treatment in Fermentation Industry, Introduction of Echo Pharmacovigilance.

**Outcome:** This subject aims at validation of different process, equipment methods and effective management of waste materials.

**References**

1. Unit operations of Chemical Engineering by Warren L. McCabe, Julian C. Smith, Peter Harriott.
2. The Theory and Practice of industrial Pharmacy by Leon Lachman, Herbert A. Lieberman.
3. Pharmaceutical Process validation by Robert A. Nash, Alfred H. Wachter.
4. Modern Pharmaceutics by Gilbert S. Banker and Christopher T. Rhodes.
5. Pharmaceutical production management, C.V.S. Subrahmanyam, Vallabh Prakash.

**Recommended Text Books**

1. Remington's Science and Practice of Pharmacy by A. Gennaro.
2. Bentley's Text book of Pharmaceutics by EA Rawlins.

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**  
**I Year –II SemM.Pharm(Industrial Pharmacy)**

**ADVANCED PHARMACEUTICAL TECHNOLOGY**

**Objective:** The students shall know about the pilot plant scale up techniques for manufacturing of tablets capsules, suspensions, emulsions and semisolids. The students also know about the filling of capsules, compression machines, sterilizers for formulation of parenterals and also know about the propellants, DPI, MDI and their quality control. The students also know about the cosmetics and nutraceuticals.

**UNIT I**

**Pilot plant scale-up techniques used in pharmaceutical manufacturing**

- a. **Pilot plant:** Technology transfer from R&D to pilot plant to pilot scale considerations of steps involved with manufacture, layout design, facility, equipment selection of tablets, capsules, suspensions, emulsions & semisolids.
- b. **Scale up:** Importance, Scale up process-size reduction, mixing, blending, granulation, compression, coating involved in tablets, capsules & liquid-liquid mixing.

**UNIT II**

**Formulation development of parenteral dosage forms:** Advances in materials and production techniques, filling machines, sterilizers, product layout.

**UNIT III**

**Pharmaceutical Aerosols:** Advances in propellants, metered dose inhaler designs, dry powder inhalers, selection of containers and formulation aspects in aerosols formulation, manufacture and quality control.

**UNIT IV**

- a. **Cosmetics:** Formulation approaches, preparation & method of manufacturing labeling & Q.C. of anti ageing products, sun screen lotion and fairness creams.
- b. **Nutraceuticals:**
  1. Introduction, source, manufacture and analysis of glucosamine and cartinine.
  2. Monographs: General and specific properties of glucosamine & cartinine.
  3. A brief overview of role of nutraceuticals in cancer prevention & cardio vascular disorders.

**UNIT V**

**Aseptic processing operation**

- a. Introduction, contamination control, microbial environmental monitoring, microbiological testing of water, microbiological air testing, characterization of aseptic process, media and incubation condition, theoretical evaluation of aseptic operations.
- b. Air handling systems: Study of AHUs, humidity & temperature control.

**Outcomes:** Students will know about the scale up and pilot plant techniques used for all pharmaceutical dosage forms like tablets, capsules, parenterals, aerosols, cosmetics and nutraceuticals.

**Text Books**

1. Pharmaceutics - The Science of Dosage form design by ME Aulton.
2. The Theory and Practice of industrial Pharmacy by Leon Lachman, Herbert A. Lieberman.
3. Remington's Science and Practice of Pharmacy by A. Gennaro.
4. Ansel's Pharmaceutical Dosage form and Drug delivery system by Loyd V. Allen, Jr. Nicholas G. Popovich, Howard C. Ansel.
5. Pharmaceutical Dosage forms - Parenterals (Vol I, II and III) by Avis, Lieberman and Lachman.
6. Scale up techniques – Pharmaceutical process by Michael Levin, Marcel Dekker

**Recommended Books**

1. Bentley's Text Book of Pharmaceutics by EA Rawlins.
2. Generic Drug Product Development by Leon Shargel.

3. Dispensing for Pharmaceutical Students by SJ Carter.
4. Modern Pharmaceutics by Gilbert S. Banker and Christopher T. Rhodes.
5. Nutraceuticals, 2nd edition by Brian lock wood

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**  
**I Year – IISemM.Pharm(Industrial Pharmacy)**

**BIostatISTICS AND RESEARCH METHODOLOGY**  
**(Core Elective –II)**

**Objective:** The student shall know the introduction, scope of biostatistics and Research work, calculation and present of the data. It also informs the students, how the present research work writing and correlating.

