

JIWAJI UNIVERSITY GWALIOR



Syllabus

SUBJECT

**MBA (Chemical Sales and Marketing Management)
Previous**

(2009-2011)

**INSTITUTE OF
DISTANCE EDUCATION**

SCHOOL OF STUDIES IN DISTANCE EDUCATION
JIWAJI UNIVERSITY, GWALIOR



Syllabus

MBA (CSMM) Previous

Chemical Sales and marketing Management

Scheme of Examination

Each theory paper marks are divided into two parts:

- Theory paper will be of 70 marks for which minimum pass marks are 21.
- Assignment will be of 30 marks for which minimum pass marks will be 12.
- In aggregate passing marks of theory and Assignment should not be less than 40% in each subject.

MBA (CSMM) Previous

Paper Code	Title of the Paper	Maximum		Minimum		Total Min. in Theo. & Assig.
		Theory	Assignment	Theory	Assignment	
DCSMM 101	Marketing Management	70	30	21	12	40
DCSMM 102	Marketing Research and Analytical Techniques	70	30	21	12	40
DCSMM 103	Organisational Behaviour and Human Resource Management	70	30	21	12	40
DCSMM 104	Advertising, Sales and Distribution Management	70	30	21	12	40
DCSMM 105	Biochemistry and Microbiology	70	30	21	12	40
DCSMM 106	Anatomy Physiology	70	30	21	12	40

40 % and above but less than 50 % in aggregate	:	Third Division
50 % and above but less than 60 % in aggregate	:	Second Division
60 % and above in aggregate	:	First Division
75 % and above in aggregate	:	First Division with distinction

Note :- A candidate failing in two subject shall be allowed to appear in (Distance Mode) supplementary examination held with next year examination

DCSMM 101 MARKETING MANAGEMENT

UNIT - I Marketing : An Overview –

Introduction – Evolution, Distinctive, Functions and Scope, Process, and Types of Marketing, Difference between Marketing and Selling, Marketing Mix, Marketing Segmentation and Targeting, New Challenges in new “Connected” Millennium, Business actions towards socially responsible marketing (Enlightened Marketing and Marketing Ethics).

UNIT – II Product and Price Management –

Product Management – Meaning and Classification of Product, Product Policy and Product Planning, Product Mix and Product line, NPD concept, PLC Concept, Various Product Concepts (Product Personality, Product differentiation, Product Positioning, Product Modification, Product diversification, Product dropping, Branding, Packaging, Logo, TM, Labeling) .

Price Management – Meaning, Importance, Objectives, Influencing factors, and procedure of Pricing, Pricing Policy and Methods and Pricing Strategies or Tactics, Various Pricing concepts (Price dumping, Discrimination, Price Vs Nonprice competition, Resale price maintenance, Price sensitivity, Allowances)

UNIT – III Promotion and Distribution Management –

Promotion Management - Concept of Marketing Communication, Marketing Communication Process, Promotion Concept, Types of Promotion and Promotion Mix, Advertising (Nature, Scope, Role, Importance, Developing ad programme), Sales Promotion (Purpose, Decisions and Types), Personal Selling (Designing and Managing Sales force, Principles of P.S.), Public Relations (Decision in P.R.)

Distribution Management – Role, Importance, Types, Levels, Influencing factors, Channel design and management decisions, Physical Distribution (Importance and Types), Retailing and Whole selling Types, Fronds and Decision.

UNIT – IV Marketing and Different Fields –

Industrial Marketing: Industrial Marketing perspective, industrial vs consumer marketing, classification of industrial goods, types of organizational customer and their characteristics, segmenting organizational market, industrial marketing planning, industrial buying process, buying situation analysis, vendor rating analysis.

UNIT – V Customer Relationship Management:

Definition, measurement of CRM, customer response, customer satisfaction, loyalty and customer retention, complaint management, customer retention and its effect on profitability, strategies for improving customer retention, six E’s of relationship marketing, CRM implementation.

DCSMM - 102 MARKETING RESEARCH AND ANALYTICAL TECHNIQUES

UNIT-I: Introduction to Marketing Research :

Marketing Research, Scope and Importance, Types of Marketing Research, Marketing Research Process, Ethical Issues in Marketing Research, Marketing Research in India.

UNIT-II : Research Process:

Research Design, Sampling Procedures and Problems, Methods and tools of Data Collection , Analysis and Interpretation of Data.

