

HS105: COMMUNICATION SKILLS

B. Pharm. I Year I Sem

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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.

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

- Understand the behavioral 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

UNIT – I

07

Hours

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

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

UNIT – II

07

Hours

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 Communication Style

UNIT – III

07

Hours

Basic Listening Skills: Introduction, Self-Awareness, Active Listening, Becoming an Active Listener, Listening in Difficult Situations

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, Organization of the Message

UNIT – IV

05

Hours

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

Giving Presentations: Dealing with Fears, Planning your Presentation, Structuring Your Presentation, Delivering Your Presentation, Techniques of Delivery

UNIT – V

04 Hours

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

TEXT BOOKS: (Latest Editions)

1. Basic communication skills for Technology, Andreja. J. Ruther Ford, 2nd Edition, Pearson Education, 2011
2. Communication skills, Sanjay Kumar, Pushpalata, 1st Edition, Oxford Press, 2011
3. Organizational Behaviour, Stephen. P. Robbins, 1st Edition, Pearson, 2013
4. Brilliant- Communication skills, Gill Hasson, 1st Edition, Pearson Life, 2011
5. The Ace of Soft Skills: Attitude, Communication and Etiquette for success, GopalaSwamy Ramesh, 5th Edition, 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, Konamira, 2nd Edition, New arrivals – PHI, 2011
8. Personality development and soft skills, Barun K Mitra, 1st Edition, 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, 1st Edition, McGraw Hill Education, 2011
11. Effective communication, John Adair, 4th Edition, Pan Mac Millan, 2009
12. Bringing out the best in people, Aubrey Daniels, 2nd Edition, McGraw Hill, 1999
13. Rao Bhaskara, Communication Skills, BS Publications


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MC400: GENDER SENSITIZATION LAB

B. Pharm. II Year II Sem

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COURSE DESCRIPTION

This course offers an introduction to Gender Studies, an interdisciplinary field that asks critical questions about the meanings of sex and gender in society. The primary goal of this course is to familiarize students with key issues, questions and debates in Gender Studies, both historical and contemporary. It draws on multiple disciplines – such as literature, history, economics, psychology, sociology, philosophy, political science, anthropology and media studies – to examine cultural assumptions about sex, gender, and sexuality.

This course integrates analysis of current events through student presentations, aiming to increase awareness of contemporary and historical experiences of women, and of the multiple ways that sex and gender interact with race, class, caste, nationality and other social identities. This course also seeks to build an understanding and initiate and strengthen programmes combating gender-based violence and discrimination. The course also features several exercises and reflective activities designed to examine the concepts of gender, gender-based violence, sexuality, and rights. It will further explore the impact of gender-based violence on education, health and development.

Objectives of the Course

- To develop students' sensibility with regard to issues of gender in contemporary India.
- To provide a critical perspective on the socialization of men and women.
- To introduce students to information about some key biological aspects of genders.
- To expose the students to debates on the politics and economics of work.
- To help students reflect critically on gender violence.
- To expose students to more egalitarian interactions between men and women.

Learning Outcomes

- Students will have developed a better understanding of important issues related to gender in contemporary India.
- Students will be sensitized to basic dimensions of the biological, sociological, psychological and legal aspects of gender. This will be achieved through discussion of materials derived from research, facts, everyday life, literature and film.
- Students will attain a finer grasp of how gender discrimination works in our society and how to counter it.
- Students will acquire insight into the gendered division of labor and its relation to politics and economics.
- Men and women students and professionals will be better equipped to work and live together as equals.
- Students will develop a sense of appreciation of women in all walks of life.
- Through providing accounts of studies and movements as well as the new laws that provide protection and relief to women, the textbook will empower students to understand and respond to gender violence.

Unit-I: UNDERSTANDING GENDER

Introduction: Definition of Gender-Basic Gender Concepts and Terminology-Exploring Attitudes towards Gender-Construction of Gender-Socialization: Making Women, Making Men
- Preparing for Womanhood. Growing up Male. First lessons in Caste.

Unit – II: GENDER ROLES AND RELATIONS

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Two or Many? -Struggles with Discrimination-Gender Roles and Relations-Types of Gender Roles- Gender Roles and Relationships Matrix-Missing Women-Sex Selection and Its Consequences- Declining Sex Ratio. Demographic Consequences-Gender Spectrum; Beyond the Binary

Unit – III: GENDER AND LABOUR

Division and Valuation of Labour-Housework: The Invisible Labor- "My Mother doesn't Work." "Share the Load."-Work: Its Politics and Economics -Fact and Fiction. Unrecognized and Unaccounted work. - Gender Development Issues-Gender, Governance and Sustainable Development-Gender and Human Rights-Gender and Mainstreaming

Unit – IV: GENDER - BASED VIOLENCE

The Concept of Violence- Types of Gender-based Violence-Gender-based Violence from a Human Rights Perspective-Sexual Harassment: Say No!-Sexual Harassment, not Eve-teasing- Coping with Everyday Harassment- Further Reading: "Chupulu".
Domestic Violence: Speaking Out Is Home a Safe Place? -When Women Unite [Film]. Rebuilding Lives. Thinking about Sexual Violence Blaming the Victim-"I Fought for my Life...."