**UNIT I**

Introduction and scope of biostatistics: Use of statistics in Pharmacy. Population and Sample collection. Stages of research, types of data and methods of data collections. Data arrangement and presentation, formation of table and charts.

**UNIT II**

**Measures of central tendency:** computation of means, median and mode from grouped and ungrouped data.

**Measure of dispersion:** computation of variance, standard deviation, standard error and their coefficients.

**UNIT III**

**Measures of Correlation and Regression:** Experimental designing, planning of an experiment, replication and randomization. Probit analysis.

**Probability rules:** Binomial, Poisson and Normal distribution.

**Hypothesis testing:** Student's 't' test, Chi square test, Analysis of Variance (ANOVA): 1-way, 2-way, 3-ways

**UNIT IV**

Developing a research question, Resources for research question,

Literature Review: Traditional Qualitative Review,

Meta-Analysis—A Quantitative Review

Preparation of Research Proposal

Variables—Definition of Variable, Types of variables (Dependent and Independent variables, Confounded variables), Measurement of variables, Types of measurement scales and their comparison. Reliability and Validity of Measurements.

**UNIT V**

The research report paper writing/ thesis writing

Different parts of the research paper

1. Title-Title of project with authors' name
2. Abstract – Statement of the problem, Background list in brief and purpose and scope
3. Key words
4. Methodology- subject, apparatus, instrumentation and procedure
5. Results – tables, graphs figure and statistical presentation
6. Discussion support or non-support of hypothesis, practical and theoretical implications
7. Conclusion
8. Acknowledgements
9. References
10. Errata
11. Importance of Spell check for entire projects
12. Uses of footnotes

**Outcome:** The student will be known the Biostatistics arrangement, presentation and formation of tables and charts. They also know the correlation and regression & application of different methods, analysis of data and also learn how to write dissertation, thesis and Research paper.

**Text Books**

1. Deepak Chawla NeenaSondhi, Research Methodology Concepts and Cases, Vikas books publishers
2. Donald H. McBurney -Theresa L. White "Research Methods" ( Cengage learning India Pvt. Ltd)

**Reference Books**

1. Remington"s Pharmaceutical Sciences
2. Theory & Practice of Industrial Pharmacy by Lachman
3. Statistics for business and economics 3<sup>rd</sup> edition by Vikas books publications
4. Biostatistics & Computer applications by GN Rao and NK Tiwari
5. Sokal, R.R. and Rohlf, F.J. 1987. An Introduction to Biostatistics. W.H. Freeman and Company.
6. Bailey, N.T.J. 1981. Statistical Methods in Biology. English University Press.
7. Mitchell, K. and Glover, T. 2001. Introduction to Biostatistics. McGraw Hill, Publishing Co.
8. Biostatistics and Computer Applications by G.N. Rao and N.K. Tiwari
9. Fundamentals of Biostatistics by Khan and Khanum
10. Research Methodology by RK Khanna bis and SuvasisSaha
11. Research methods and Quantity methods by G.N.Rao
12. A practical approach to PG dissertation.

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**  
**I Year – II Sem M.Pharm (Industrial Pharmacy)**

**SCREENING METHODS AND CLINICAL RESEARCH**  
**(Core Elective –II)**

**Objective:** The students is going to study about various techniques for screening of drugs for various pharmacological activities and guide lines for handling animals and human and animal ethics for screening of drugs.

**UNIT I**

Care Handling and breeding techniques of laboratory animals, Regulations for laboratory animals, CPCSEA guidelines, alternatives to animal studies, Good laboratory Practices.