UNIT – III Measures of Central Tendency:

Concept and Computation of mean, mode and median, Standard deviation, Co-efficient of variation. Harmonic Mean, Geometric Mean.

UNIT – IV Correlation and Regression Analysis:

Uses of regression analysis, Regression lines, Regression by using method of least square, Simple, multiple and partial correlation.

UNIT – V: Tests and Hypothesis:

Concept of Chi-square test, Meaning and Uses of Chi-square measure, Test of significance, Large samples – Problems relating to test of significance of means, Test of significance of proportions.

Test of significance of small samples, ‘t’ test for significance of means only.

DCSMM 103 ORGANISATIONAL BEHAVIOUR & HUMAN RESOURCE MANAGEMENT

Unit - I **Introduction** – Organisation and Organisation Behaviour, Key Determinants of behaviour in Organisation, Goals, Element and focus of O.B. Historical Development of O.B. and Contributions of other disciplines to O.B. O.B. models and their implications.

Biological foundation of Human Behaviour.

Personality : Concept, determinants, affect of personality on Behaviour, Personality traits, theories and test of Personality.

Learning : Definition, theories, Shaping and learning Curves.

Attitudes : Concept ,Characteristics functions, and formation of attitude; Measurement of attitudes, Cognitive Dissonance theory.

Perception : Concept, process and factors affecting it.

Motivation : Motives and Behaviour, theories of Motivation – Maslow theory, ERG Theory, Herzberg Motivation Theory, Vrooms Expectancy.

Unit – II **Group Dynamics** – Concept, Characteristics types, Stages of Group Development, Group Behaviour models, Group Cohesiveness, Group norms, Group think and group shift.

Work Teams : Group Vs. teams, Types Creating high performance teams, Turning Individuals into team players.

Organisational Power Structure and Leadership Patterns :-

Power : Meaning and Types, Distinction between Power, Authority and influence Contingency approaches to power.

Leadership : Meaning, traits of an effective leader, leadership behaviour, leadership styles, managerial grid, Fiedler's Contingency Model.

Unit – III **Organisational Changes and Development :**

Organisational Changes : Definitions, Goals of OC, forces for change, Resistance to change, Overcoming Resistance and managing Organisational change.

Organisational Development : Concepts, values, techniques, Organisational Culture and climate, Organisational effectiveness, Management of Stress and conflict in Organisations.

Unit – IV **Introduction:**

Concept, Importance, Nature and Scope of human resource management, Objectives of HRM, Functions of HRM, Activities of HRM, Managerial skills and Roles, Organisation and Responsibilities, Evolution of human resource management, Theories of HRM, Influence of scientific management on HRM, Influence of labour movement on HRM and Influence of Government regulations on HRM.

Recruitment and Selection:

Recruitment policy, Sources of recruitment, Methods of recruitment and Effectiveness of recruitment programme.

Selection – Policy and Process, Selection tests and Interview.

Unit – V **Training and Executive Development :**

Types of training methods, Purpose, Benefits, Resistance, Executive development programmes, Common practices, Benefits, Self development, Knowledge management.

Promotion Demotion and Transfer:

Concept of promotion, Promotion policy, Promotion plans, Promotion programmes and Problems in promotion.

Transfer- Meaning, Objectives, Types, Policy and Programmes.

Concept of placement, Factors of demotion, Demotion policy, Types of separation and Career planning.

