

Faculty of Pharmacy
(School of Pharmaceutical Sciences/Pharmacy Academy)

VALUE ADDED COURSES (VAC)



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IFTM University, Moradabad
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INTRODUCTION

The ever-changing global landscape makes the world more competitive, necessitating high levels of lateral thinking and entrepreneurial spirit to meet the new challenges. Due to rapid technological changes, many of the defined skill sets that are being delivered to students today with program specific objectives in educational institutions become obsolete relatively soon. Higher education institutions must augment the curriculum to better educate students to meet industry demands while also allowing them to develop their interests and aptitudes.

IFTM University provides a wide selection of Value Added Courses that are held outside of class time. These courses are taught by experts and help students stand out in the job market by adding value to their resumes. They are relatively unaffected by the type of field they belong to.

PROGRAM OBJECTIVES

The following are the key goals of the Value Added Courses:

- To provide learners knowledge of what industry expects of them and what are market opportunities.
- Students employability skills should be improved.
- To close skill gaps and prepare students for careers in the industry and develop entrepreneurship skills.
- Students will get the opportunity to build inter-disciplinary abilities.
- To prepare pupils to be job creators rather than job seekers.

AVAILABLE COURSES

Students have the option of selecting courses based on their interests and preferences. The below are the value added courses available in the form of training program:

Pharma Marketing and Sales

Pharma Marketing and Sales is a professional training program designed to meet the occupational needs of trained pharma sales representatives. The information, lectures, hands-on training, and completion certificate will present the learner with a variety of career prospects (for Course details *see* Annexure ‘A’).

Cultivation of Aromatic Crops, Processing and Quality Assessment of Essential Oils

Medicinal and aromatic plants are solely botanical raw materials, sometimes known as herbal medications. Aromatic plants are largely employed in cosmetics, pharmaceutical items, health foods, and other natural health products for therapeutic, aromatic, culinary purposes and have large commercial values (for Course details *see* Annexure ‘B’).

GENERAL GUIDELINES FOR STUDENTS

1. The students are advised to read the guidelines very carefully before proceeding.
2. The courses are open for all the students of Undergraduate and Post-Graduate Courses of the school.
3. The interested students are free to register for more than one course.
4. Interested students are required to fill the registration form and the admission for a course will be done on a first come first serve basis.
5. To complete the course, participants will have to attend more than 80% of lectures and complete the assigned project. The participants will be awarded the certificate by the Faculty of Pharmacy, IFTM University, Moradabad.
6. The coordinator will get feedback from the participants. All courses must be carried out in English.