

SCHEME OF STUDIES AND EXAMINATION
DIPLOM IN PHARMA SALE MANAGEMENT

I st YEAR

SL NO	SUBJECT	THEORY		PRACTICALS		TOTAL	
		Hours	Marks	Hours	Marks	Hours	Marks
	PART-A						
	1.Communication skill in English	245	75	65	25	320	100
	2. General Foundation Course(Computer applications)	150	50	130	50	280	100
	Vocational subjects PART-B						
	1. Basic Anatomy and Physiology	145	75	275	50	420	125
	2.Medical Terminology	145	75	275	50	420	100
	3. Pharmacology	140	50	275	50	420	125
	PART-C						
	On Job training (project work)			245	100	245	100
	TOTAL	825	325	1265	325	2105	650

II nd YEAR

SCHEME OF STUDIES AND EXAMINATION
DIPLOM IN PHARMA SALES MANAGEMENT

I ST YEAR

SL NO	SUBJECT	THEORY		PRACTICALS		TOTAL	
		Hours	Marks	Hours	Marks	Hours	Marks
	PART-A						
	1.Communication skill in English	245	75	65	25	320	100
	2. General Foundation Course(Computer applications)	150	50	130	50	280	100
	Vocational subjects PART-B						
	1. Marketing Management and Sales progress and statistics, survey	145	75	275	50	420	125
	2.Compresnsive Study of drugs and their effects	145	75	275	50	420	100
	3. Reporting and presentation. Sales promoting concepts	140	75	----	---	140	125
	PART-C						
	On Job training (project work)			245	100	245	100
	TOTAL	825	325	990	275	1825	650

DIPLOMA IN PHARMA SELES MANAGEMENT
COURSE CONTENT
SECTION-A: BASIC MEDICINE AND PHARMACOLOGY

UNIT-: INTRODUCTION

Principal of medical care and treatment of minor ailments, role and functions if the health working in the health systems. Resources available for treatment of minor ailments, co-ordination,understanking referral systems, seeking guidance and learning opportunities.

UNIT-II: HOME NURSING AND ELEMENTARY MEDICAL CARE

Preparing the sick unit / room at home.

Hygiene of the patient-bath elimination, feeding activity.

Comfort measure-change of position, rest recreation. observation of the patient-Temperature, pulse respiration, skin, elimination, general condition, medical and simple treatment, teaching family members-to assist with care of the sick-to able home nursing responsibilities.

First Aid Kit for the home

Equipment and supplies for home care: Improvictions

UNIT-III: TREA TMENT OF MINOR AILMENTS

1. Examination of the patient, method of examination taking history of the patient, specific complaints and problems, Recongnizing signs and symptoms, detecting minor ailments and providing treatment and care, recognizing sing of danger,complications,signs of serious illness, appropriate action to be taken for serious emergencies and critical illness. Health workers role in accidents and diseases management of accidents, management and care of the sick.
2. Conditions effecting skin-signs,symptoms,treatment

Itching	paller	impetige	Burns	Ulcer
Rashes	Fertile	Boils	Wound	Bite
Patches	Scabies	Lice	Swelling	Sting
3. Conditions effecting the Ear and eye sings, Symptoms treatment

Earache	Sore Eyes	Trachoma
Discharging Ear,Blurred Vision		Dry Eyes
Foreign body in Ear	Stvel	Watering
Jaundiced Eyes	Eye injuries	Red Eyes(inflamed)
4. Conditions affecting the Skelton-signs, symptoms, treatment

Joint pains	Sprains	Fractures
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 Swelling of the joints, Dislocation
5. Conditions effecting the Respiratory system-sign symptoms and treatment

Nose bleeding	Common	Chest pain
Foreign body	cough-with fever	Shortness
In the nose	- Prolonged	breath
Sore throat	- With blood in sputum	Asphyxia Tonslitis

 Brenchopmeaamonic in children
 Chest injuries.

role of the health workers. Classification and action of groups of drugs
Antiseptics, stimulants Antiseptics, Diuretics Disinfectants, Sedatives,
laxatives, Anti infective Analgesics, Anesthetics, hermatinics, Depressions