DCSMM – 104 ADVERTISING, SALES & DISTRIBUTION MANAGEMENT

- Unit - I Promotional Communication** – Marketing communication, Process of Marketing Communication, Promotion as Communication, Growth of Promotion and Advertising, Noise in Communication, Elements of Promotion mix, Objective of Promotion communication, Factors influencing Promotion Mix.
- Advertising World** – What is advertising? Role of Advertising, Reasons for Advertising, Advertising and Marketing Mix, Advertising as translation of product concept into customer benefits, as a information, as a tool of consumer welfare, Types of Advertising, Legal and Ethical issues in Advertising.
- Unit – II Advertising Decision** – Advertising Budget, Advertising Appeals, Media, Concept of media , Media Selection, Media Planning Process, Types of Media (Print Media, Electronic Media, Outdoor and Transit Media, Direct Marketing and Cinema), Ad-Effectiveness (DAGMAR Approach, Pre testing and Post testing all medias, Various approach).
- Advertising Effectiveness** - Advertising Effectiveness, Measuring Advertising Effectiveness, Productivity in Advertisements, Advertising Agencies, Advertising Art - the Layout of Advertising. Rural and Economic Concept of Advertising.
- Unit - III Branding** - Meaning of Branding, Strategic Relevance of Branding, Advantages and Limitation of Branding (Consumers and Marketer's Point of View), Brand Positioning, Components of Positioning, Positioning Strategy, Concept of Brand Extention, Rules and Risk of Brand Extensions, Measurement of Brand Equity, Categories of Brand Equity (Cost, Price and Consumer Base).
- Unit – IV Concept and objective of sales management; Designing of sales force, objective and requirement of sales force. Sales force structure and size.**
- Sales organization, types of sales organization Recruitment, selection, training types, motivation, compensation and performance evaluation.
- Unit – V Personal selling (definition, Role, importance), types of personal selling, steps of personal selling, handling, objections qualities of successful sales man. DSR – Daily sales reports. Meaning, Nature and structures of distribution channel; functions and flows in channels; Types of channels; Channel Management, Relation ships and competitive dynamics. Role and functions of marketing intermediaries.**

DCSMM 105 BIOCHEMISTRY & MICROBIOLOGY

Unit – I Carbohydrates

monosaccharide, Disaccharide and polysaccharide.

Cyclic structure of glucose, Glycolysis, TCA cycle & its regulation & oxidation of pirucivate to acetyl CoA Glyoxylate cycle, phosphogluconate (HMS) pathway, Gluconeogenesis and its regulation. Disorders of carbohydrate metabolism.

Unit – II Proteins

Classification, structure & separation Biosynthesis of protein:

Structure, importance & biosynthesis of essential and nonessential amino acids.

Transamination & oxidative deamination of amino acids.

Introduction and Classification of Enzymes

Chemical kinetics and mechanism of enzyme – substrate complex

Factors governing enzyme activity & Isozymes & inhibition of enzymes

General structure of nucleic acid.

Unit – III Introduction & classification of lipids.

Biosynthesis & oxidation of fatty acids including β -oxidation.

Ketonebodies & their oxidation.

Disorders of lipid metabolism.

Introduction, classification of hormones.

Hormone receptors & intracellular messengers.

Hormones of thyroid, adrenal, gonads & pituitary.

Fat & water-soluble vitamins & their deficiency.

Unit – IV

1. Introduction, History & Scope of Microbiology
2. Morphology, nutrition & reproduction of bacteria, Protozoa, virus & fungi.
3. Isolation & preservation of pure culture
4. Classification of bacteria
5. Growth factors of bacteria
6. Bacterial toxins
7. Identification of bacteria
8. Microbial Straining techniques

Unit – V

1. Principles of sterilization & Disinfections
2. Control of micro-organisms by physical & chemical method
3. Aseptic techniques & test for sterility
4. Method of evaluation of antimicrobial chemical agents
5. Infection & factors influencing infection
6. Bacterial disease – Tuberculosis, Cholera, Typhoid, Diphtheria
7. Viral disease – Influenza, Infective hepatitis, Poliomyelitis
8. Protozoon disease – Malaria