Unit – V: GENDER AND CULTURE

Gender and Film-Gender and Electronic Media-Gender and Advertisement-Gender and Popular Literature- Gender Development Issues-Gender Issues-Gender Sensitive Language-Gender and Popular Literature - Just Relationships: Being Together as Equals
Mary Kom and Onler. Love and Acid just do not Mix. Love Letters. Mothers and Fathers. Rosa Parks- The Brave Heart.

Note: Since it is Interdisciplinary Course, Resource Persons can be drawn from the fields of English Literature or Sociology or Political Science or any other qualified faculty who has expertise in this field from engineering departments.

➤ *Classes will consist of a combination of activities: dialogue-based lectures, discussions, collaborative learning activities, group work and in-class assignments. Apart from the above prescribed book, Teachers can make use of any authentic materials related to the topics given in the syllabus on "Gender".*

☞ **ESSENTIAL READING:** The Textbook, "Towards a World of Equals: A Bilingual Textbook on Gender" written by A. Suneetha, Uma Bhrugubanda, Duggirala Vasanta, Rama Melkote, Vasudha Nagaraj, Asma Rasheed, Gogu Shyamala, Deepa Sreenivas and Susie Tharu published by Telugu Akademi, Telangana Government in 2015.

ASSESSMENT AND GRADING:

- Discussion & Classroom Participation: 20%
- Project/Assignment: 30%
- End Term Exam: 50%


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MC600: HUMAN VALUES AND PROFESSIONAL ETHICS*B.Pharm. III Year II Sem.****L T P C**
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Course Objective: To enable the students to imbibe and internalize the Values and Ethical Behavior in the personal and Professional lives.

Course Outcome: The students will understand the importance of Values and Ethics in their personal lives and professional careers. The students will learn the rights and responsibilities as an employee, team member and a global citizen.

UNIT - I

Introduction to Professional Ethics: Basic Concepts, Governing Ethics, Personal & Professional Ethics, Ethical Dilemmas, Life Skills, Emotional Intelligence, Thoughts of Ethics, Value Education, Dimensions of Ethics, Profession and professionalism, Professional Associations, Professional Risks, Professional Accountabilities, Professional Success, Ethics and Profession.

UNIT - II

Basic Theories: Basic Ethical Principles, Moral Developments, Deontology, Utilitarianism, Virtue Theory, Rights Theory, Casuist Theory, Moral Absolution, Moral Rationalism, Moral Pluralism, Ethical Egoism, Feminist Consequentialism, Moral Issues, Moral Dilemmas, Moral Autonomy.

UNIT - III

Professional ethics in pharmacy: general introduction to code of pharmaceutical ethics, objectives, pharmacists in relation to his job, his trade, to his profession and relation to medicinal professions. Pharmacists' oath.

UNIT - IV

Work Place Rights & Responsibilities, Ethics in changing domains of Research, Engineers and Managers; Organizational Complaint Procedure, difference of Professional Judgment within the Nuclear Regulatory Commission (NRC), the Hanford Nuclear Reservation.
Ethics in changing domains of research - The US government wide definition of research misconduct, research misconduct distinguished from mistakes and errors, recent history of attention to research misconduct, the emerging emphasis on understanding and fostering responsible conduct, responsible authorship, reviewing & editing.

UNIT - V

Global issues in Professional Ethics: Introduction – Current Scenario, Technology Globalization of MNCs, International Trade, World Summits, Issues, Business Ethics and Corporate Governance, Sustainable Development Ecosystem, Energy Concerns, Ozone Deflection, Pollution, Ethics in Manufacturing and Marketing, Media Ethics; War Ethics; Bio Ethics, Intellectual Property Rights.

TEXT BOOKS:

1. Professional Ethics: R. Subramanian, Oxford University Press, 2015.
2. Ethics in Engineering Practice & Research, Caroline Whitbeck, 2e, Cambridge University Press 2015.
3. Indian Culture Values and Professional Ethics by P. S. R. Murty, BS Publications

REFERENCE BOOKS:

1. Engineering Ethics, Concepts Cases: Charles E Harris Jr., Michael S Pritchard, Michael J Rabins, 4e, Cengage learning, 2015.
2. Business Ethics concepts & Cases: Manuel G Velasquez, 6e, PHI, 2008.
3. Forensic Pharmacy by Dr. Kokate
4. Forensic Pharmacy by Bhaskar Chaurasia



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Date- 5/01/2022

Circular

This is to notify the following faculty members to attend the meeting on 8/01/2022 at 1:40 PM in principal chamber to design the curriculum for the “Add-on courses for the academic year 2022- 2023”