**UNIT II**

Bioassays: Basic principles of Biological standardization: Methods used in the bio-assay of Rabbis Vaccine, Oxytocin, Tetanus Antitoxin and Diphtheria Vaccine. Test for pyrogens.

**UNIT III**

Toxicity tests: OECD guidelines, determination of LD50, acute, sub-acute and chronic toxicity studies.

**UNIT IV**

Organization of screening for the Pharmacological activity of new substances with emphasis on the evaluation cardiac, psychopharmacological, anti-inflammatory, analgesic and anti-diabetic.

**UNIT V**

Clinical evaluation of new drugs, Phases of clinical trial, protocol design, Ethics in human research.

**Outcome:** The expected outcomes are student will know how to handle animals and know about various techniques for screening drugs for different pharmacological activities and guidelines and regulations for screening new drug molecules on animals and human volunteers.

**Text Books:**

1. Screening methods in Pharmacology, Vol.-1&2 by Robert .A. Turner and Peter Hebborn.
2. Drug discovery and evaluation by H.G.Vogel and W.H.Vogel, Springerverlag, Berlin Heideleberg.
3. Handbook of experimental pharmacology by S.K. Kulkarni, VallabhPrakashan, Delhi.
4. Textbook of clinical trials edited by David Machin, Simon Day and Sylvan green.
5. Principles of clinical research edited by Giovanna di ignazio, Di Giovanna and Haynes

**Reference Books:**

1. ICH of technical requirements for registration of pharmaceuticals for human use, ICH harmonized tripartite guidelines - Guidelines for good clinical practice, E6, May 1996.
2. Good clinical practice - Guidelines for Clinical trials on pharmaceutical products in India, Central drug standard control organization, New Delhi, Minister of Health- 2001.



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**  
**I Year – II SemM.Pharm(Industrial Pharmacy)**

**STABILITY OF DRUGS AND DOSAGE FORMS**  
**(Open Elective –II)**

**Objective:** These topics are designed impart a specialized knowledge to preserve the properties of drugs and dosage forms during manufacture storage and shelf life. The understanding of properties and evaluation of stability during storage, by solution and solid state against several factors of degradation

**UNIT-I**

**Drug decomposition mechanisms:**

1. Hydrolysis and acyltransfers: Nature of reaction, structure and utility, stabilization of Pharmaceutical examples.
2. Oxidation: Nature of oxidation, kinetics of oxidation, oxidation pathways of pharmaceutical, Interest Inhibition of oxidation
3. Photolysis: Energetics of photolysis, kinetics photolysis, photolytic reactions of pharmaceutical interest, prevention of photolytic reactions.

**UNIT-II**

Solid state chemical decomposition: Kinetic of solids state decomposition, Pharmaceutical examples of solid state decomposition, Pure drugs, drug excipient and drug-drug interaction in solid state, methods of stabilization.

Physical stability testing of dosage forms:

1. Solids – tablets, capsules, powder and granules
2. Disperse systems
3. Microbial decomposition
4. Over-view, physical stability of novel drug carriers, liposomes, niosomes, nano-particles.

**UNIT-III**

Identification and quantitative determination of preservatives, Antioxidants, colouring materials, emulsifiers and stabilizers in Pharmaceutical formulation.

Analysis of drugs from biological samples including, selection of biological sample, extraction of drugs by various methods as LLE, SPE and Membrane filtration. Factors affecting extraction of drugs.

**UNIT-IV**

General method of analysis to determine the quality of raw materials used in cosmetic industry. .. Indian Standard Specifications (ISI) laid down for sampling and testing of various cosmetics in finished form by the Bureau of Indian Standards.

**UNIT-V**

Methods of analysis to determine the quality of cosmetics in the finished forms such as Hair care products, Skin care products, Baby care products, Dental products, Personal hygiene products, Colour cosmetics, Ethnic products, Colour makeup preparation, Lipsticks, Hair setting lotions and Eye shadows. Toxicity testing in cosmetics and Safety and Legislation of Cosmetic products.