DCSMM-106 ANATOMY & PHYSIOLOGY

- UNIT – I** **General:** Muscular, Skeleton, System Joints and Glands
Introduction: Terminology and architectures of Human body.
Cell – Basic structure of Cytoplasm, cellulose (Chromosomes and genes) and cell membrane, with their function.
Tissues: Classification, differences and function.
Muscles: Classification, differences and functions, Mechanism of muscular contraction
Skeleton: Bones and cartilage, types and function, Nomenclature of human bones
Joints: Type and movements, Nomenclature of various joints.
Glands: Type & functions Exocrine glands ; Endocrine glands, names, location, hormones and functions.
- UNIT – II** **Nervous system and Special sense organs:** Basic structure of nervous system. Types of neurons classification of nervous system.
Brain: Parts and their functions and CSF.
Spinal chord: Structure and functions.
Cranial nerves: Name function, An idea of spinal nerves.
Autonomic nervous system: Sympathetic and parasympathetic nervous system and their functions.
Eye: Structure and vision.
Ear: Structure, hearing and balance.
Skin; Tongue and nose: Structure function.
- UNIT – III** **Blood, circulatory system, Respiratory system**
Blood: Composition and function, blood coagulation, immunity.
Basic plan of circulatory system.
Heart: Structure and Physiology
Arterial System: Major arteries, Blood pressure, Venous system.
Lymph: Lymphatic organs and circulation of lymph.
- UNIT – IV** **Respiratory system:** Basic plan, Respiratory passage Functions of Respiration
Mechanism of Breathing, Pleural cavity, intrapleural pressure
Lung Trachea and Larynx.
Brief idea about lung volumes and capacities
Bronchial asthma
Digestive, Urinary and Genital Systems:
Digestive system: Basic plan, Parts of alimentary, canal and function.
Digestive glands: Liver, Pan crease: Structure and functions.
Food: Nutritional value, Vitamins.(Water soluble and fat soluble vitamins)
Mal nutrition (Marasmus and kwashiorkor)
- UNIT – V** **Excretory System:** Parts, function and urine formation.
Male genital system: Parts and function.
Female genital system: Parts and function.
Spermatogenesis and oogenesis

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Final**

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Syllabus

Syllabus: MBA (CSMM) Final

Chemical Sales and Marketing Management

Scheme of Examination

Each theory paper marks are divided into two parts:

- Theory paper will be of 70 marks for which minimum pass marks are 21.
- Assignment will be of 30 marks for which minimum pass marks will be 12.
- In aggregate passing marks of theory and Assignment should not be less than 40% in each subject.

MBA (CSMM) Final

Paper Code	Title of the Paper	Maximum			Minimum		Total Min. in Theo. & Assig.
		Project	Theory	Assignment	Theory	Assignment	
DCSMM 201	Business Environment	--	70	30	21	12	40
DCSMM 202	Management Accounting and Financial Management	--	70	30	21	12	40
DCSMM 203	Medicinal Chemistry -I	--	70	30	21	12	40
DCSMM 204	Medicinal Chemistry -II	--	70	30	21	12	40
DCSMM 205	Project (Equal to two Papers)	200	--	--	--	--	80

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DCSMM 201 BUSINESS ENVIRONMENT

Unit-I: Introduction:

Concept, Nature and Significance of business environment, Salient feature of Capitalism, Socialism, Mixed economy, Emergence of public sector, Public sector reforms, Emergence of private sector and Joint sector.

UNIT-II: Social Environment:

Social responsibilities of business, Consumerism, Ethics and Culture of business, SEBI, Indian Fiscal and Monetary Policy, Liberalization and Globalization, Foreign capital and technology, Import and Export policy, FEMA.

UNIT-III: Industrial Environment:

New industrial policy, Consumer Protection Act, Environment Protection Act, Competition Act 2004.

UNIT-IV : Demand and Production Analysis :

Law of demand, Factors affecting demand, Elasticity of demand, Techniques of forecasting demand - Survey and Statistical methods. Production function with one variable input, Law of variable proportions, Production function with two variable inputs, Isoquant production function with all variable inputs, Return to scale, Law of supply and Classification of cost.

UNIT-V: Market Structure and Pricing :

Different market structure, Price and output determination under perfect competition, Monopoly, Monopolistic competition, Oligopoly.

