



JKK MUNIRAJAH INSTITUTE OF HEALTH SCIENCES COLLEGE OF PHARMACY

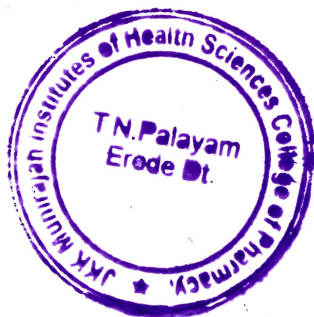
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Thookanaickenpalayam, Gobichettipalayam (TK), Erode (DT) - 638506, Tamil Nadu.

1.2.1 NUMBER OF ADD ON / CERTIFICATES / VALUE ADDED PROGRAM OFFERED DURING THE LAST FIVE YEARS.

ACADEMIC YEAR 2019-2020

Total Number of Courses: 04

S.No	Name of ADD ON / Certificates Programs offered	Course code (If any)	Duration of Course (Hrs)	No of Students Enrolled in the Year
1	AWARENESS PROGRAM ON VARIOUS CERTIFICATION IN PHARMAFIELD	MQP1901	30	52
2	DRUG METABOLISM AND TRANSPORTER PHARMACOLOGY	DMP1902	31	42
3	PATIENT CENTRIC DATA COLLECTION: ENHANCING CLINICAL TRAILS IN THE PHARMA SECTOR	PDC1903	32	74
4	PHARMACEUTICAL MARKETING AND SALES: STRATEGIES FOR PROMOTING HEALTHCARE PRODUCTS	PMS1904	31	80



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ADD-ON COURSE - SYLLABUS

Course Code : APC1901

Course Name : AWARENESS PROGRAM ON VARIOUS CERTIFICATION IN PHARMAFIELD

Date : 13.07.2019 to 31.08.2019 (All Saturday)

Course & Year : B. Pharm Final Year

Course objective : To aim awareness program aims to equip participants with knowledge about the diverse certifications available in the pharmaceutical industry, empowering them to make informed decisions regarding their professional development and career paths.

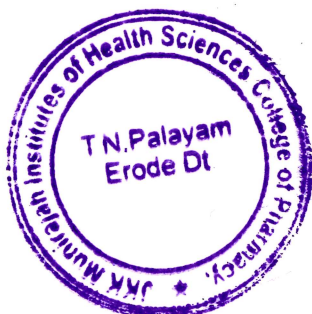
S.No	Topic	Hours
1	Module-I: INTRODUCTION TO THE PHARMACEUTICAL INDUSTRY: Research and Development (R&D), Manufacturing, Regulatory Affairs, Marketing and Sales, Quality Control and Assurance	10
2	Module-II: PHARMACEUTICAL REGULATIONS AND COMPLIANCE: Understanding regulatory authorities, Pharmaceutical Regulations and Compliance, Understanding Regulatory Authorities	10
3	Module-III: PHARMACEUTICAL MANUFACTURING: Drug formulation and manufacturing processes, Quality control in manufacturing, Pharmaceutical Research and Development (R&D), Pharmaceutical Sales and Marketing, Dispensing medications and patient counseling, Patient safety and data integrity, Basic Laboratory Skills	10


Course Outcome:

After the successful completion of this course, the student shall be able to:

1. Acquire high knowledge about the basic skill improvement programme in pharma field
2. Have a critical way of thinking based on current health care development.


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ADD-ON COURSE NAME: AWARENESS PROGRAM ON VARIOUS CERTIFICATION IN PHARMAFIELD

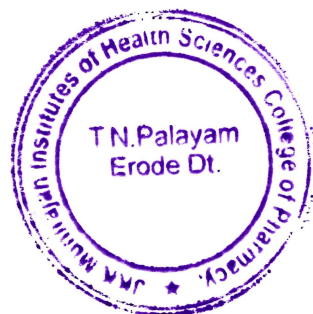
Course Code: APC1901


RESOURCE PERSON



Name : DR. P. BALAN
Qualification : M. Pharm., Ph.D.,
Designation : Professor
Department : Pharmaceutical Chemistry
Organization : The Erode College of Pharmacy, Erode, Tamilnadu.
Area of Specialization : Medicinal Chemistry, Pharmaceutical Organic Chemistry, Molecular Docking,
Drug design, CADD, QSAR.
Phone number : +91 96987 98284
Mail-ID : drbalan82@gmail.com
Experience : 13 Year 07 Months


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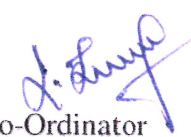
ADD-ON COURSE NAME: AWARENESS PROGRAM ON VARIOUS CERTIFICATION IN PHARMAFIELD

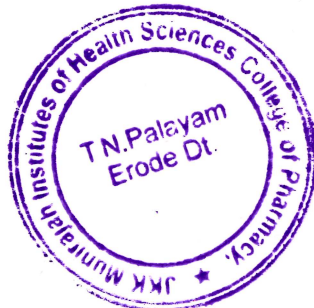
Course Code: APC1901


RESOURCE PERSON



Name : Mr. K. K. SENTHILKUMAR
Qualification : M. Pharm.,
Designation : Associate Professor
Department : Pharmaceutical Analysis
Organization : JKK Munirajah Institute of Health Sciences College of Pharmacy,
Erode, Tamilnadu.
Area of Specialization : Pharmaceutical Analysis, Physical Chemistry, Modern Instrumental Analysis,
Quality Assurance.
Phone number : +91 80725 84790
Mail-ID : senthilkumar@jkkmihscep.org
Experience : 12 Year 02 Months


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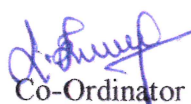
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ADD-ON COURSE - SCHEDULE

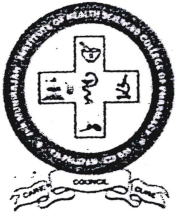
Course Code : APC1901
Course Name : AWARENESS PROGRAM ON VARIOUS CERTIFICATION IN PHARMAFIELD
Date : 13.07.2019 to 31.08.2019 (All Saturday)
Course & Year : B. Pharm Final Year

S. No	Topic	Hours
1	UNIT-I: INTRODUCTION TO THE PHARMACEUTICAL INDUSTRY: Research and Development (R&D), Manufacturing, Regulatory Affairs, Marketing and Sales, Quality Control and Assurance	13.07.2019 DR. P. Balan & Mr. K. K. Senthilkumar
2	UNIT-II: PHARMACEUTICAL REGULATIONS AND COMPLIANCE: Understanding regulatory authorities, Pharmaceutical Regulations	27.07.2019 DR. P. Balan & Mr. K. K. Senthilkumar
3	Compliance, Understanding Regulatory Authorities	10.08.2019 DR. P. Balan & Mr. K. K. Senthilkumar
4	UNIT-III: PHARMACEUTICAL MANUFACTURING- Drug formulation and manufacturing processes, Quality control in manufacturing, Pharmaceutical Research and Development (R&D)	24.08.2019 DR. P. Balan & Mr. K. K. Senthilkumar
5	Pharmaceutical Sales and Marketing, Dispensing medications and patient counseling, Patient safety and data integrity, Basic Laboratory Skills	31.08.2019 DR. P. Balan & Mr. K. K. Senthilkumar


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AWARENESS PROGRAM ON VARIOUS CERTIFICATIONS IN PHARMAFIELD (APC1901)

Name of Student: JEGAN.T

Registration No: 561694016

Date: 31.08.19

Course & Year: B. Pharm Final year

Semester:

Marks Secured:

Answer All Multiple-Choice Questions ($10 \times 3 = 30$)

1. Which certification is specifically focused on ensuring the quality of pharmaceutical manufacturing processes?

- a. Certified Clinical Research Professional (CCRP)
- b. Good Clinical Practice (GCP)
- c. Good Manufacturing Practice (GMP)
- d. Certified Quality Auditor (CQA)

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2. What is the primary purpose of Good Laboratory Practice (GLP) certification in the pharmaceutical industry?

- a. Ensuring the safety and efficacy of pharmaceutical products
- b. Regulating the conduct of clinical trials
- c. Ensuring the quality and integrity of non-clinical laboratory studies
- d. Managing projects in the pharmaceutical research and development

3. Which certification is focused on the management of pharmaceutical projects and is widely recognized across industries?

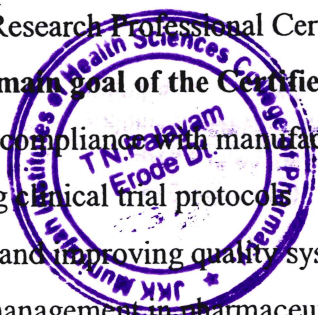
- a. Certified Clinical Research Professional (CCRP)
- b. Project Management Professional (PMP)
- c. Certified Quality Engineer (CQE)
- d. Certified Associate in Project Management (CAPM)

4. Which regulatory certification is essential for professionals involved in clinical trials and research studies?

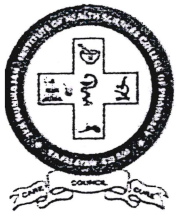
- a. Good Manufacturing Practice (GMP)
- b. Good Clinical Practice (GCP)
- c. Certified Quality Auditor (CQA)
- d. Clinical Research Professional Certification (CRPC)

5. What is the main goal of the Certified Quality Auditor certification in the pharmaceutical industry?

- a. Ensuring compliance with manufacturing standards
- b. Managing clinical trial protocols
- c. Auditing and improving quality systems
- d. Project management in pharmaceutical research



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6. Which certification is specifically designed for professionals involved in ensuring the safety and efficacy of pharmaceutical products during clinical trials?

- a. Good Laboratory Practice (GLP)
- b. Clinical Research Professional Certification (CRPC)
- c. Certified Quality Engineer (CQE)
- d. Project Management Professional (PMP)

7. What does the acronym GCP stand for in the context of pharmaceutical research and development?

- a. Good Clinical Practice
- b. Good Manufacturing Practice
- c. Good Laboratory Practice
- d. General Clinical Procedures

8. Which certification is focused on assessing and ensuring the quality of pharmaceutical manufacturing processes through audits and inspections?

- a. Certified Quality Engineer (CQE)
- b. Clinical Research Associate Certification (CRAC)
- c. Good Manufacturing Practice (GMP)
- d. Project Management Professional (PMP)

9. What is the purpose of the Clinical Research Associate Certification (CRAC) in the pharmaceutical industry?

- a. Ensuring the quality of manufacturing processes
- b. Managing clinical trials and research studies
- c. Auditing and improving quality systems
- d. Project management in pharmaceutical research

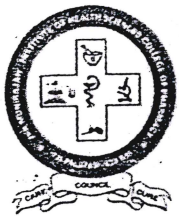
10. Which certification is generally considered an entry-level certification for professionals interested in project management in the pharmaceutical industry?

- a. Certified Clinical Research Professional (CCRP)
- b. Certified Associate in Project Management (CAPM)
- c. Clinical Research Associate Certification (CRAC)
- d. Certified Quality Engineer (CQE)



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AWARENESS PROGRAM ON VARIOUS CERTIFICATIONS IN PHARMAFIELD (APC1901)

Name of Student: AISHWARYA. M

Course & Year: B. Pharm Final year

Registration No: 561694001

Semester:

Date: 31.8.19

Marks Secured:

Answer All Multiple-Choice Questions (10 × 3 = 30)

1. Which certification is specifically focused on ensuring the quality of pharmaceutical manufacturing processes?

- a. Certified Clinical Research Professional (CCRP)
- b. Good Clinical Practice (GCP)
- c. Good Manufacturing Practice (GMP)
- d. Certified Quality Auditor (CQA)

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2. What is the primary purpose of Good Laboratory Practice (GLP) certification in the pharmaceutical industry?

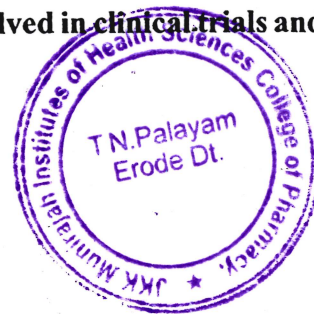
- a. Ensuring the safety and efficacy of pharmaceutical products
- b. Regulating the conduct of clinical trials
- c. Ensuring the quality and integrity of non-clinical laboratory studies
- d. Managing projects in the pharmaceutical research and development

3. Which certification is focused on the management of pharmaceutical projects and is widely recognized across industries?

- a. Certified Clinical Research Professional (CCRP)
- b. Project Management Professional (PMP)
- c. Certified Quality Engineer (CQE)
- d. Certified Associate in Project Management (CAPM)

4. Which regulatory certification is essential for professionals involved in clinical trials and research studies?

- a. Good Manufacturing Practice (GMP)
- b. Good Clinical Practice (GCP)
- c. Certified Quality Auditor (CQA)
- d. Clinical Research Professional Certification (CRPC)



5. What is the main goal of the Certified Quality Auditor certification in the pharmaceutical industry?

- a. Ensuring compliance with manufacturing standards
- b. Managing clinical trial protocols
- c. Auditing and improving quality systems
- d. Project management in pharmaceutical research

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6. Which certification is specifically designed for professionals involved in ensuring the safety and efficacy of pharmaceutical products during clinical trials?
- a. Good Laboratory Practice (GLP)
 - b. Clinical Research Professional Certification (CRPC)
 - c. Certified Quality Engineer (CQE)
 - d. Project Management Professional (PMP)
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 - d. Certified Quality Engineer (CQE)



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AWARENESS PROGRAM ON VARIOUS CERTIFICATIONS IN PHARMAFIELD (APC1901)

Name of Student: *Ajithkumar*

Course & Year: *B.Pharm Final year*

Registration No: *561694003*

Semester:

Date: *31.08.19*

Marks Secured:

Answer All Multiple-Choice Questions (10 × 3 = 30)

1. Which certification is specifically focused on ensuring the quality of pharmaceutical manufacturing processes?

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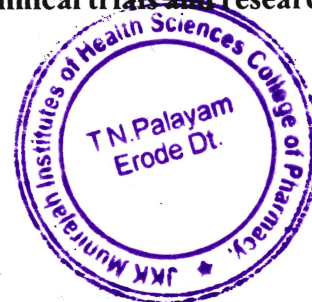
- a. Certified Clinical Research Professional (CCRP)
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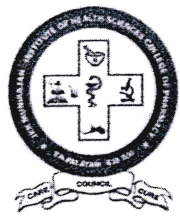
5. What is the main goal of the Certified Quality Auditor certification in the pharmaceutical industry?