Stability studies: Concept of stability studies.

- a) cGMP& ICH guidelines for Accelerated stability Testing.
- b) Interaction of containers & closure Compatibility Testing.

**Outcome:** The students should describe the evaluation of stability of solutions, solids and formulations against adverse conditions. The students should be able to suggest the measures to retain stability and storage conditions for retaining the efficacy of the products

**Reference Books :**

1. Comprehensive Pharmacy Review 5th Edition by Leon Shargel, Alan H. Mutnick, Paul F. Souney, Larry N. Sawnsen – 2004.
2. A. H. Beckett and J. B. Stenlake Practical Pharmaceutical Chemistry, Part I and Part II, 4th Edition.
3. G. H. Jeffery, J. Basset, J. Mendham, R. C. Denny (Rev. by) Vogels Text Book of Quantitative Chemical Analysis, 5th Edition 1989, ELBS.
3. The Controller of Publications; New Delhi, Govt. of India, Indian Pharmacopoeia, Vol. I and Vol. II - 2010.
4. J. B. Wilkinson and R. J. Moore :Herry'sCosmeticology; Longman Scientific and Technical Publishers, Singapore.
5. P.D. Sethi; Quantitative Analysis of Drugs in Pharmaceutical Formulations, 3rd Edition - 1997,
6. Classification of cosmetics raw materials and adjuncts IS 3958 of Indian Standards Institution (BIS).
7. Cosmetic and toilet goods – methods of sampling IS 3958 of Indian Standards Institution (BIS).
8. Methods of sampling and test for various cosmetics as laid down by Bureau of Indian Standards.
9. Drug stability: Principles and practices by Jens T. Carstensen
10. Stability Testing of Drug Products by W.Grimm. 12. Stability of Drugs and Dosage Forms by Yoshioka and Stella.

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**  
**I Year – II SemM.Pharm (Industrial Pharmacy)**

**NANO BASED DRUG DELIVERY SYSTEMS**  
**(Open Elective –II)**

**Objective** - To develop expertise regarding suitability and evaluation of nanomaterials, able to apply the properties to the fabrication of nanopharmaceutical, evaluate the intensity of dosage forms and availability for targeting and controlled delivery.

**UNIT I – Introduction to Nanotechnology**

- a) Definition of nanotechnology
- b) History of nanotechnology
- c) Unique properties of nanomaterials
- d) Role of size and size distribution of nanoparticles properties, classification.

**UNIT II – Synthesis of Nanomaterials**

- a) Physical, chemical and biological Methods
- b) Methods for synthesis of
  - Gold nanoparticles
  - Magnetic nanoparticles
  - Polymeric nanoparticles
  - Self – assembly structures such as liposomes , micelles, aquasomes and nanoemulsions

**UNIT III – Biomedical applications of Nanotechnology**

- a) Nanotechnology products used for in vitro diagnostics
- b) Improvements to medical or molecular imaging using nanotechnology
- c) Targeted nanomaterials for diagnostic and therapeutic purpose

**Unit IV**

Design of nanomaterials for drug delivery, pulmonary and nasal drug delivery, nanomaterials for cancer therapy and cardiovascular diseases. Localized drug delivery systems.

**Unit V**

Characterization including the principles, size reduction, analysis of nanoparticles, size, PDI, size separation, stability, methods of analysis regarding integrity and release of drugs

**Outcomes** – The students should be able to select the right kind of materials, able to develop nano formulations with appropriate technologies, evaluate the product related test and for identified diseases