Principal

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Date- 5/02/2022

Circular

This is to notify the following faculty members to attend the meeting on 8/02/2022 at 1:40 PM in principal chamber to design the curriculum for the “Add-on courses for the academic year 2022- 2023”

Principal
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Date- 25/08/2023

Circular

This is to notify the following faculty members to attend the meeting on 25/08/2023 at 1:40 PM in principal chamber to design the curriculum for the “Add-on courses for the academic year 2022- 2023”


Principal
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Bharat Institute of Technology
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Date- 14/09/2023

Circular

This is to notify the following faculty members to attend the meeting on 16/09/2023 at 11.45 AM in principal chamber to design the curriculum for the "Add-on courses for the academic year 2022- 2023"

Principal

Principal
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Faculty Participation for the Development of Curriculum for Add on courses for academic year 2022-2023

S.no	Faculty name	Designation	Title of Add on courses	Signature
1	Dr. Namratha.s	Professor	Artificial intelligence	
2	Dr. J Bhaskar	Professor	Artificial intelligence	
3	Dr. Praveen	Assoc Professor	Artificial intelligence	
4	MS.Nahid	Assistant professor	Artificial intelligence	
5	Mr. Manoj kumar	Assistant professor	Artificial intelligence	

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Dr. K. V
M.Sc.,M



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Faculty Participation for the Development of Curriculum for Add on courses for academic year 2022-2023

S.no	Faculty name	Designation	Title of Add on courses	Signature
1	Dr. Reddy Nazemoon	Professor	Python	
2	Dr. J Bhaskar	Professor	Python	
3	Mrs. Azka fathima	Assistant Professor	Python	
4	MS. Twila pushpa	Assistant professor	Python	
5	Mrs. Rachel	Assistant professor	Python	

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Faculty Participation for the Development of Curriculum for Add on courses for academic year 2022-2023

S.no	Faculty name	Designation	Title of Add on courses	Signature
1	Dr. Reddy Nazemoon	Professor	Machine Learning	
2	Dr. J Bhaskar	Professor	Machine Learning	
3	Dr. Alekhya	Assistant Professor	Machine Learning	
4	MS. Twila pushpa	Assistant professor	Machine Learning	
5	<u>Mes. Rachel</u>	Assistant professor	Machine Learning	


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“EXCEL AND PYTHON PROGRAM”
Pharmacy: Always Trusted For Your Health

Certificate of Participation

This is to certify that V. SWATI, IV BPHARM
has an active participation in the course of Excel and Python
Programming from 26/11/2022 to 27/11/2022, organised by
Department of Pharmacy, Bharat Institutions.

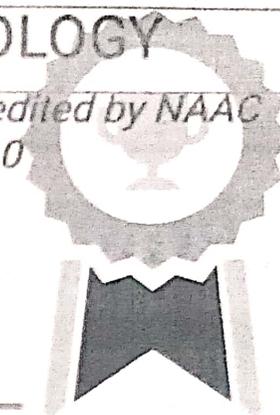
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“PERSONALITY AND SKILL DEVELOPMENT”

Pharmacy: Always Trusted For Your Health

Certificate of Participation

This is to certify that **B. ABHINAV KUMAR, IV BPHARM** has an active participation in the course of Excel and Python Programming from 26/11/2022 to 27/11/2022, organised by Department of Pharmacy, Bharat Institutions.

ACADEMIC I/C

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"MACHINE LEARNING AND AI"
Pharmacy: Always Trusted For Your Health

Certificate of Participation

This is to certify that **D. SREEJA, IV BPHARM**
has an active participation in the course of Excel and Python
Programming from 26/11/2022 to 27/11/2022, organised by
Department of Pharmacy, Bharat Institutions.

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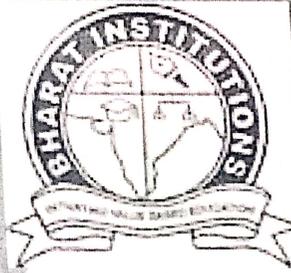
ACADEMIC I/C

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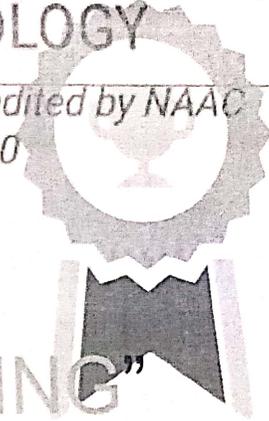
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“MEDICAL CODING AND BILLING”
Pharmacy: Always Trusted For Your Health

Certificate of Participation

This is to certify that S. MOHAN, IV BPHARM
has an active participation in the course of Excel and Python
Programming from 26/11/2022 to 27/11/2022, organised by
Department of Pharmacy, Bharat Institutions.

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“PHARMACOVIGILLANCE PTOGRAM”

Pharmacy: Always Trusted For Your Health

Certificate of Participation

This is to certify that THOTA SOUMYA RANI, IV BPHARM
has an active participation in the course of Excel and Python
Programming from 26/11/2022 to 27/11/2022, organised by
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