- a. Ensuring compliance with manufacturing standards
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- d. Project Management Professional (PMP)

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- c. Good Laboratory Practice
- d. General Clinical Procedures

8. Which certification is focused on assessing and ensuring the quality of pharmaceutical manufacturing processes through audits and inspections?

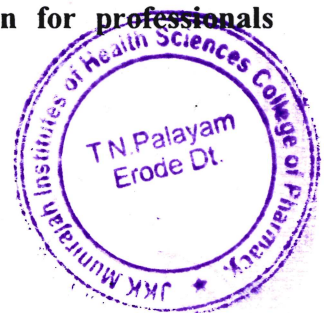
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- d. Project Management Professional (PMP)

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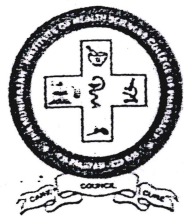
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- c. Clinical Research Associate Certification (CRAC)
- d. Certified Quality Engineer (CQE)



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AWARENESS PROGRAM ON VARIOUS CERTIFICATIONS IN PHARMAFIELD (APC1901)

Name of Student: *Hari basket . P*

Course & Year: *B.Pharm ; Final year*

Registration No: *561694010*

Semester:

Date: *31-08-19*

Marks Secured:

Answer All Multiple-Choice Questions (10 × 3 = 30)

1. Which certification is specifically focused on ensuring the quality of pharmaceutical manufacturing processes?

- a. Certified Clinical Research Professional (CCRP)
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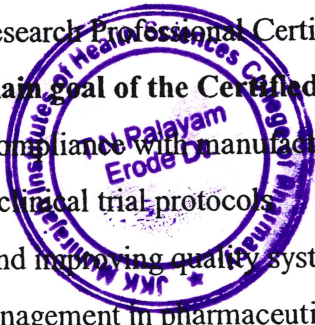
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AWARENESS PROGRAM ON VARIOUS CERTIFICATIONS IN PHARMAFIELD (APC1901)

Name of Student: G. HARI PRASANNA

Course & Year: B. Pharm Final Year

Registration No: 561694011

Semester:

Date:

Marks Secured:

Answer All Multiple-Choice Questions ($10 \times 3 = 30$)

1. Which certification is specifically focused on ensuring the quality of pharmaceutical manufacturing processes?

- a. Certified Clinical Research Professional (CCRP)
- b. Good Clinical Practice (GCP)
- c. Good Manufacturing Practice (GMP)
- d. Certified Quality Auditor (CQA)

27
30

2. What is the primary purpose of Good Laboratory Practice (GLP) certification in the pharmaceutical industry?

- a. Ensuring the safety and efficacy of pharmaceutical products
- b. Regulating the conduct of clinical trials
- c. Ensuring the quality and integrity of non-clinical laboratory studies
- d. Managing projects in the pharmaceutical research and development

3. Which certification is focused on the management of pharmaceutical projects and is widely recognized across industries?

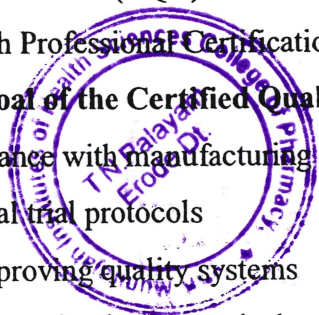
- a. Certified Clinical Research Professional (CCRP)
- b. Project Management Professional (PMP)
- c. Certified Quality Engineer (CQE)
- d. Certified Associate in Project Management (CAPM)

4. Which regulatory certification is essential for professionals involved in clinical trials and research studies?

- a. Good Manufacturing Practice (GMP)
- b. Good Clinical Practice (GCP)
- c. Certified Quality Auditor (CQA)
- d. Clinical Research Professional Certification (CRPC)

5. What is the main goal of the Certified Quality Auditor certification in the pharmaceutical industry?

- a. Ensuring compliance with manufacturing standards
- b. Managing clinical trial protocols
- c. Auditing and improving quality systems
- d. Project management in pharmaceutical research



[Handwritten Signature]

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6. Which certification is specifically designed for professionals involved in ensuring the safety and efficacy of pharmaceutical products during clinical trials?

- a. Good Laboratory Practice (GLP)
- b. Clinical Research Professional Certification (CRPC)
- c. Certified Quality Engineer (CQE)
- d. Project Management Professional (PMP)

7. What does the acronym GCP stand for in the context of pharmaceutical research and development?

- a. Good Clinical Practice
- b. Good Manufacturing Practice
- c. Good Laboratory Practice
- d. General Clinical Procedures

8. Which certification is focused on assessing and ensuring the quality of pharmaceutical manufacturing processes through audits and inspections?

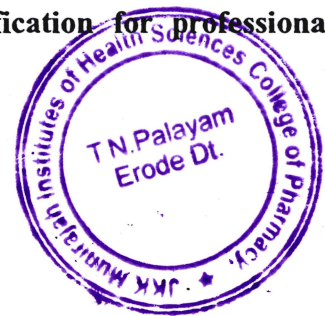
- a. Certified Quality Engineer (CQE)
- b. Clinical Research Associate Certification (CRAC)
- c. Good Manufacturing Practice (GMP)
- d. Project Management Professional (PMP)

9. What is the purpose of the Clinical Research Associate Certification (CRAC) in the pharmaceutical industry?

- a. Ensuring the quality of manufacturing processes
- b. Managing clinical trials and research studies
- c. Auditing and improving quality systems
- d. Project management in pharmaceutical research

10. Which certification is generally considered an entry-level certification for professionals interested in project management in the pharmaceutical industry?

- a. Certified Clinical Research Professional (CCRP)
- b. Certified Associate in Project Management (CAPM)
- c. Clinical Research Associate Certification (CRAC)
- d. Certified Quality Engineer (CQE)



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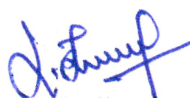
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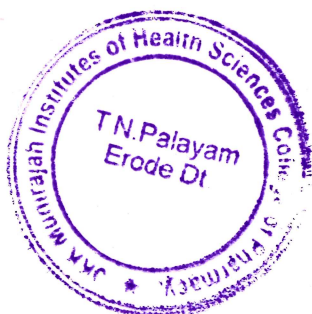
ADD-ON COURSE: ANSWER KEY


Course Code : APC1901
Course Name : AWARENESS PROGRAM ON VARIOUS CERTIFICATION IN PHARMAFIELD
Date : 13.07.2019 to 31.08.2019 (All Saturday)
Course & Year : B. Pharm Final Year

ANSWER KEY

1. c. Good Manufacturing Practice (GMP)
2. c. Ensuring the quality and integrity of non-clinical laboratory studies
3. b. Project Management Professional (PMP)
4. b. Good Clinical Practice (GCP)
5. c. Auditing and improving quality systems
6. b. Clinical Research Professional Certification (CRPC)
7. a. Good Clinical Practice
8. c. Good Manufacturing Practice (GMP)
9. b. Managing clinical trials and research studies
10. b. Certified Associate in Project Management (CAPM)


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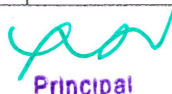
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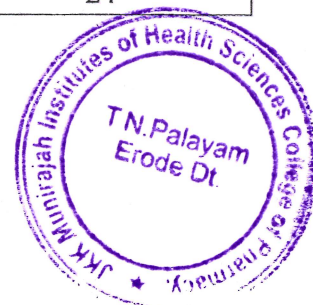
MARK STATEMENT

Course Code : APC1901
Course Name : AWARENESS PROGRAM ON VARIOUS CERTIFICATION IN PHARMAFIELD
Date : 13.07.2019 to 31.08.2019 (All Saturday)
Course & Year : B. Pharm Final Year

S.No	Student Name	Registration Number	Mark Secured
1	AISHWARYA M	561694001	24
2	AJITHKUMAR D	561694003	27
3	AKILA M	561694004	24
4	ARUNKUMAR M	561694006	27
5	BIRUNDHAVAN R	561694007	27
6	HARI BASKAR P	561694010	24
7	HARIPRASANNA G	561694011	27
8	HEMALATHA K	561694012	30
9	JAYACHANDIRAN M	561694014	27
10	JEEVITHA G	561694015	21
11	JEGAN T	561694016	27
12	JOTHIMANI S	561694017	24
13	KOWSALYA K	561694018	21
14	MAALINI M D R	561694019	27
15	MANIMOZHI S K	561694020	27
16	MEIARASU D	561694022	24
17	MOHANAMUKILAN T	561694023	24
18	MONICA PRIYA H	561694024	21
19	MUKILAN RANJITH P	561694025	30
20	MUNIVENKATESAN P	561694026	24
21	NANDHINI P	561694027	27
22	PANDEESWARAN A	561694028	21
23	PARAMESHWARI L	561694029	27
24	PARTHIBAN N	561694030	24
25	PARTHIBAN V	561694031	24


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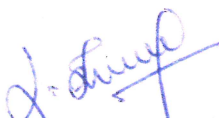





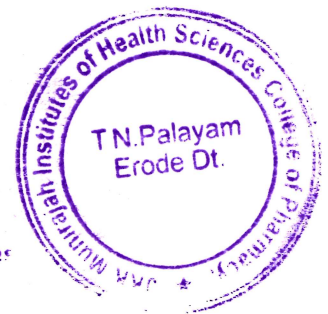
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S.No	Student Name	Registration Number	Mark Secured
26	PRAVEEN B	561694034	21
27	PRAVEENKUMAR M	561694035	24
28	RAJA SHOBA S	561694036	27
29	RAJAMANIKKAM D	561694037	27
30	RANJITH R	561694038	30
31	SANGEETHA R	561694040	27
32	SANJAYKUMAR K	561694041	21
33	SANTHOSKUMAR G	561694042	24
34	SARANYA J	561694043	21
35	SASMITHA B	561694044	21
36	SONA K	561694046	24
37	SOWMIYA D	561694047	27
38	SRIDHAR V	561694048	30
39	SUGANTH M	561694049	30
40	SURESH KUMAR S	561694050	27
41	VARSHA K	561694052	21
42	VELMURUGAN.M	561694053	24
43	VENKADESH S	561694054	21
44	VIGNESH R	561694055	24
45	VIGNESH S	561694056	27
46	VIJAY R	561694058	24
47	YASMEEN A	561694059	24
48	YATHEESH R	561694060	27
49	BOOPATHI M.	561794061	21
50	KEERTHIKUMAR V	561794063	27
51	PRAKATHI S	561794064	24
52	TAMILSELVAN M	561794065	21


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ADD ON COURSE FEEDBACK FORM

Name of the student: AISHWARYA . M

Course & Year: B. Pharm Final year.

Registration No: 561694001

Date: 31.08.2019

Name of the Course: AWARENESS PROGRAM VARIOUS CERTIFICATION IN
PHARMAFIELD
Evaluating the Following Questions

1. This Course was interesting

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

2. Was this course useful

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

3. During the course did you find any technical difficulties?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

4. Did the resource person delivered the information, you didn't know already?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

5. The subject matter was presented effectively

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

6. The resource person helped me learn about how the course works in the real world

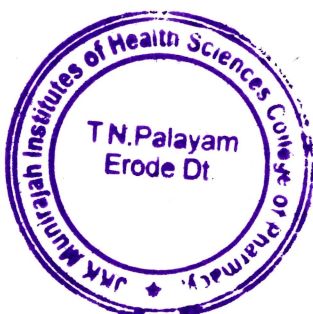
a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

7. The resource person provided information I can use to be successful in my career

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

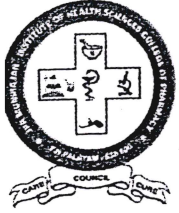
8. Overall how do you rate the Training Program?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree



[Signature]
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Gobi (Tk), Erode (Dt) - 638 506

[Signature]
Student Signature



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ADD ON COURSE FEEDBACK FORM

Name of the student: NANDHINI . P

Course & Year: B. PHARM FINAL YEAR

Registration No: 561694027

Date: 31/08/2019

Name of the Course: AWARENESS PROGRAM ON VARIOUS CERTIFICATION IN
PHARMAFIELD
Evaluating the Following Questions

1. This Course was interesting

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

2. Was this course useful

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

3. During the course did you find any technical difficulties?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

4. Did the resource person delivered the information, you didn't know already?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

5. The subject matter was presented effectively

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

6. The resource person helped me learn about how the course works in the real world

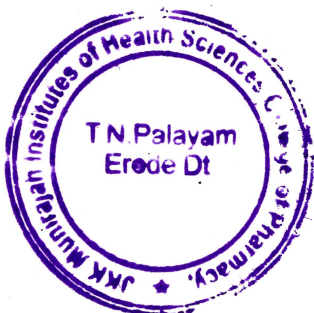
a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

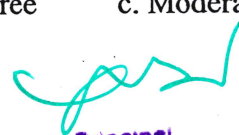
7. The resource person provided information I can use to be successful in my career

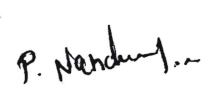
a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

8. Overall how do you rate the Training Program?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree




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ADD ON COURSE FEEDBACK FORM

Name of the student: J. SARANYA.

Course & Year: B. Pharm Final Year.

Registration No: 561694043.

Date: 31.08.2019.

Name of the Course: AWARENESS PROGRAM ON VARIOUS CERTIFICATION IN PHARMACEUTICALS.