**Recommended Books:**

1. Nanomedicine and Nanoproducts: Applications, Disposition and Toxicology in the Human body, Eiki Igarashi, CRC press. 2015
2. Nanotechnology and Drug Delivery Volume one and two: Nanoplatfroms in Drug Delivery, Jose L.Arias, CRC press
3. Nano: The Essentials: Understanding Nanoscience and Nanotechnology, T.Pradeep, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2008.
4. Nanocrystals: Synthesis, Properties and Applications, C.N.R.Rao, P.J.Thomas and G.U. Kulakarni, Springer(2007)
5. Nanostructures and Nanomaterials: Synthesis, Properties and Application, GuozhongGao, Imperial College Press(2004)
6. Nanochemistry: A Classical Approach to Nanomaterials – Royal Society for Chemistry, Cambridge, UK (2005)
7. Nanocomposite science and technology, Pulickel M. Ajayan, Linda S. Schadler, Paul V. Braun, Wiley-VCH Verlag, Weinheim (2003)
8. Nanoscale materials in chemistry, Edited by Kenneth J. Klabunde, John Wiley & Sons, 2009
9. Nanoparticles as Drug carriers, Vladimir P Torchiling, Imperial College Press, USA, 2006

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**  
**I Year – II Sem M.Pharm (Industrial Pharmacy)**

**NUTRACEUTICALS**  
**(Open Elective –II)**

**Objectives:** The students will expose to characteristic features of various phytochemicals as nutraceuticals in various diseased conditions and also know the role of antioxidant in free radical induced disease conditions and will expose to various food laws and regulations.

**UNIT I**

- a. Definitions of Functional foods, Nutraceuticals and Dietary supplements. Classification of Nutraceuticals, Health problems and diseases that can be prevented or cured by Nutraceuticals  
i.e. weight control, diabetes, cancer etc.
- b. Source, Name of marker compounds and their chemical nature, Medicinal uses and health benefits of following used as nutraceuticals/functional foods:  
Spirulina, Soyabean, Ginseng, Garlic, Broccoli, Gingko, Flaxseeds

**UNIT II**

Phytochemicals as nutraceuticals: Occurrence and characteristic features(chemical nature medicinal benefits) of following

- a) Carotenoids-  $\alpha$  and  $\beta$ -Carotene, Lycopene, Xanthophylls, lutein
- b) Sulfides: Diallylsulfides, Allyl trisulfide.
- c) Polyphenolics: Resveratrol
- d) Flavonoids- Rutin, Naringin, Quercetin, Anthocyanidins, catechins, Flavones
- e) Prebiotics / Probiotics.: Fructo oligosaccharides, Lacto bacillum
- f) Phytoestrogens : Isoflavones, daidzein, Geobustan, lignans
- g) Tocopherols

**UNIT III**

- a) Introduction to free radicals: Free radicals, reactive oxygen species, production of free radicals in cells, damaging reactions of free radicals on lipids, proteins, Carbohydrates, nucleic acids.
- b) Measurement of free radicals: Lipid peroxidation products, lipid hydroperoxide, malondialdehyde.

**UNIT IV**

- a. Free radicals in Diabetes mellitus, Inflammation, Ischemic reperfusion injury, Cancer, Atherosclerosis, Free radicals in brain metabolism and pathology, kidney damage, muscle damage. Free radicals involvement in other disorders. Free radicals theory of ageing.
- b. Antioxidants: Endogenous antioxidants – enzymatic and nonenzymatic antioxidant defence, Superoxide dismutase, catalase, Glutathione peroxidase, Glutathione Vitamin C, Vitamin E,  $\alpha$ - Lipoic acid, melatonin

Synthetic antioxidants : Butylated hydroxy Toluene, Butylated hydroxy Anisole.

**UNIT V**

**Food Laws and Regulations;** FDA, FPO, MPO, AGMARK. HACCP and GMPs on Food Safety. Adulteration of foods.

**Regulations and Claims** – Current Products: Label Claims, Nutrient Content Claims, Health Claims, Dietary Supplements Claims

**Outcome:** Helps the student to understand the importance of Nutraceuticals in various common problems with the concept of free radicals.