Evaluating the Following Questions

1. This Course was interesting

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

2. Was this course useful

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

3. During the course did you find any technical difficulties?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

4. Did the resource person delivered the information, you didn't know already?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

5. The subject matter was presented effectively

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

6. The resource person helped me learn about how the course works in the real world

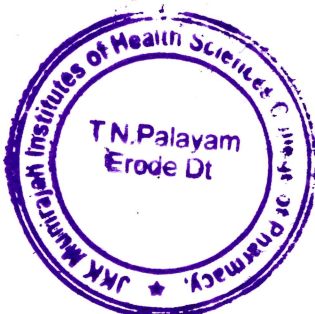
a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree


7. The resource person provided information I can use to be successful in my career

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

8. Overall how do you rate the Training Program?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree




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ADD ON COURSE FEEDBACK FORM

Name of the student: K. SONA

Course & Year: B-Pharm Final year

Registration No: 561694046

Date: 31.08.2019

Name of the Course: Awareness Program on Various Certification in PharmaField

Evaluating the Following Questions

1. This Course was interesting

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

2. Was this course useful

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

3. During the course did you find any technical difficulties?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

4. Did the resource person delivered the information, you didn't know already?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

5. The subject matter was presented effectively

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

6. The resource person helped me learn about how the course works in the real world

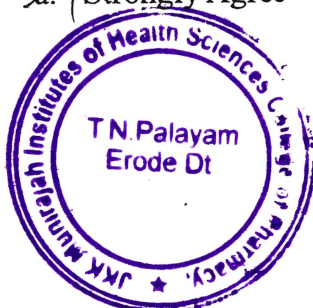
a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

7. The resource person provided information I can use to be successful in my career

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

8. Overall how do you rate the Training Program?

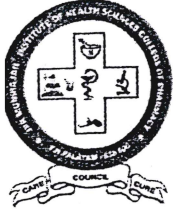
a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree



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ADD ON COURSE FEEDBACK FORM

Name of the student: V. SRIDHAR

Course & Year: B.Pharm Final Year

Registration No: 561694048

Date: 31.08.2019

Name of the Course: AWARENESS PROGRAM ON VARIOUS CERTIFICATION
IN PHARMAFIELD

Evaluating the Following Questions

1. This Course was interesting

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

2. Was this course useful

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

3. During the course did you find any technical difficulties?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

4. Did the resource person delivered the information, you didn't know already?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

5. The subject matter was presented effectively

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

6. The resource person helped me learn about how the course works in the real world

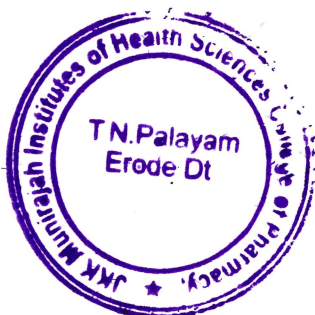
a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree


7. The resource person provided information I can use to be successful in my career

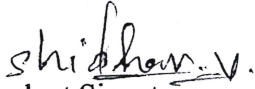
a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

8. Overall how do you rate the Training Program?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree




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ADD-ON COURSE - SYLLABUS

Course Code : DMP1902
Course Name : DRUG METABOLISM AND TRANSPORTER PHARMACOLOGY
Date : 12.10.2019 to 30.11.2019 (All Saturday)
Course & Year : B. Pharm Third Year

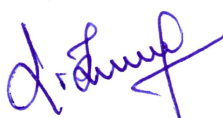
Course objective : To provide students with a deep understanding of the processes involved in drug metabolism and transporter pharmacology, preparing them for roles in drug development, clinical practice, and related areas within the pharmaceutical and healthcare industries.

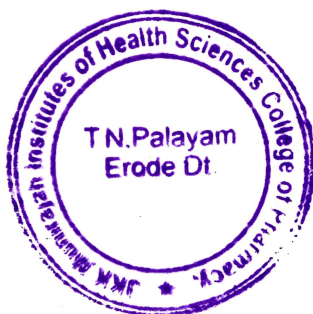
S.No	Topic	Hours
1	Module- I : Introduction, Importance of Metabolism , Metabolite Profile, Clinical Implications	13
2	Module-II: Transporters and its types, Role, Drug-Drug Interactions, Genetic Variability, Clinical Applications, Transporter pharmacology with reference article	18

Course Outcome:

After the successful completion of this course, the student shall be able to:

1. Understanding how drugs are metabolized and transported in the body is crucial for optimizing drug therapy, ensuring efficacy, and minimizing adverse effect.
2. Drug metabolism and transporter pharmacology have a significant impact on the safety and efficacy of drug therapy.


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Thookanaickenpalayam, Gobichettipalayam (TK), Erode (DT) - 638506, Tamil Nadu.

ADD-ON COURSE NAME: DRUG METABOLISM AND TRANSPORTER

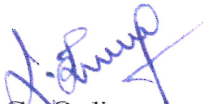
PHARMACOLOGY

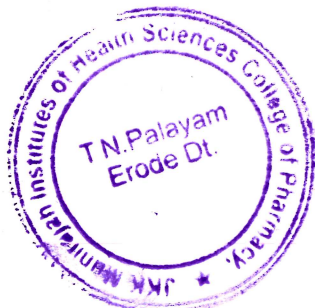
Course Code: DMP1902


RESOURCE PERSON



Name : DR. C. KALAIYARASI
Qualification : M. Pharm., Ph.D.,
Designation : Professor
Department : Pharmacology
Organization : JKK Nataraja College of Pharmacy, Komarapalayam, Namakkal, Tamilnadu.
Area of Specialization : Pharmacology & Toxicology, Human Anatomy & Physiology, Advanced Pharmacology, clinical pharmacology
Phone number : +91 63749 96276
Mail-ID : kalaiyarasicinnasamy@gmail.com
Experience : 12 Year 09 Months


Co-Ordinator




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Gobi (Tk), Erode (Dt) - 638 506



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Thookanaickenpalayam, Gobichettipalayam (TK), Erode (DT) - 638506, Tamil Nadu

ADD-ON COURSE NAME: DRUG METABOLISM AND TRANSPORTER

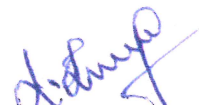
PHARMACOLOGY

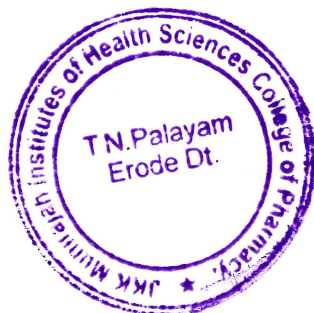
Course Code: DMP1902


RESOURCE PERSON



Name : Mr. G. M. SIVAKUMAR
Qualification : M. Pharm.,
Designation : Assistant Professor
Department : Pharmacology
Organization : JKK Munirajah Institute of Health Sciences College of Pharmacy,
Erode, Tamilnadu.
Area of Specialization : Pharmacology, Pharmacovigilance, Clinical Trail, Medical Coding,
Pharmacotherapeutics, Human Anatomy and Physiology.
Phone number : +91 99421 43001
Mail-ID : sivakumar@jkkmihscep.org
Experience : 04 Years 06 Months


Co-Ordinator




Principal
KK Munirajah Institute of Health Sciences
College of Pharmacy, T.N. Palayam,
Gobi (Tk), Erode (Dt) - 638 506



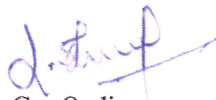
JKK MUNIRAJAH INSTITUTE OF HEALTH SCIENCES COLLEGE OF PHARMACY

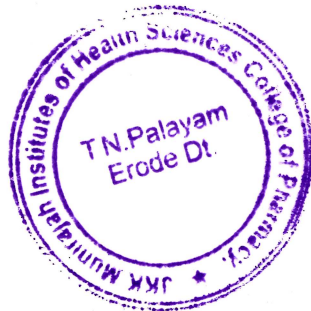
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ADD-ON COURSE - SCHEDULE

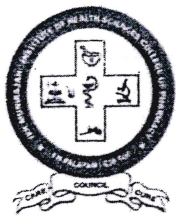
Course Code : DMP1902
Course Name : DRUG METABOLISM AND TRANSPORTER
PHARMACOLOGY
Date : 12.10.2019 to 30.11.2019 (All Saturday)
Course & Year : B. Pharm Third Year

S. No	Topic	Hours
1	UNIT- I: Introduction, Importance of Metabolism	12.10.2019 DR. C. Kalaiyarasi & Mr. G. M. Sivakumar
2	Metabolite Profile, Clinical Implications	26.10.2019 DR. C. Kalaiyarasi & Mr. G. M. Sivakumar
3	UNIT-II: Transporters and its types, Role, Drug-Drug Interactions	09.11.2019 DR. C. Kalaiyarasi & Mr. G. M. Sivakumar
4	Genetic Variability, Clinical Applications,	23.11.2019 DR. C. Kalaiyarasi & Mr. G. M. Sivakumar
5	Transporter pharmacology with reference article	30.11.2019 DR. C. Kalaiyarasi & Mr. G. M. Sivakumar


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DRUG METABOLISM AND TRANSPORTER PHARMACOLOGY (DMP1902)

Name of Student: DEVI, E

Registration No: 561794012

Date: 30-11-19

Course & Year: B.Pharm Third

Semester: year

Marks Secured:

Answer All Multiple-Choice Questions (10 × 3 = 30)

27
30

1. What are transporters in the body responsible for?

- A. Digesting food
- B. Moving substances in and out of cells
- C. Making energy
- D. Regulating temperature

2. Which of the following is an example of an efflux transporter that pumps drugs out of cells?

- A. Taxi drivers
- B. P-glycoprotein (P-gp)
- C. Security guards
- D. Mail carriers

3. How can transporters affect how medicines work in our bodies?

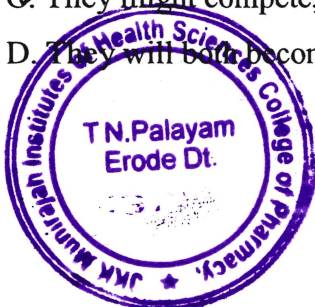
- A. They have no impact on medicines.
- B. They change the color of medicines.
- C. They influence the effectiveness and side effects of medicines.
- D. They make medicines taste better.

4. Can our genes influence how transporters work?

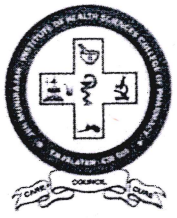
- A. No, genes have no effect on transporters.
- B. Yes, genes can make transporters work differently in different people.
- C. Genes only affect our hair color.
- D. Genes affect our sleep patterns.

5. What might happen if two medicines use the same transporter in the body?

- A. They will always work better together.
- B. They will cancel each other out and have no effect.
- C. They might compete, leading to changes in their effectiveness or side effects.
- D. They will both become more potent.



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6. Why is understanding transporters important for medicine?

- A. It's not important; transporters have no role in medicine.
- B. It helps scientists design better medicines with fewer problems.
- C. It makes medicines taste better.
- D. It helps doctors choose random medicines for patients.

7. What is drug metabolism?

- A. Breaking down food in the stomach
- B. The body's way of processing and transforming drugs
- C. Making drugs stronger
- D. Creating new drugs in the laboratory

8. Where does most drug metabolism take place in the body?

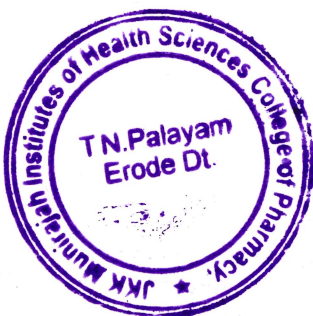
- A. Brain
- B. Skin
- C. Liver
- D. Lungs

9. What are the two primary phases of drug metabolism?

- A. Breakfast and lunch
- B. Phase I and Phase II
- C. Morning and evening
- D. Summer and winter

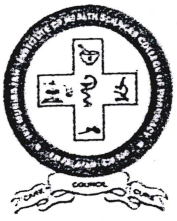
10. What is the purpose of Phase I metabolism?

- A. To make drugs taste better
- B. To convert drugs into more water-soluble forms
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- D. To remove drugs from the body



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DRUG METABOLISM AND TRANSPORTER PHARMACOLOGY (DMP1902)

Name of Student: VASIM.S

Course & Year: B.Pharm third year

Registration No: 561794056

Semester:

Date: 30.11.2019

Marks Secured:

Answer All Multiple-Choice Questions (10 × 3 = 30)

1. What are transporters in the body responsible for?

- A. Digesting food
- B. Moving substances in and out of cells
- C. Making energy
- D. Regulating temperature

24
30

2. Which of the following is an example of an efflux transporter that pumps drugs out of cells?

- A. Taxi drivers
- B. P-glycoprotein (P-gp)
- C. Security guards
- D. Mail carriers

3. How can transporters affect how medicines work in our bodies?

- A. They have no impact on medicines.
- B. They change the color of medicines.
- C. They influence the effectiveness and side effects of medicines.
- D. They make medicines taste better.

4. Can our genes influence how transporters work?

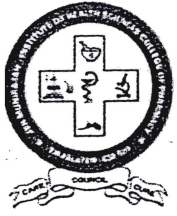
- A. No, genes have no effect on transporters.
- B. Yes, genes can make transporters work differently in different people.
- C. Genes only affect our hair color.
- D. Genes affect our sleep patterns.

5. What might happen if two medicines use the same transporter in the body?

- A. They will always work better together.
- B. They will cancel each other out and have no effect.
- C. They might compete, leading to changes in their effectiveness or side effects.
- D. They will both become more potent.



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6. Why is understanding transporters important for medicine?

- A. It's not important; transporters have no role in medicine.
- B. It helps scientists design better medicines with fewer problems.
- C. It makes medicines taste better.
- D. It helps doctors choose random medicines for patients.

7. What is drug metabolism?

- A. Breaking down food in the stomach
- B. The body's way of processing and transforming drugs
- C. Making drugs stronger
- D. Creating new drugs in the laboratory

8. Where does most drug metabolism take place in the body?

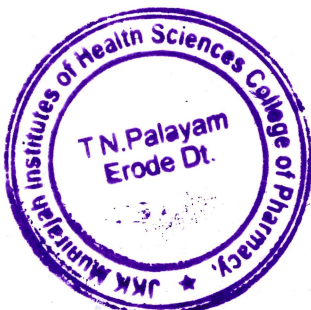
- A. Brain
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- C. Liver
- D. Lungs

9. What are the two primary phases of drug metabolism?

- A. Breakfast and lunch
- B. Phase I and Phase II
- C. Morning and evening
- D. Summer and winter

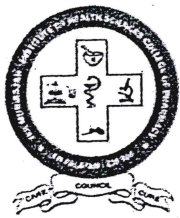
10. What is the purpose of Phase I metabolism?

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DRUG METABOLISM AND TRANSPORTER PHARMACOLOGY (DMP1902)

Name of Student: B. Hariprakash

Registration No: 561794021

Date: 30.11.19

Course & Year: B.Pharm IIIrd Year

Semester:

Marks Secured:

Answer All Multiple-Choice Questions (10 × 3 = 30)

1. What are transporters in the body responsible for?

- A. Digesting food
- B. Moving substances in and out of cells
- C. Making energy
- D. Regulating temperature

2. Which of the following is an example of an efflux transporter that pumps drugs out of cells?

- A. Taxi drivers
- B. P-glycoprotein (P-gp)
- C. Security guards
- D. Mail carriers

3. How can transporters affect how medicines work in our bodies?

- A. They have no impact on medicines.
- B. They change the color of medicines.
- C. They influence the effectiveness and side effects of medicines.
- D. They make medicines taste better.

4. Can our genes influence how transporters work?

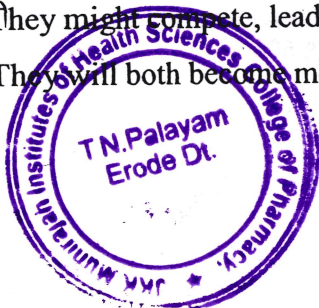
- A. No, genes have no effect on transporters.
- B. Yes, genes can make transporters work differently in different people.
- C. Genes only affect our hair color.
- D. Genes affect our sleep patterns.

5. What might happen if two medicines use the same transporter in the body?

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- C. They might compete, leading to changes in their effectiveness or side effects.
- D. They will both become more potent.

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6. Why is understanding transporters important for medicine?

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- D. Creating new drugs in the laboratory

8. Where does most drug metabolism take place in the body?

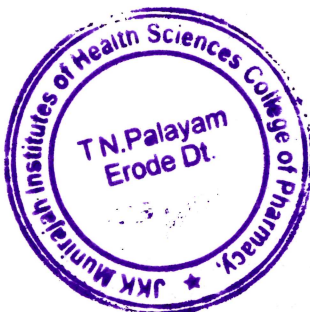
- A. Brain
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- C. Liver
- D. Lungs

9. What are the two primary phases of drug metabolism?

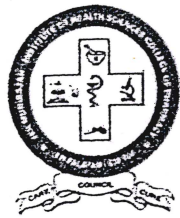
- A. Breakfast and lunch
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- C. Morning and evening
- D. Summer and winter

10. What is the purpose of Phase I metabolism?

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- D. To remove drugs from the body



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DRUG METABOLISM AND TRANSPORTER PHARMACOLOGY (DMP1902)

Name of Student: Vaidesh S

Registration No: 561794054

Date: 30.11.2019

Answer All Multiple-Choice Questions (10 × 3 = 30)

Course & Year: B.Pharm Third year

Semester:

Marks Secured:

1. What are transporters in the body responsible for?

- A. Digesting food
- B. Moving substances in and out of cells
- C. Making energy
- D. Regulating temperature

30

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2. Which of the following is an example of an efflux transporter that pumps drugs out of cells?

- A. Taxi drivers
- B. P-glycoprotein (P-gp)
- C. Security guards
- D. Mail carriers

3. How can transporters affect how medicines work in our bodies?

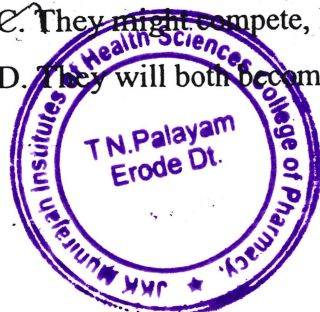
- A. They have no impact on medicines.
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- D. They make medicines taste better.

4. Can our genes influence how transporters work?

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5. What might happen if two medicines use the same transporter in the body?

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- C. It makes medicines taste better.
- D. It helps doctors choose random medicines for patients.

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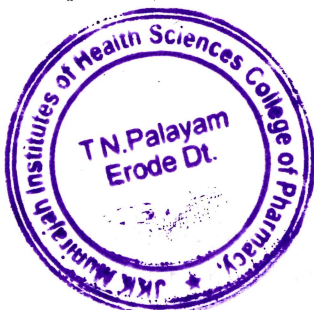
- A. Brain
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- C. Liver
- D. Lungs

9. What are the two primary phases of drug metabolism?

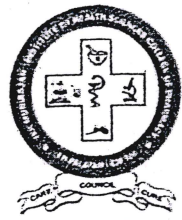
- A. Breakfast and lunch
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10. What is the purpose of Phase I metabolism?

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DRUG METABOLISM AND TRANSPORTER PHARMACOLOGY (DMP1902)

Name of Student: Balaji. R
Registration No: 561794006
Date: 30-11-19

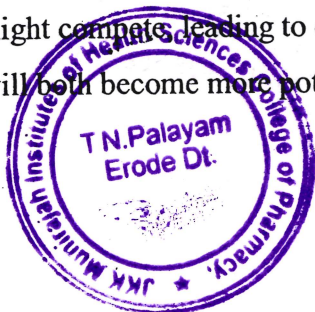
Course & Year: B. Pharm, IIIrd year
Semester:
Marks Secured:


Answer All Multiple-Choice Questions (10 × 3 = 30)

1. What are transporters in the body responsible for?
 - A. Digesting food
 - B. Moving substances in and out of cells
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 - D. Regulating temperature
2. Which of the following is an example of an efflux transporter that pumps drugs out of cells?
 - A. Taxi drivers
 - B. P-glycoprotein (P-gp)
 - C. Security guards
 - D. Mail carriers
3. How can transporters affect how medicines work in our bodies?
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 - C. They influence the effectiveness and side effects of medicines.
 - D. They make medicines taste better.
4. Can our genes influence how transporters work?
 - A. No, genes have no effect on transporters.
 - B. Yes, genes can make transporters work differently in different people.
 - C. Genes only affect our hair color.
 - D. Genes affect our sleep patterns.
5. What might happen if two medicines use the same transporter in the body?
 - A. They will always work better together.
 - B. They will cancel each other out and have no effect.
 - C. They might compete, leading to changes in their effectiveness or side effects.
 - D. They will both become more potent.

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6. Why is understanding transporters important for medicine?

- A. It's not important; transporters have no role in medicine.
- B. It helps scientists design better medicines with fewer problems.
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7. What is drug metabolism?

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- C. Making drugs stronger
- D. Creating new drugs in the laboratory

8. Where does most drug metabolism take place in the body?

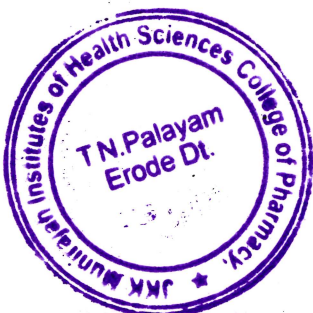
- A. Brain
- B. Skin
- C. Liver
- D. Lungs

9. What are the two primary phases of drug metabolism?

- A. Breakfast and lunch
- B. Phase I and Phase II
- C. Morning and evening
- D. Summer and winter

10. What is the purpose of Phase I metabolism?

- A. To make drugs taste better
- B. To convert drugs into more water-soluble forms
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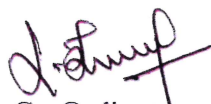
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ADD-ON COURSE: ANSWER KEY


Course Code : DMP1902
Course Name : DRUG METABOLISM AND TRANSPORTER PHARMACOLOGY
Date : 12.10.2019 to 30.11.2019 (All Saturday)
Course & Year : B. Pharm Third Year

ANSWER KEY

1. B. Moving substances in and out of cells
2. B. P-glycoprotein (P-gp)
3. C. They influence the effectiveness and side effects of medicines.
4. C. They might compete, leading to changes in their effectiveness or side effects.
5. B. Yes, genes can make transporters work differently in different people.
6. B. It helps scientists design better medicines with fewer problems
7. B. The body's way of processing and transforming drugs
8. C. Liver
9. B. Phase I and Phase II
10. B. To convert drugs into more water-soluble forms


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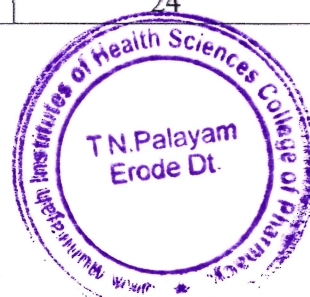
MARK STATEMENT

Course Code : DMP1902
Course Name : DRUG METABOLISM AND TRANSPORTER
PHARMACOLOGY
Date : 12.10.2019 to 30.11.2019 (All Saturday)
Course & Year : B. Pharm Third Year

S.No	Student Name	Registration Number	Mark Secured
1	AFREEN N	561794001	27
2	AISHWARYA J	561794002	24
3	BALAJI R	561794006	30
4	BAVADARINI V	561794008	21
5	BHARATHKUMAR S	561794010	24
6	BHAVATHARANI S	561794011	24
7	DEVI E	561794012	27
8	DINESH C	561794014	21
9	DINESH D	561794015	24
10	GAYATHRI B	561794016	21
11	GEETHAVARMAN S	561794017	27
12	GOWRI SANKARI K	561794019	27
13	GOWRI SHANKAR E	561794020	21
14	HARIPRAKASH B	561794021	27
15	IMAMDEEN N	561794023	24
16	KAMALRAJ T	561794024	30
17	KAVIYA K	561794026	21
18	KAVIYARASAN J	561794027	24
19	KOHILA M	561794028	24
20	KRISHNA PRIYA R	561794029	21
21	MARTIN JOHNPAUL A	561794030	27
22	MONISHA B	561794032	21
23	NAVEEN A	561794033	24
24	NISHANTH P	561794034	24
25	PARTHIBAN M	561794036	24

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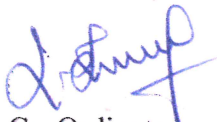





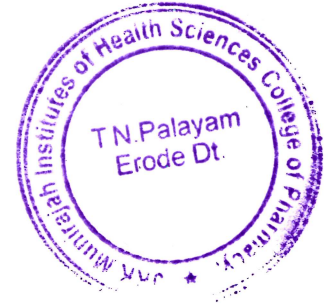
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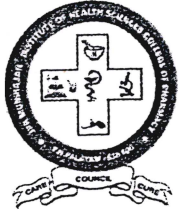
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Thookanaickenpalayam, Gobichettipalayam (TK), Erode (DT) - 638506, Tamil Nadu.

S.No	Student Name	Registration Number	Mark Secured
26	POONGODI S	561794038	27
27	PRITHIVIRAJAN S	561794039	21
28	PRIYADHARSHINI K	561794040	24
29	RAJESHWARI M K	561794041	30
30	SAROJINI S	561794045	21
31	SATHIYADHARANI N	561794046	24
32	SIVASANKAR S	561794048	24
33	SRIDHAR K	561794049	27
34	TAMILARASAN K	561794051	21
35	UDHAYAKUMAR M	561794053	21
36	VAIDEESH S	561794054	30
37	VASIM S	561794056	24
38	VASUDEVAN G	561794057	27
39	VIGNESH P	561794059	27
40	VINOTHINI V	561794060	21
41	RAMESH S	561894061	24
42	SHALIK U	561894062	27


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ADD ON COURSE FEEDBACK FORM

Name of the student: S. VASIM

Course & Year: B.PHARM THIRD YEAR

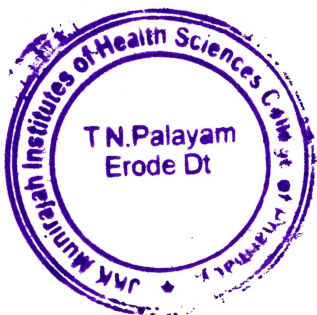
Registration No: 561794056

Date: 30.11.2019

Name of the Course: DRUG METABOLISM AND TRANSPORTER PHARMACOLOGY

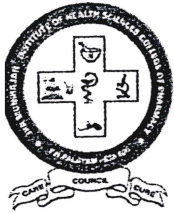
Evaluating the Following Questions

- This Course was interesting
 - Strongly Agree
 - Agree
 - Moderate
 - Disagree
 - Strongly Disagree
- Was this course useful
 - Strongly Agree
 - Agree
 - Moderate
 - Disagree
 - Strongly Disagree
- During the course did you find any technical difficulties?
 - Strongly Agree
 - Agree
 - Moderate
 - Disagree
 - Strongly Disagree
- Did the resource person delivered the information, you didn't know already?
 - Strongly Agree
 - Agree
 - Moderate
 - Disagree
 - Strongly Disagree
- The subject matter was presented effectively
 - Strongly Agree
 - Agree
 - Moderate
 - Disagree
 - Strongly Disagree
- The resource person helped me learn about how the course works in the real world
 - Strongly Agree
 - Agree
 - Moderate
 - Disagree
 - Strongly Disagree
- The resource person provided information I can use to be successful in my career
 - Strongly Agree
 - Agree
 - Moderate
 - Disagree
 - Strongly Disagree
- Overall how do you rate the Training Program?
 - Strongly Agree
 - Agree
 - Moderate
 - Disagree
 - Strongly Disagree



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Nasim.8
Student Signature



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ADD ON COURSE FEEDBACK FORM

Name of the student: P. Nishanth

Course & Year: B. Pharm ^{II}rd year.