## REFERENCES:

1. Dietetics by Sri Lakshmi
2. Role of dietary fibres and nutraceuticals in preventing diseases by K.T Agusti and P.Faizal: BSPublication.
3. Advanced Nutritional Therapies by Cooper. K.A., (1996).
4. The Food Pharmacy by Jean Carper, Simon & Schuster, UK Ltd., (1988).
5. Prescription for Nutritional Healing by James F.Balch and Phyllis A.Balch 2<sup>nd</sup>Edn., Avery Publishing Group, NY (1997).
6. G. Gibson and C.williams Editors *2000 Functional foods* WoodheadPubl.Co.London.
7. Goldberg, I. *Functional Foods*. 1994. Chapman and Hall, New York.
8. Labuza, T.P. 2000 Functional Foods and Dietary Supplements: Safety, Good Manufacturing Practice (GMPs) and Shelf Life Testing in *Essentials of Functional Foods* M.K. Sachmidl and T.P. Labuza eds. Aspen Press.
9. Handbook of Nutraceuticals and Functional Foods, Third Edition (Modern Nutrition)
10. Shils, ME, Olson, JA, Shike, M. 1994 *Modern Nutrition in Health and Disease*. Eighth edition. Lea and Febiger

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**  
**I Year – II SemM.Pharm (Industrial Pharmacy)**

**PHARMACEUTICAL MANAGEMENT-II**  
**(Open Elective –II)**

**Objective:** To know the pharmaceutical product management, planning, marketing accounts and finance. They also know the Inventory control, concept and techniques to improve production In packaging, marketing, sale and accounting.

**UNIT I**

**Production Management:** Fundamentals of production, organization, economic policy, manufacturing economics, production capacities, production lines and job balancing, visible and invisible inputs, methodology of activities. Development of efficient work methods, quality control and management of R&D.

Production planning and control, production processes - mass, job and project; plant location and lay out; work study (preliminary idea only), materials management- purchase, inventory control and store keeping. Productivity management: Concepts, problems, tools and techniques for improvement. Operation research techniques by PERT and CPM.

Considerations for design of large scale manufacturing units including intricate design criteria for units to manufacture sterile and non-sterile products with special reference to tablets, capsules, and injections.

Design and development of packaging units including recent advances in packaging techniques for various types of sterile and non-sterile dosage forms.

Warehousing design, construction, maintenance and sanitation; good warehousing practice, materials management.

**UNIT II**

**Pharmaceutical Marketing:** Evolution of marketing concept; production oriented, sales oriented, promotion oriented and consumer oriented (modern concept); market segmentation; concept of marketing, mix Role of 7 P's (Product, Price, Promotion, Place, Physical Evidence, Process, People) in Pharmaceutical Marketing Management, corporate planning & strategy, Pharmaceutical industrial marketing management. Pharmaceutical marketing environment. Product management.E-Pharma Marketing.

**UNIT III**

**Product Planning:** Selection of product, new product development and product differentiation, pricing, promotion – personal selling; salesmanship, qualities of salesman, management of sales force, advertising, publicity and window display, channels of distribution.

**Marketing Research:** Definition and importance, Pharmaceutical Marketing Research techniques, marketing information system, pharmaceutical marketing research area.

**Market Demands and Sales Forecasting:** Major concepts in the demand measurement, estimating current demands, geo-demographic analysis, estimating industry sales, market share and future demand, sales forecasting.

**UNIT IV**

Introduction to financial management, financial planning and control, working capital management, management of fixed assets.

Concepts and techniques of financial management decision, concepts in evaluation – time value of money, valuation of a firm's stock, capital assets pricing model, investment in assets and required returns, risk analysis, financing and dividend policies, capital structure decision, working capital management, management of cash, management of accounts receivable, inventory management.

Banking and finance: Service and functions of bank, finance planning and sources of finance, short, intermediate and long term financing, tools of financial analysis, financial ratio analysis, funds analysis and financial forecasting, operating and financial leverages. General principles of insurance.

Introduction to financial management, financial planning and control, working capital management, management of fixed assets.

Evaluation of investment decisions by payback period, accounting rate of return, net present value methods, break even analysis.