Registration No: 561794033

Date: 30/11/2019

Name of the Course: Drug Metabolism and Transporter pharmacology

Evaluating the Following Questions

1. This Course was interesting

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

2. Was this course useful

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

3. During the course did you find any technical difficulties?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

4. Did the resource person delivered the information, you didn't know already?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

5. The subject matter was presented effectively

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

6. The resource person helped me learn about how the course works in the real world

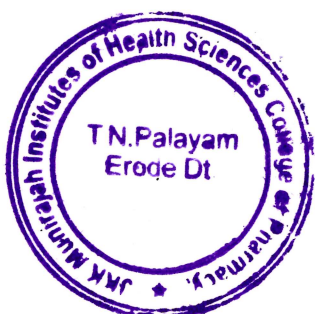
a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

7. The resource person provided information I can use to be successful in my career

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

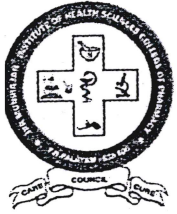
8. Overall how do you rate the Training Program?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree



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P. Nishanth
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ADD ON COURSE FEEDBACK FORM

Name of the student: S. Bharathkumar

Course & Year: B. Pharm IIIrd Year

Registration No: 561794010

Date: 30/11/2019

Name of the Course: Drug Metabolism and transporter pharmacology

Evaluating the Following Questions

1. This Course was interesting

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

2. Was this course useful

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

3. During the course did you find any technical difficulties?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

4. Did the resource person delivered the information, you didn't know already?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

5. The subject matter was presented effectively

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

6. The resource person helped me learn about how the course works in the real world

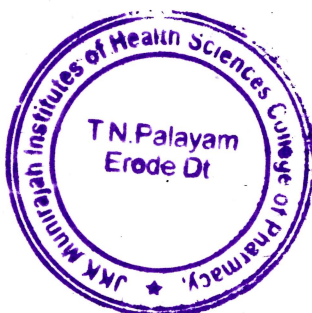
a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree


7. The resource person provided information I can use to be successful in my career

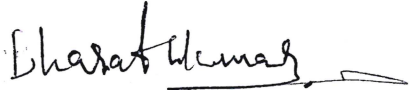
a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

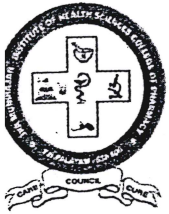
8. Overall how do you rate the Training Program?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree




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ADD ON COURSE FEEDBACK FORM

Name of the student: AFREEN.N

Course & Year: B.pharm third year

Registration No: 561794001

Date: 30/11/2019

Name of the Course: Drug Metabolism and Transporter pharmacology.

Evaluating the Following Questions

1. This Course was interesting

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

2. Was this course useful

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

3. During the course did you find any technical difficulties?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

4. Did the resource person delivered the information, you didn't know already?

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5. The subject matter was presented effectively

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

6. The resource person helped me learn about how the course works in the real world

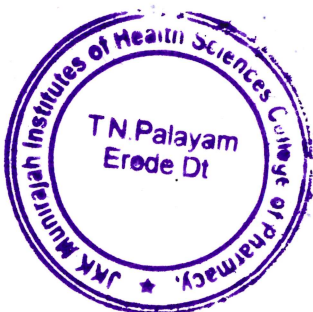
a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree


7. The resource person provided information I can use to be successful in my career

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

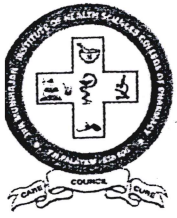
8. Overall how do you rate the Training Program?

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ADD ON COURSE FEEDBACK FORM

Name of the student: K. TAMILARASAN

Course & Year: B. PHARM THIRD YEAR

Registration No: 561794051

Date: 30.11.2019

Name of the Course: DRUG METABOLISM AND TRANSPORTER PHARMACOLOGY

Evaluating the Following Questions

1. This Course was interesting

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

2. Was this course useful

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

3. During the course did you find any technical difficulties?

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

4. Did the resource person delivered the information, you didn't know already?

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

5. The subject matter was presented effectively

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

6. The resource person helped me learn about how the course works in the real world

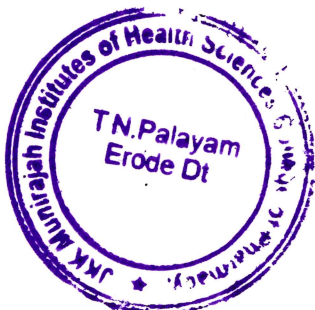
- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

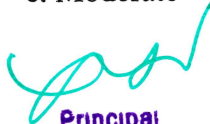
7. The resource person provided information I can use to be successful in my career

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

8. Overall how do you rate the Training Program?

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ADD-ON COURSE - SYLLABUS

Course Code : PDC1903

Course Name : PATIENT CENTRIC DATA COLLECTION: ENHANCING
CLINICAL TRIALS IN THE PHARMA SECTOR

Date : 14.12.2019 to 25.01.2020 (All Saturday)

Course & Year : B. Pharm Second Year

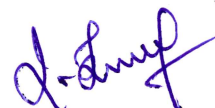
Course objective : To provide participants with a holistic understanding of patient-centric data collection in the pharmaceutical sector, covering ethical, regulatory, technological, and patient engagement aspects of clinical trials.

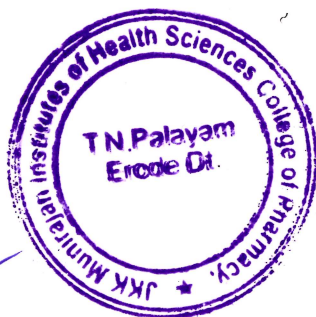
S.No	Topic	Hours
1	Module-I: Introduction, Importance and Objectives of Pharmaceutical Clinical Trials, Principles of Design and Analysis	9
2	Module-II: Treatment, Evaluation, Clinical and Pre-clinical trials	9
3	Module-III : Designs for clinical trials, Parallel group designs, Cluster randomized designs, Crossover designs, Enrichment designs, Group sequential designs	13


Course Outcome:

After the successful completion of this course, the student shall be able to:

1. Pharmaceutical clinical trials' design and analysis are pivotal in ensuring the safety and efficacy of new medical interventions.
2. These trials require meticulous planning, adherence to ethical principles, and compliance with regulatory standards to generate robust and reliable evidence for the benefit of patients and the advancement of medical science.


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ADD-ON COURSE NAME: PATIENT CENTRIC DATA COLLECTION:

ENHANCING CLINICAL TRAILS IN THE PHARMA SECTOR

Course Code: PDC1903

RESOURCE PERSON

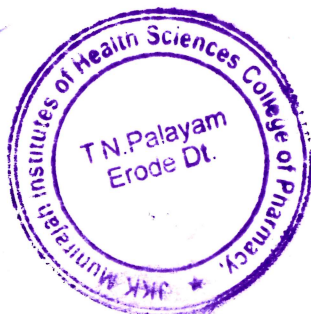


Name : DR.G.SUMITHRA
Qualification : M. Pharm., Ph.D.,
Designation : Professor
Department : Pharmacology
Organization : The Erode College of Pharmacy, Erode, Tamilnadu.
Area of Specialization : General Pharmacology, Human Anatomy & Physiology, Pharmacological and Toxicological screening methods, Advanced Pharmacology, clinical pharmacology
Phone number : +91 96777 67357
Mail-ID : georgesumithra@gmail.com
Experience : 12 Year 05 Months

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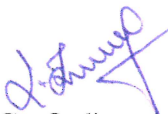
**ADD-ON COURSE NAME: PATIENT CENTRIC DATA COLLECTION:
ENHANCING CLINICAL TRAILS IN THE PHARMA SECTOR**

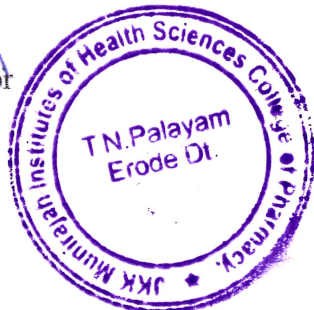
Course Code: PDC1903


RESOURCE PERSON



Name : DR. M. PERIASAMY
Qualification : M. Pharm., Ph.D.,
Designation : Professor
Department : Pharmacology
Organization : JKK Munirajah Institute of Health Sciences College of Pharmacy,
Erode, Tamilnadu.
Area of Specialization : General Pharmacology, Drug discovery, ADR monitoring, Toxicology.
Phone number : +91 94432 30618
Mail-ID : periasamy@jkkmihscep.org
Experience : 12 Years 07 Months


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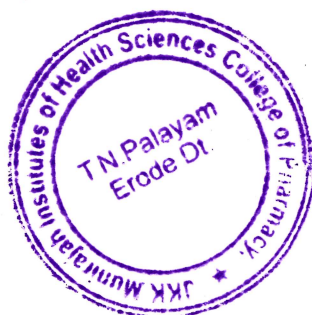
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ADD-ON COURSE - SCHEDULE

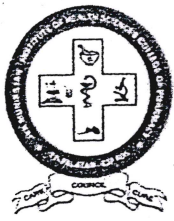
Course Code : PDC1903
Course Name : PATIENT CENTRIC DATA COLLECTION: ENHANCING
CLINICAL TRAILS IN THE PHARMA SECTOR
Date : 14.12.2019 to 25.01.2020 (All Saturday)
Course & Year : B. Pharm Second Year

S. No	Topic	Hours
1	UNIT-I: Introduction, Importance and Objectives of Pharmaceutical Clinical Trials, Principles of Design and Analysis	14.12.2019 DR.G.Sumithra & DR. M. Periasamy
2	UNIT-II: Treatment, Evaluation, Clinical	28.12.2019 DR.G.Sumithra & DR. M. Periasamy
3	Pre-clinical trials	04.01.2020 DR.G.Sumithra & DR. M. Periasamy
4	UNIT-III: Designs for clinical trials, Parallel group designs, Cluster randomized designs	11.01.2020 DR.G.Sumithra & DR. M. Periasamy
5	Crossover designs, Enrichment designs, Group sequential designs	25.01.2020 DR.G.Sumithra & DR. M. Periasamy


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PATIENT CENTRIC DATA COLLECTION: ENHANCING CLINICAL TRIALS IN THE PHARMA SECTOR-(PDC1903)

Name of Student: M. Arunawya

Registration No: 561894004

Date: 25.01.2020

Course & Year: B. Pharm IInd Year

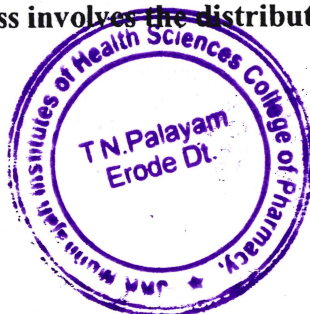
Semester:

Marks Secured:

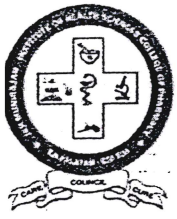
30
30

Answer All Multiple-Choice Questions (10 × 3 = 30)

1. What is the primary goal of ensuring the accuracy and integrity of clinical trial data?
A) To expedite the approval process
B) To maximize profits
C) To ensure the accuracy and integrity of clinical trial data
D) To minimize patient engagement
2. Which regulatory agency is commonly associated with overseeing pharmaceutical and clinical trial practices in the United States?
A) European Medicines Agency (EMA)
B) World Health Organization (WHO)
C) Food and Drug Administration (FDA)
D) National Institutes of Health (NIH)
3. What is the main purpose of ensuring that collected data is complete and accurate in healthcare practices?
A) To minimize patient involvement
B) To ensure that collected data is complete and accurate
C) To expedite billing processes
D) To limit the role of regulatory agencies
4. What does EHR stand for in the context of healthcare data management?
A) Electronic Health Revenue
B) Efficient Healthcare Reporting
C) Electronic Health Record
D) Emergency Health Response
5. In healthcare, which process involves the distribution of medications to patients?
A) Patient Counseling
B) Medication dispensing
C) Therapeutic Intervention
D) Clinical Diagnostics



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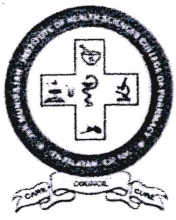
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6. Why is the evaluation of the appropriateness of prescribed medications important in healthcare?
- A) To increase patient burden
 - B) To expedite prescription processes
 - C) To evaluate the appropriateness of prescribed medications
 - D) To limit patient engagement
7. Which legislation is designed to protect the privacy and security of healthcare information in the United States?
- A) Health Insurance Portability and Accountability Act (HIPAA)
 - B) Healthcare Information Privacy and Accountability Act
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 - D) Rapid data processing



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PATIENT CENTRIC DATA COLLECTION: ENHANCING CLINICAL TRAILS IN THE PHARMA SECTOR-(PDC1903)

Name of Student: GOKULJ

Course & Year: B.Pharm IInd year

Registration No: 561894009

Semester:

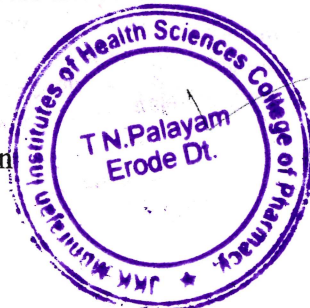
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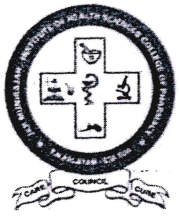
Answer All Multiple-Choice Questions (10 × 3 = 30)

1. What is the primary goal of ensuring the accuracy and integrity of clinical trial data?
A) To expedite the approval process
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D) Clinical Diagnostics

27
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30



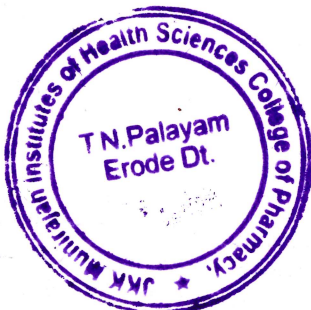
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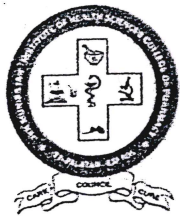
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PATIENT CENTRIC DATA COLLECTION: ENHANCING CLINICAL TRIALS IN THE PHARMA SECTOR-(PDC1903)

Name of Student: *Abarna . A*

Course & Year: *B Pharm second year*

Registration No: *561894001*

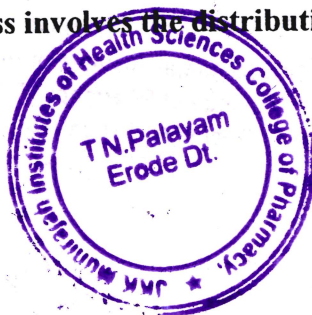
Semester:

Date: *25.1.20*

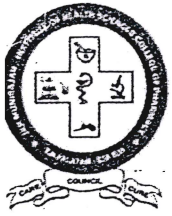
Marks Secured:

Answer All Multiple-Choice Questions (10 × 3 = 30)

- 30/30*
1. What is the primary goal of ensuring the accuracy and integrity of clinical trial data?
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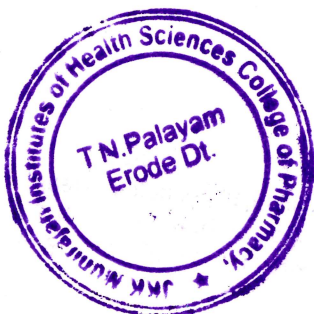
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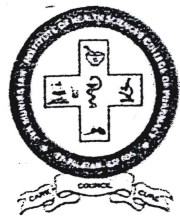
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PATIENT CENTRIC DATA COLLECTION: ENHANCING CLINICAL TRIALS IN THE PHARMA SECTOR-(PDC1903)

Name of Student: ADINATHAN, R

Course & Year: B. Pharm II - year

Registration No: 561894002

Semester:

Date: 25.01.2020

Marks Secured:

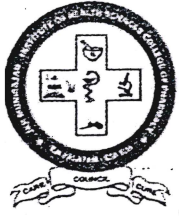
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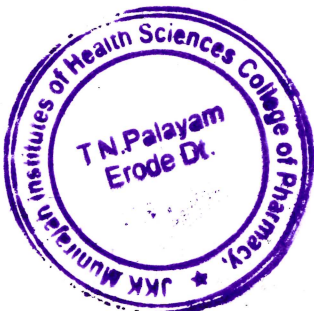
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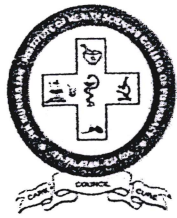
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PATIENT CENTRIC DATA COLLECTION: ENHANCING CLINICAL TRIALS IN THE PHARMA SECTOR-(PDC1903)

Name of Student: Barath. M

Course & Year: B.Pharm, IInd year

Registration No: 561894-005

Semester:

Date: 25.01.2020

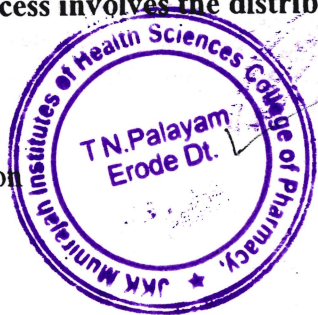
Marks Secured:

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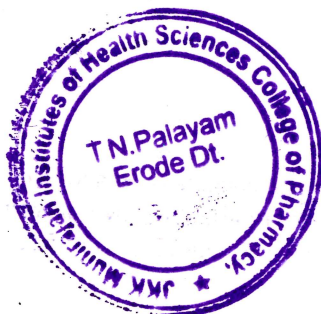
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ADD-ON COURSE: ANSWER KEY

Course Code : PDC1903


Course Name : PATIENT CENTRIC DATA COLLECTION: ENHANCING CLINICAL TRAILS
IN THE PHARMA SECTOR

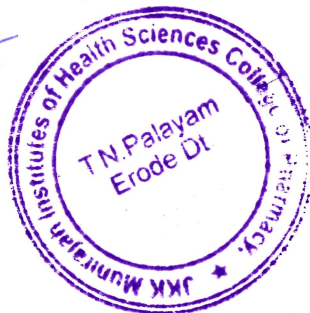
Date : 14.12.2019 to 25.01.2020 (All Saturday)


Course & Year : B. Pharm Second Year

ANSWER KEY:

1. c) To ensure the accuracy and integrity of clinical trial data
2. c) Food and Drug Administration (FDA)
3. b) To ensure that collected data is complete and accurate
4. a) Electronic Health Record
5. b) Medication dispensing
6. c) To evaluate the appropriateness of prescribed medications
7. b) Healthcare Information Privacy and Accountability Act
8. a) Clinical Data Interchange Standards Consortium
9. b) To reconcile data from various sources to resolve discrepancies
10. c) Data security and privacy


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MARK STATEMENT

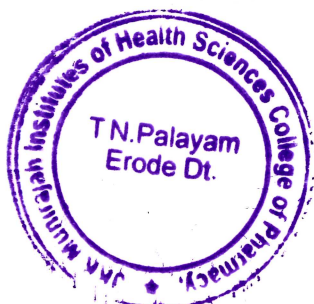
Course Code : PDC1903


Course Name : PATIENT CENTRIC DATA COLLECTION: ENHANCING
CLINICAL TRAILS IN THE PHARMA SECTOR

Date : 14.12.2019 to 25.01.2020 (All Saturday)

Course & Year : B. Pharm Second Year

S.No	Student Name	Registration Number	Mark Secured
1	ABARNA A	561894001	30
2	ADINATHAN R	561894002	24
3	ARUN SURYA M	561894004	30
4	BARATH M	561894005	24
5	DINESH V	561894006	24
6	GODWIN G	561894007	21
7	GOKUL G	561894008	24
8	GOKUL J	561894009	27
9	GOPI G	561894010	21
10	GOVINDARAJ A	561894012	24
11	GUNASEKARAN M	561894014	24
12	HARIPRASATH D	561894015	27
13	HARISH KUMAR E	561894016	27
14	INDHUMATHI P	561894017	24
15	JEEVA C	561894019	21
16	JIGNESH G	561894020	24
17	KALYANKUMAR H	561894021	27
18	KARTHICK N	561894022	24
19	LOKESWARAN M	561894024	21
20	MANIRAJ V	561894025	24
21	MANOJ KUMAR S	561894026	24
22	MARAN S	561894027	21
23	MOHAMED SABEEL V	561894028	24
24	NAGARAJ M	561894029	27
25	NAIDU SHREYA CHANDRASHEKHAR	561894030	30



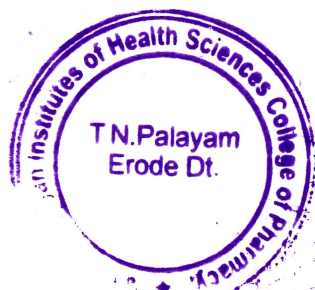

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S.No	Student Name	Registration Number	Mark Secured
26	NAKKEERAN S	561894031	24
27	PRADEEP RAJ V	561894033	27
28	PRAKASH A	561894034	21
29	PRAKASH M	561894035	24
30	PRAKASH R	561894036	21
31	PRAVEEN A	561894038	24
32	RAGHUL M	561894040	21
33	RAGUL KANNAN R	561894041	24
34	RAJASEKAR V	561894042	21
35	SANGEETHA B	561894044	27
36	SATHISH KUMAR S	561894045	24
37	SELVAMANI R	561894047	27
38	SELVI R	561894048	21
39	SIVA K	561894049	24
40	SIVASRITHARAN M	561894050	24
41	SURYA R	561894052	24
42	TAMILAMUTHAN V	561894053	27
43	THILAGAVARMAN S	561894054	21
44	UMAMAHESWARI S	561894056	21
45	VIGNESHMOORTHY T	561894057	24
46	VIJAY R	561894058	24
47	KAMALAKANNAN K	561894059	24
48	KARTHIKEYAN S	561894060	21
49	LOSHINI M	561894063	24
50	PRAVEEN KUMAR R	561894064	21
51	BASKARAN B	5619940101	24
52	DEEPAKKUMAR D	5619940102	27
53	DINESH KUMAR V	5619940103	21
54	GOWRISANKAR K	5619940104	24
55	JEYA SEELAN B	5619940106	21
56	KANNAIAN G	5619940107	24
57	KRISHNA DEVI R	5619940108	27
58	NITHESHWAR H	5619940110	21
59	NITHISH B	5619940111	24
60	PRAPANCHAN G	5619940112	21



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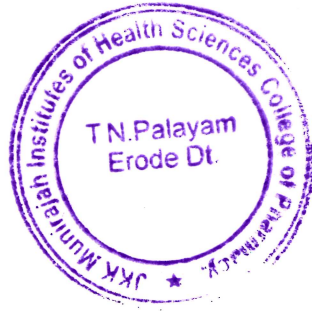
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61	RAGHUL P	5619940113	27
62	RAJIVGANDHI R	5619940114	24
63	SAMUVEL DAVID P	5619940115	27
64	SHANKARADAS T	5619940117	27
65	SHEIK MOIDHEEN A	5619940118	24
66	SURYA A	5619940119	21
67	VIJAY S	5619940121	21
68	AJITHKUMAR E	561794003	24
69	ARULMURUGAN K	561794004	24
70	BARMARAMANI M	561794007	27
71	HARISH G	561794022	24
72	SABARISH M	561794044	21
73	THAMARAI KANNAN K	561794052	24
74	VASANTHAKUMAR G	561794055	24




Co-Ordinator


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ADD ON COURSE FEEDBACK FORM

Name of the student: *Harish G*

Course & Year: *B. Pharm second year*

Registration No: *561794022*

Date: *25-01-2020*

Name of the Course: *PATIENT CENTRIC DATA COLLECTION: ENHANCING CLINICAL TRIALS IN THE PHARMA SECTOR (POC 1903)*

Evaluating the Following Questions

1. This Course was interesting

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

2. Was this course useful

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

3. During the course did you find any technical difficulties?

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

4. Did the resource person delivered the information, you didn't know already?

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

5. The subject matter was presented effectively

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

6. The resource person helped me learn about how the course works in the real world

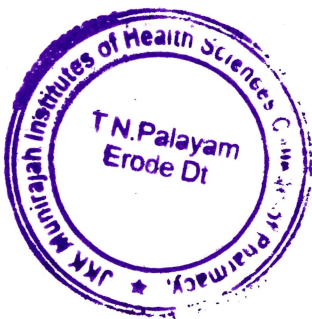
- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

7. The resource person provided information I can use to be successful in my career

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

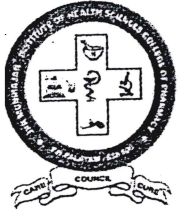
8. Overall how do you rate the Training Program?

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree



[Signature]
Principal
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Harish
Student Signature



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ADD ON COURSE FEEDBACK FORM

Name of the student: **PRADFEP RAJ . V**

Course & Year: **B.Pharm Second Year**

Registration No: **561894033**

Date: **25.01.2020**

Name of the Course: **PATIENT CENTRIC DATA COLLECTION: ENHANCING
CLINICAL TRIALS IN THE PHARMASECTOR (PDCAT)**
Evaluating the Following Questions

1. This Course was interesting

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

2. Was this course useful

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

3. During the course did you find any technical difficulties?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

4. Did the resource person delivered the information, you didn't know already?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

5. The subject matter was presented effectively

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

6. The resource person helped me learn about how the course works in the real world

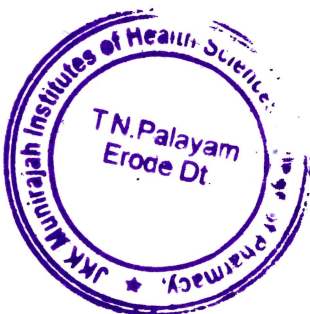
a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

7. The resource person provided information I can use to be successful in my career

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

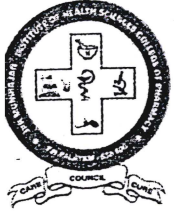
8. Overall how do you rate the Training Program?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree



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[Signature]
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ADD ON COURSE FEEDBACK FORM

Name of the student: JEEVAC

Course & Year: B. Pharm Second Year

Registration No: 561894019

Date: 25.01.2020

Name of the Course: Patient Centric DATA Collection: ENHANCING
Clinical Trails in the Pharma Sector (PDC 1903)

Evaluating the Following Questions

1. This Course was interesting

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

2. Was this course useful

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

3. During the course did you find any technical difficulties?

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

4. Did the resource person delivered the information, you didn't know already?

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

5. The subject matter was presented effectively

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

6. The resource person helped me learn about how the course works in the real world

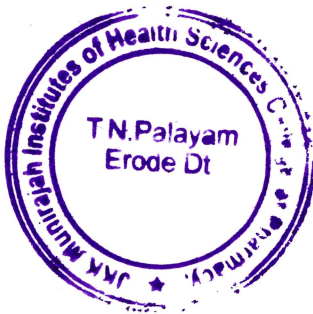
- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree


7. The resource person provided information I can use to be successful in my career

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

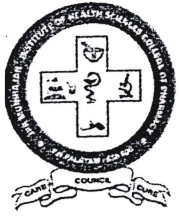
8. Overall how do you rate the Training Program?

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree




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ADD ON COURSE FEEDBACK FORM

Name of the student: HARISH KUMAR . E Course & Year: B Pharm Second year

Registration No: 561894016

Date: 25.01.2020

Name of the Course: PATIENT CENTRIC DATA COLLECTION: ENHANCING
CLINICAL TRIALS IN THE PHARMA SECTOR CPDC 1903

Evaluating the Following Questions

1. This Course was interesting

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

2. Was this course useful

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

3. During the course did you find any technical difficulties?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

4. Did the resource person delivered the information, you didn't know already?

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5. The subject matter was presented effectively

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6. The resource person helped me learn about how the course works in the real world

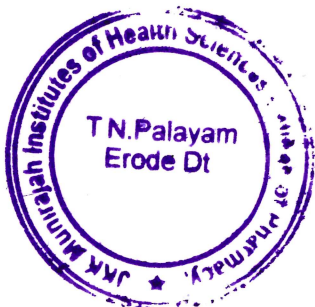
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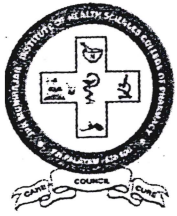
8. Overall how do you rate the Training Program?