#### **UNIT V**

**Accounting & Finance:** Financial accounting, GAAP, cost accounting, budgetary control, valuation of inventory and assets, modern trends, role of internal auditing, internal versus external auditing, accounting control and information systems.

Project definition, preparation of feasibility assessment and selection, project reporting, conventional project appraisal; limitations, towards a new framework. Projections, profitability, cost and benefit analysis, appraisal criteria – financial, economic and social. Risk analysis.

Institutional Finance and Project Appraisal: Framework for domestic/ international finance evaluation, project identification, feasibility, appraisal, financial and capital structures, capital market instruments, managing new issues, negotiations with FIs, FIIIs, and other market players, issue pricing, SEBI guidelines, syndication of loans including term loans, lease financing.

**Outcome:** Student will get knowledge about production management, production planning and control, design and development of packaging, marketing of pharmaceuticals

#### **Text and reference books**

1. Financial Management by Johnson, R.W.; The Ronald Press.
2. Fundamental of Financial Management by Van Horne, J.C.; Prentice Hall of India (P) Limited.
3. Stock Exchange and Investment Analysis by Briston, R. J.
4. Indian Financial System by Khan, M. Y.; Tata McGraw Hill.
5. Tax Planning for Industrial Projects by Agarwal R. K.; Hind Law Publishers, New Delhi.
6. Project Management by Chaudhary, S.; Tata McGraw Hill.
7. Project Management: A System Approach to Planning Scheduling and Controlling by Harold Kerzner; CRS Publishers and Distributors, Delhi.
8. Financial Management by Gupta And Sharma I<sup>st</sup> Edition 1996.
9. Accounting for Management Planning and Control III<sup>rd</sup> Edition Richard M. Lynch
11. Management by Tripathi P. C. and Reddy P. N.; Tata Mc Graw Hill.
12. Business Organization and Management by Shukla M. C.; S. Chand and Company.
13. Business Organization and Management by Sherlakar S. A.; Himalaya.
14. Personnel Management by Filippo E. B.; McGraw Hill.
15. Marketing Management by Kotler Philip.; Prentice Hall of India.
16. Organizational Behavior by Rao and Narayan; Konark Publishers.
17. Personnel Management by Tripathi P. C.; S. Chand and Company.
18. Principle and Practice of Marketing in India by Memoria C. B.
19. Principles of Pharmaceutical Marketing By Mickey Smith C.B.S. Publications.
20. Marketing Hand Book Vol. II , Marketing Management by Edwin – E Bobrow, Mark – D. Bobrow.
21. Production and Operations Management by S.N.Chary

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**  
**I Year – II Sem M.Pharm (Industrial Pharmacy)**

**ADVANCED DRUG DELIVERY SYSTEMS LAB**

**List of Experiments**

1. Study on diffusion of drugs through various polymeric membranes (2 experiments)
2. Formulation and evaluation of sustained release oral matrix tablet (2 experiments)
3. Formulation and evaluation of sustained release oral reservoir system. (2 experiments)
4. Formulation and evaluation of microspheres / microencapsules (2 experiments)
5. Study of in-vitro dissolution of various SR products in market (2 experiments)
6. Formulation and evaluation of transdermal films (2 experiments)
7. Formulation and evaluation mucoadhesive system (2 experiments)
8. Preparation and evaluation enteric coated pellets / tablets. (2 experiments)



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**  
**I Year – II Sem M.Pharm (Industrial Pharmacy)**

**ADVANCED PHARMACEUTICAL TECHNOLOGY LAB**

**List of Experiments**

1. Preparation of four different types of semisolid forms and evaluation of their performance using in vitro diffusion method
2. Evaluation of test sterility for commercial preparations including sterile water for injection and antibiotic injection.
3. Collecting samples of environment of aseptic room and counting the colonies
4. Validation of one unit operation (eg. Mixing) and development of protocol.
5. Comparative evaluation of different marketed products (tablets) of the same API
6. Dissolution studies of drug in three different bio relevant dissolution media
7. Stability study testing of tablet dosage forms ( Any two products)