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ADD ON COURSE FEEDBACK FORM

Name of the student: DINESH ✓

Course & Year: B.Pharm Second Year

Registration No: 561894006

Date: 25.01.2020

Name of the Course: PATIENT CENTRIC DATA COLLECTION: ENHANCING CLINICAL
TRAILS IN THE PHARMA SECTOR (PDC 1903)
Evaluating the Following Questions

1. This Course was interesting

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

2. Was this course useful

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

3. During the course did you find any technical difficulties?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

4. Did the resource person delivered the information, you didn't know already?

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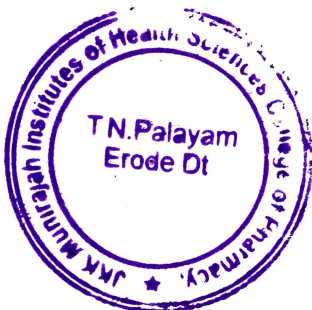
a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

7. The resource person provided information I can use to be successful in my career

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

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[Signature]
Student Signature



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ADD-ON COURSE - SYLLABUS

Course Code : PMS1904

Course Name : PHARMACEUTICAL MARKETING AND SALES:
STRATEGIES FOR PROMOTING HEALTHCARE PRODUCTS

Date : 11.04.2020 to 09.05.2020 (All Saturday)

Course & Year : B. Pharm First Year

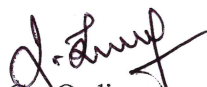
Course objective : To equip students with the knowledge and skills needed to navigate the unique challenges of marketing and selling pharmaceutical and healthcare products while adhering to regulatory and ethical standards.

S.No	Topic	Hours
1	Module-I- INTRODUCTION: Definition and terminologies, Scope of marketing, Marketing environment,	10
2	Module-II- PHARMACEUTICAL MARKET:- Decision making (information search, consider brand alternatives), Habit (little or no information search, considers only one brand) Pharma Marketing Management, Consumer behaviour includes post purchase satisfaction or dissatisfaction behaviour, Two types of customers- personal and organizational consumer	11
3	Module-III: MARKET RESEARCH- Primary source of market information, Advantages	10


Course Outcome:

After the successful completion of this course, the student shall be able to:

1. Acquire high knowledge about the pharmaceutical marketing and sales.
2. Have a critical way of thinking based on current health care development.


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ADD-ON COURSE NAME: PHARMACEUTICAL MARKETING AND SALES: STRATEGIES FOR PROMOTING HEALTHCARE PRODUCTS

Course Code: PMS1904

RESOURCE PERSON

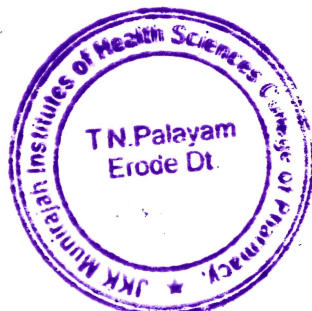


Name : Mr. S. SHARMA
Qualification : M. Pharm.,
Designation : Associate Professor
Department : Pharmaceutics
Organization : JKK Munirajah Institute of Health Sciences College of Pharmacy,
Erode, Tamilnadu.
Area of Specialization : Pharmaceutics, Physical Pharmacy, Industrial Pharmacy, Novel Drug
Delivery System, Novel Drug Delivery System
Phone number : +91 97886 39999
Mail-ID : sharma@jkkmihsep.org
Experience : 05 Year 03 Months

Principal

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Co-Ordinator





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ADD-ON COURSE NAME: PHARMACEUTICAL MARKETING AND SALES: STRATEGIES FOR PROMOTING HEALTHCARE PRODUCTS

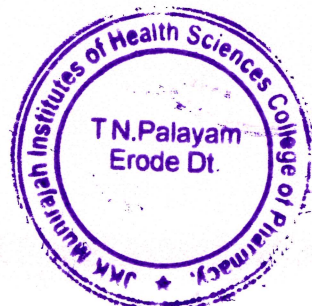
Course Code: PMS1904


RESOURCE PERSON



Name : Ms. A. R. GOMATHI
Qualification : M.Pharm.,
Designation : Assistant Professor
Department : Pharmaceutics
Organization : JKK Munirajah Institute of Health Sciences College of Pharmacy,
Erode, Tamilnadu.
Area of Specialization : Pharmaceutical Formulation, Pharmaceutical Engineering, Novel Drug
Delivery System, Biopharmaceutics, Cosmetic Science.
Phone number : +91 83445 45304
Mail-ID : argomathi@jkkmihscep.org
Experience : 00 Years 09 Months


Co-Ordinator




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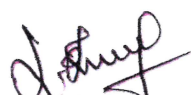
JKK MUNIRAJAH INSTITUTE OF HEALTH SCIENCES COLLEGE OF PHARMACY

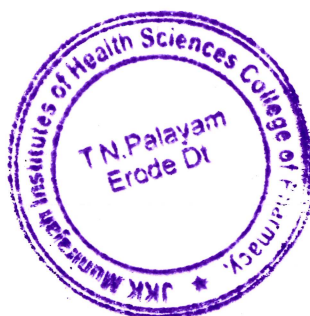
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ADD-ON COURSE - SCHEDULE

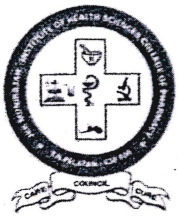
Course Code : PMS1904
Course Name : PHARMACEUTICAL MARKETING AND SALES:
STRATEGIES FOR PROMOTING HEALTHCARE PRODUCTS
Date : 11.04.2020 to 09.05.2020 (All Saturday)
Course & Year : B. Pharm First Year

S. No	Topic	Hours
1	UNIT-I-INTRODUCTION: Definition and terminologies, Scope of marketing, Marketing environment	11.04.2020 Mr. S. Sharma & Ms. A. R. Gomathi
2	UNIT-II-PHARMACEUTICAL MARKET: -Decision making (information search, consider brand alternatives), Habit (little or no information search, considers only one brand)	18.04.2020 Mr. S. Sharma & Ms. A. R. Gomathi
3	Pharma Marketing Management, Consumer behavior includes post purchase satisfaction or dissatisfaction behavior	25.04.2020 Mr. S. Sharma & Ms. A. R. Gomathi
4	Two types of customers- personal and organizational consumer	02.05.2020 Mr. S. Sharma & Ms. A. R. Gomathi
5	UNIT-III: MARKET RESEARCH- Primary source of market information, Advantages	09.05.2020 Mr. S. Sharma & Ms. A. R. Gomathi


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PHARMACEUTICAL MARKETING AND SALES: STRATEGIES FOR PROMOTING HEALTHCARE PRODUCTS (PMS1904)

Name of Student: ANJALI . J

Registration No: 561994003

Date: 09.5.20

Course & Year: B. Pharm Ist year

Semester:

Marks Secured:

Answer All Multiple-Choice Questions (10 × 3 = 30)

1. What is the primary goal of pharmaceutical marketing and sales?

- A) Maximizing profits at any cost
- B) Strict adherence to regulatory guidelines
- C) Ensuring the accuracy of clinical trial data
- D) Promoting healthcare products effectively ✓

2. How can pharmaceutical companies effectively target healthcare professionals in their marketing strategies?

- A) Casting a wide net to reach all professionals
- B) Identifying and targeting specific professionals based on their specialties ✓
- C) Ignoring specialization and focusing on general messaging
- D) Relying solely on digital marketing channels

3. What is a crucial consideration in maintaining the legality and integrity of pharmaceutical marketing practices?

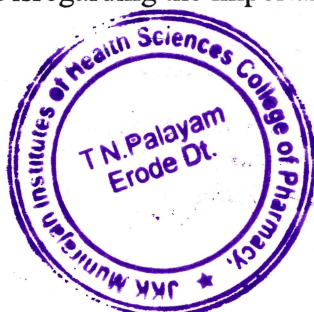
- A) Ignoring regulatory guidelines for flexibility
- B) Strict adherence to regulatory guidelines and compliance standards ✓
- C) Prioritizing marketing goals over legal considerations
- D) Limited training on compliance for sales representatives

4. How can pharmaceutical companies enhance their online presence in marketing healthcare products?

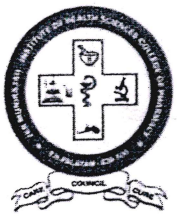
- A) Avoiding digital channels due to regulatory concerns
- B) Implementing an engaging website and utilizing social media platforms ✓
- C) Relying solely on traditional marketing methods
- D) Disregarding the importance of an online presence

30

30



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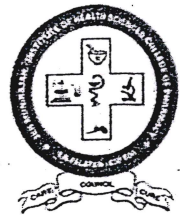
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5. What role do Key Opinion Leaders (KOLs) play in pharmaceutical marketing?
- A) Solely focusing on product endorsements
 - B) Influencing and advocating for pharmaceutical products within the medical community
 - C) Acting as regulatory authorities
 - D) Minimizing interactions with healthcare professionals
6. Why is patient education important in pharmaceutical marketing strategies?
- A) To increase patient burden
 - B) To encourage self-diagnosis
 - C) To empower consumers with information about health conditions and treatment options
 - D) To limit patient involvement
7. What is CRM in the context of pharmaceutical sales?
- A) Clinical Research Management
 - B) Customer Relationship Management
 - C) Compliance and Regulatory Management
 - D) Clinical Reporting Mechanism
8. How can pharmaceutical companies differentiate themselves in a competitive market?
- A) Ignoring market trends and competitor activities
 - B) Conducting thorough market research and identifying opportunities for differentiation
 - C) Relying solely on traditional sales approaches
 - D) Avoiding strategic partnerships
9. What is an essential aspect of measuring the effectiveness of pharmaceutical marketing strategies?
- A) Ignoring measurable metrics
 - B) Implementing key performance indicators (KPIs) and analytics
 - C) Relying on intuition rather than data
 - D) Focusing solely on profits
10. Why are strategic partnerships important in pharmaceutical marketing?
- A) To avoid collaboration with external entities
 - B) To complicate marketing strategies
 - C) To enhance product visibility and access
 - D) To limit interactions with healthcare institutions




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PHARMACEUTICAL MARKETING AND SALES: STRATEGIES FOR PROMOTING HEALTHCARE PRODUCTS (PMS1904)

Name of Student: *Arishram Prasath. B*

Course & Year: *B.Pharm, 1st Year*

Registration No: *56.1994 00 5*

Semester:

Date: *9.05-20*

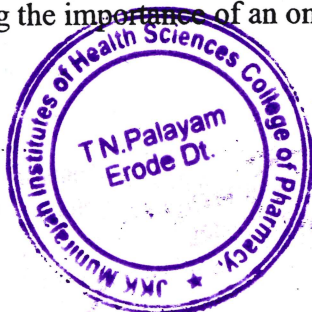
Marks Secured:

Answer All Multiple-Choice Questions (10 × 3 = 30)

27

30

1. What is the primary goal of pharmaceutical marketing and sales?
 - A) Maximizing profits at any cost
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 - C) Ensuring the accuracy of clinical trial data
 - D) Promoting healthcare products effectively
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 - B) Identifying and targeting specific professionals based on their specialties
 - C) Ignoring specialization and focusing on general messaging
 - D) Relying solely on digital marketing channels
3. What is a crucial consideration in maintaining the legality and integrity of pharmaceutical marketing practices?
 - A) Ignoring regulatory guidelines for flexibility
 - B) Strict adherence to regulatory guidelines and compliance standards
 - C) Prioritizing marketing goals over legal considerations
 - D) Limited training on compliance for sales representatives
4. How can pharmaceutical companies enhance their online presence in marketing healthcare products?
 - A) Avoiding digital channels due to regulatory concerns
 - B) Implementing an engaging website and utilizing social media platforms
 - C) Relying solely on traditional marketing methods
 - D) Disregarding the importance of an online presence



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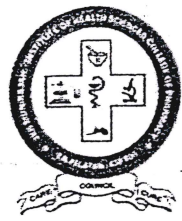
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 - C) Relying on intuition rather than data
 - D) Focusing solely on profits
10. Why are strategic partnerships important in pharmaceutical marketing?
- A) To avoid collaboration with external entities
 - B) To complicate marketing strategies
 - C) To enhance product visibility and access
 - D) To limit interactions with healthcare institutions




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PHARMACEUTICAL MARKETING AND SALES: STRATEGIES FOR PROMOTING HEALTHCARE PRODUCTS (PMS1904)

Name of Student: V. Arunprasanth

Course & Year: B. Pharm Ist Year

Registration No: 5619994008

Semester:

Date: 09.5.20

Marks Secured:

Answer All Multiple-Choice Questions (10 × 3 = 30)

1. What is the primary goal of pharmaceutical marketing and sales?

27
30

- A) Maximizing profits at any cost
- B) Strict adherence to regulatory guidelines
- C) Ensuring the accuracy of clinical trial data
- D) Promoting healthcare products effectively

2. How can pharmaceutical companies effectively target healthcare professionals in their marketing strategies?

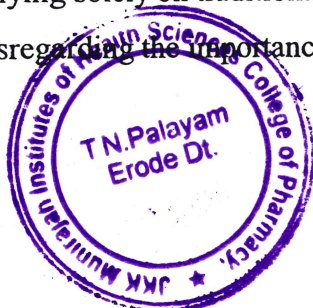
- A) Casting a wide net to reach all professionals
- B) Identifying and targeting specific professionals based on their specialties
- C) Ignoring specialization and focusing on general messaging
- D) Relying solely on digital marketing channels

3. What is a crucial consideration in maintaining the legality and integrity of pharmaceutical marketing practices?

- A) Ignoring regulatory guidelines for flexibility
- B) Strict adherence to regulatory guidelines and compliance standards
- C) Prioritizing marketing goals over legal considerations
- D) Limited training on compliance for sales representatives

4. How can pharmaceutical companies enhance their online presence in marketing healthcare products?

- A) Avoiding digital channels due to regulatory concerns
- B) Implementing an engaging website and utilizing social media platforms
- C) Relying solely on traditional marketing methods
- D) Disregarding the importance of an online presence



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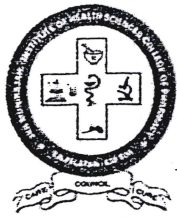
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5. What role do Key Opinion Leaders (KOLs) play in pharmaceutical marketing?
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PHARMACEUTICAL MARKETING AND SALES: STRATEGIES FOR PROMOTING HEALTHCARE PRODUCTS (PMS1904)

Name of Student: ABISH EK. A.S

Course & Year: B. Pharm First year

Registration No: 561994001

Semester:

Date: 9.5.20

Marks Secured:

Answer All Multiple-Choice Questions (10 × 3 = 30)

1. What is the primary goal of pharmaceutical marketing and sales?

- A) Maximizing profits at any cost
- B) Strict adherence to regulatory guidelines
- C) Ensuring the accuracy of clinical trial data
- D) Promoting healthcare products effectively

30

30

2. How can pharmaceutical companies effectively target healthcare professionals in their marketing strategies?

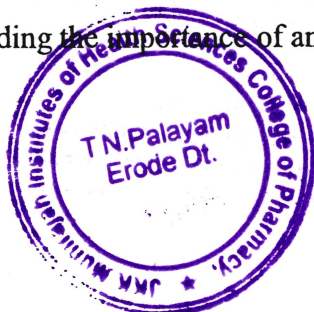
- A) Casting a wide net to reach all professionals
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3. What is a crucial consideration in maintaining the legality and integrity of pharmaceutical marketing practices?

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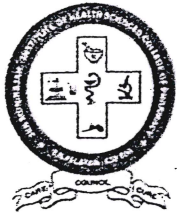
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PHARMACEUTICAL MARKETING AND SALES: STRATEGIES FOR PROMOTING HEALTHCARE PRODUCTS (PMS1904)

Name of Student: AFRITHANAMED . S

Course & Year: B.Pharm Firstyear

Registration No: 561994002

Semester:

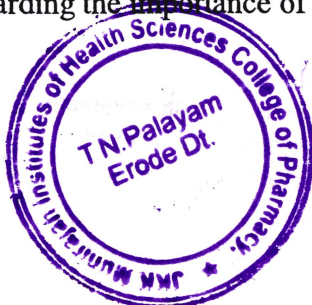
Date: 9.5.20

Marks Secured:

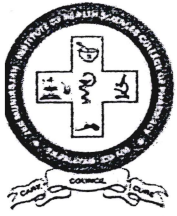
Answer All Multiple-Choice Questions (10 × 3 = 30)

27
30

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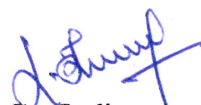
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ADD-ON COURSE: ANSWER KEY


Course Code : PMS1904
Course Name : PHARMACEUTICAL MARKETING AND SALES:
STRATEGIES FOR PROMOTING HEALTHCARE PRODUCTS
Date : 11.04.2020 to 09.05.2020 (All Saturday)
Course & Year : B. Pharm First Year

ANSWER KEY

1. Answer: D) Promoting healthcare products effectively
2. Answer: B) Identifying and targeting specific professionals based on their specialties
3. Answer: B) Strict adherence to regulatory guidelines and compliance standards
4. Answer: B) Implementing an engaging website and utilizing social media platforms
5. Answer: B) Influencing and advocating for pharmaceutical products within the medical community
6. Answer: C) To empower consumers with information about health conditions and treatment options
7. Answer: B) Customer Relationship Management
8. Answer: B) Conducting thorough market research and identifying opportunities for differentiation
9. Answer: B) Implementing key performance indicators (KPIs) and analytics
10. Answer: C) To enhance product visibility and access


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MARK STATEMENT

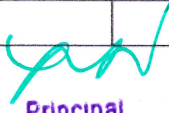
Course Code : PMS1904

Course Name : PHARMACEUTICAL MARKETING AND SALES:
STRATEGIES FOR PROMOTING HEALTHCARE PRODUCTS

Date : 11.04.2020 to 09.05.2020 (All Saturday)

Course & Year : B. Pharm First Year

S.No	Student Name	Registration Number	Mark Secured
1	ABISHEK A S	561994001	30
2	AFRITH AHAMED S	561994002	27
3	ANJALI J	561994003	30
4	ARISHRAM PRASATH B	561994005	27
5	ARUN K	561994007	24
6	ARUNPRASANTH V	561994008	27
7	ARUNA C	561994009	21
8	ASHOK M	561994010	24
9	BALASURYA M	561994011	27
10	BHARATH KUMAR S	561994012	24
11	BHUVANESHWARAN B	561994013	21
12	DEEPAK P	561994014	21
13	DEVARAJ P	561994016	24
14	DHANESHEER AHAMED A	561994017	27
15	DHANUSH S	561994018	21
16	DHANUSH KUMAR T	561994019	24
17	DINESH T	561994020	21
18	DINESH KUMAR J	561994021	27
19	GIRISANKAR M	561994023	24
20	GODWIN MOSES M	561994024	30
21	GOKUL S	561994025	24
22	GOKUL KANNAN J	561994026	21
23	GOMATHI J	561994028	24
24	GOPI M	561994029	27
25	GOWTHAM R	561994031	27


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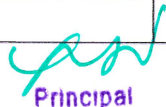




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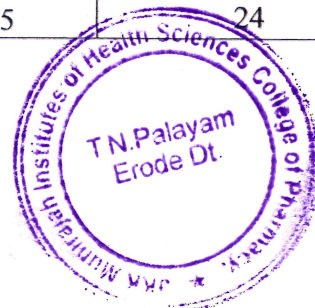
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S.No	Student Name	Registration Number	Mark Secured
26	GOWTHAM S	561994032	24
27	GOWTHAMAN P	561994033	27
28	HARAN K	561994034	21
29	HARIPRASATH V	561994035	24
30	INDRA T	561994036	21
31	JAMES JEBA BENNY G	561994037	27
32	JAYAPRAKASH P	561994038	24
33	JEEVANADHAM M	561994039	27
34	KARTHIKUMAR R	561994041	21
35	KAVIYA M	561994042	27
36	KAVIYARASAN K	561994043	30
37	KAVIYARASU G	561994044	27
38	KEERTIVASAN M	561994045	24
39	KIRUBHAKARAN P	561994046	27
40	KOKILA M	561994047	21
41	MANIVASAN P	561994048	24
42	MARUTHU PANDI R	561994049	27
43	MAYILSAMY L	561994050	27
44	MOHAMED RIZWAN S	561994051	24
45	MOHAMMED FAHATH F	561994052	24
46	MOHAN RAJ V	561994053	21
47	NARMATHA K K	561994055	27
48	NAVEENA V L	561994057	30
49	NITHESH G K	561994058	21
50	PERUMAL T	561994060	24
51	PRAVEEN KUMAR S	561994061	21
52	PRAVEEN KUMAR T	561994062	27
53	PRAVIN P	561994063	21
54	PRIYADHARSINI V	561994065	21
55	RAJADURAI T	561994066	27
56	REETA SILVIA S	561994068	21
57	SAJMA BEGAM A	561994070	30
58	SAKTHIVEL P	561994071	21
59	SALMANKHAN S	561994072	27
60	SANJAY K	561994075	24



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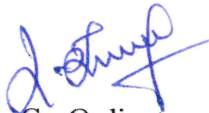


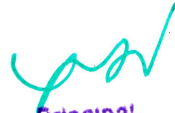


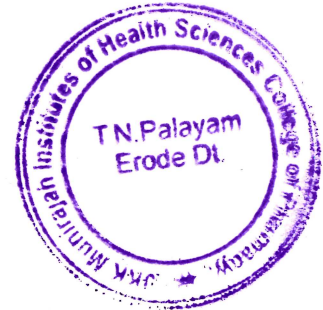
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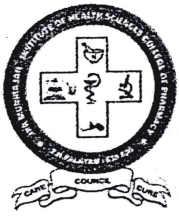
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S.No	Student Name	Registration Number	Mark Secured
61	SANTHOSH P	561994076	24
62	SANTHOSHKUMAR P	561994077	27
63	SARAVANAN M	561994078	27
64	SATHEESH KUMAR R	561994079	24
65	SIVASAKTHI S	561994081	24
66	SONA R	561994082	27
67	SRIRAM M	561994083	21
68	SUBIKSHA A	561994085	24
69	SURENDIRAN S	561994086	27
70	TAMILSELVAN S	561994087	21
71	THIRUMALAINANDAA D	561994088	27
72	VARSHA S	561994090	21
73	VASANTH J	561994091	24
74	VEERAVEL A	561994092	21
75	VETRIVEL T	561994094	21
76	VIGNESH M	561994095	24
77	VIJAYARAGAVAN S	561994096	24
78	VISHNU P	561994097	27
79	YAMINI M	561994098	27
80	YUVANRAJ L	561994099	24


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ADD ON COURSE FEEDBACK FORM

Name of the student: *Anu-K.*

Course & Year: *B-PHARM*

Registration No: *561994007*

Date: *09.05.2020*

Name of the Course: *Pharmaceutical Marketing & Sales; Strategies for Promoting Health Care Products*

Evaluating the Following Questions

1. This Course was interesting

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

2. Was this course useful

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

3. During the course did you find any technical difficulties?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

4. Did the resource person delivered the information, you didn't know already?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

5. The subject matter was presented effectively

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

6. The resource person helped me learn about how the course works in the real world

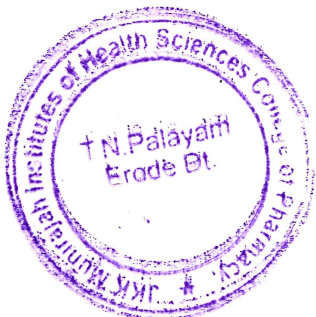
a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

7. The resource person provided information I can use to be successful in my career

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

8. Overall how do you rate the Training Program?

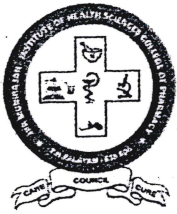
a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree



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K. Anu
Student Signature



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ADD ON COURSE FEEDBACK FORM

Name of the student: M. Koki/a

Course & Year: B.Pharm

Registration No: 561994047

Date: 09-05-2020

Name of the Course: Pharmaceutical marketing & Sales, strategies for promoting Health care products

Evaluating the Following Questions

1. This Course was interesting

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

2. Was this course useful.

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

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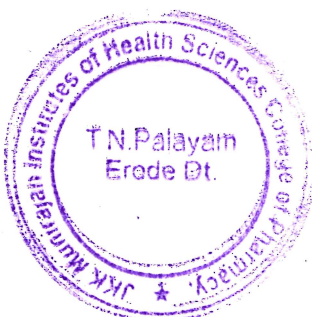
a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

7. The resource person provided information I can use to be successful in my career

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

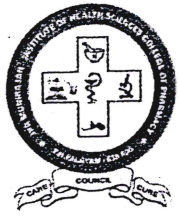
8. Overall how do you rate the Training Program?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree



ast
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College of Pharmacy, T.N. Palayam,
Gobi (TK), Erode (Dt) - 638 506

M. Koki/a
Student Signature



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ADD ON COURSE FEEDBACK FORM

Name of the student: *Haran K*

Course & Year: *B-Pharm*

Registration No: *561994034*

Date: *09-05-2020*

Name of the Course: *Pharmaceutical Marketing and Sales ; strategies for promoting Health care products*

Evaluating the Following Questions

1. This Course was interesting

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

2. Was this course useful

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

3. During the course did you find any technical difficulties?

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

4. Did the resource person delivered the information, you didn't know already?

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

5. The subject matter was presented effectively

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

6. The resource person helped me learn about how the course works in the real world

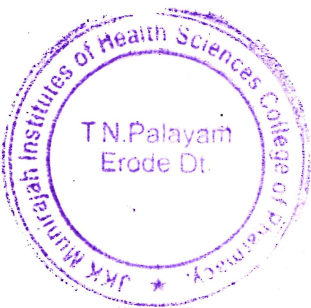
- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

7. The resource person provided information I can use to be successful in my career

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

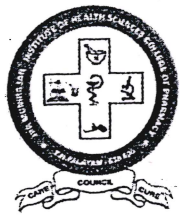
8. Overall how do you rate the Training Program?

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree



yes
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K. Haran
Student Signature



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ADD ON COURSE FEEDBACK FORM

Name of the student: Indra.T.

Course & Year: B. pharm

Registration No: 561994036

Date: 9.5.2020

Name of the Course: Pharmaceutical Marketing & Sales, strategies for promoting health care product

Evaluating the Following Questions

1. This Course was interesting

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

2. Was this course useful

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

3. During the course did you find any technical difficulties?

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

4. Did the resource person delivered the information, you didn't know already?

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

5. The subject matter was presented effectively

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

6. The resource person helped me learn about how the course works in the real world

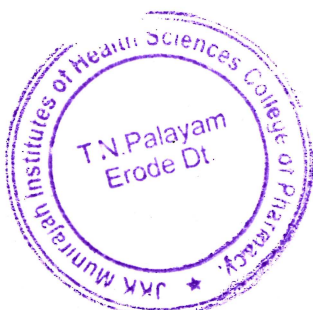
- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

7. The resource person provided information I can use to be successful in my career

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

8. Overall how do you rate the Training Program?

- a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

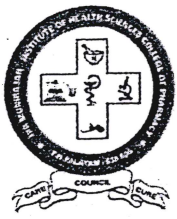


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[Signature]
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ADD ON COURSE FEEDBACK FORM

Name of the student: T. Perumal

Course & Year: B-pharm

Registration No: 561994060

Date: 9.5.2020

Name of the Course: Pharmaceutical marketing & sales, strategies for promoting healthcare products

Evaluating the Following Questions

1. This Course was interesting

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

2. Was this course useful

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

3. During the course did you find any technical difficulties?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

4. Did the resource person delivered the information, you didn't know already?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

5. The subject matter was presented effectively

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

6. The resource person helped me learn about how the course works in the real world

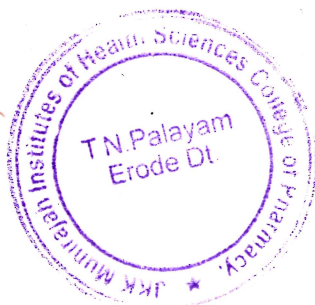
a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

7. The resource person provided information I can use to be successful in my career

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree

8. Overall how do you rate the Training Program?

a. Strongly Agree b. Agree c. Moderate d. Disagree e. Strongly Disagree



Perumal
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T. Perumal
Student Signature