DCSMM 202 MANAGEMENT ACCOUNTING & FINANCIAL MANAGEMENT

- Unit - I Management Accounting** – Meaning, Nature, Scope and Functions of Management Accounting. Relationship between Financial Accounting, Cost Accounting and Management Accounting, Role and Responsibility of Management Accountant.
- Accounting Records and System** – Journal, Ledger and Preparation of Trial Balance and Final Account (Basic Problem only).
- Accounting and Major Cost Concepts** – Concepts and classification of cost, Methods and Techniques of Costing, Managerial Costing and Break even Analysis, Standard Costing and Various Analysis – Computation of Material and Labour variance only.
- Unit – II Analysis & Interpretation of Financial Statements** – Financial Analysis, Types of Financial Analysis, Preparation of comparative Balance sheet, Preparation of comparative Income Statement. Ratio Analysis – Capital Structure Ratio, Profitability Ratio, Turnover Ratio, Long term and Short term Solvency Ratio.
- Unit – III Statement of Change in Financial Statement –**
- Fund Flow Analysis** – Meaning and Concept of Funds and Fund flow, Significance, Importance and Limitation of Fund Flow Statement.
- Cash Flow Analysis** – Comparison between fund flow statement and cash flow statement, Significance and time taken of cash flow statement, Preparation of cash flow statement.
- Format of Companies Balance sheet** – (No Numerical Questions).
- Budgeting and Budgetary Control** – Meaning Objective and Characteristics of Budgetary Control, Advantages and Limitation of Budgetary Control, Preparation of Sales Budget, Performance Budgeting, Concept of Management Audit and Responsibility Accounting.
- Unit – IV Capital Structure and Cost of Capital** – Meaning of Capitalisation, Capital structure and Finance Structure Theories of Capital Structure, Capitalisation, Over Capitalisation and Under Capitalisation, Leverages.
- Cost of Capital** – Factor affecting Cost of Capital, Measurement of Cost of Capitals, Cost of Preference Share, Equity Share, Debentures and Retained Earning.
- Management of Working Capital** – Meaning and Concept of making capital, Sources of working capital and factor affecting working capital, Management of cash , Recurable Management and optimum Credit Policy, Management of Inventory.
- Unit – V Capital Budgeting / Management of Fixed Capital-** Meaning nature and need for capital Budgeting. Technique of Capital Budgeting. Rule Analysis in Capital Budgeting, Estimating of Cost and Benefits of Capital Rationing.

UNIT- I General Pharmacological Principles

- a) Drug nomenclature, routes of drug administration.
- b) **Pharmacokinetics:** Passive diffusion and filtration, specialized transport, absorption, bio-availability, distribution, bio transformation (metabolism), Excretion, clearance, plasma half life, loading and maintenance dose, prolongation of drug action.
- c) **Pharmacodynamics:** Principles of drug action, mechanism of drug action, drug response relationship, drug dosage, factors modifying drug action.
- d) Adverse drug effects.

UNIT – II Antipyretics analgesics

- a) **Some common antipyretic drug:** Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of paracetamol, acetanilide, aspirin, cincophen, phenazone, mefenamic acid
- b) **Opioid analgesic or Narcotic analgesic drugs:** Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Morphine sulphate, codeine, levorphanon tartrate, metazocine, pethidine hydrochloride.
- c) **Non steroidal anti inflammatory drugs:** Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Indomethacine, Ibuprofen, Naproxen, Auranofin.

UNIT- III

- a) **Sulphonamides:** Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Sulfanilamide, Sulfathiazole, Sulphadiazine, Sulfacetamide, Mafenide
- b) **Cotrimoxazole, Quinolones and Fluroquinolones:** Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of cotrimoxazole, ciprofloxacin, norfloxacin.
- c) **Anti Cancer Drugs:** Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Cyclophosphamide, Melphalan, Busulfan, Methotrexate.

UNIT – IV Antibiotics

- a) **β -Lactam antibiotics:** Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Penicilline (Benzyl penicilline, cloxacillin, ampiciline) and Cephalosporins (cephalexin).
- b) **Aminoglycosides Antibiotics:** Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Streptomycin, neomycin.
- c) **Tetracyclines and chloramphenicol:** Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Tetracycline, Minocycline and Chloramphenicol.
- d) **Mecrolide Antibiotics:** Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Erythromycin.
- e) **Treatment of urinary tract infection:** Antimicrobial agents

UNIT -V

- a) **Antitubercular Drugs:** Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Isoniazid, Rifampin, Streptomycin.
- b) **Antileprotic Drugs:** Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Dapsone, Clofazimine, Rifampin.
- c) **Antimalarial Drugs:** Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Chloroquine, Primaquin Phosphate.
- d) **Antiamoebic & Antiprotozoal Drugs:** Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Metronidazole, Diloxanide Furoate, Sodium stibogluconate, Pentamidine.

DCSMM 204 MEDICINAL CHEMISTRY –II

UNIT – I Drugs acting on gastrointestinal disorders

- (a) Agents for control of gastric acidity and treatment of peptic ulcers: Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Ranitidine, Sodium bicarbonate, Magnesium Hydroxide, Aluminum Hydroxide Gel, Sucralfate.
- (b) Emetics, Antiemetics and other Gastrointestinal drugs.
- (c) Drugs for constipation and Diarrhoeas: Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Bran, Ispaghula, Diphenylmethanes, Sulfasalazine, Codeine.

UNIT – II Cardiovascular drugs

- a) **Cardiovascular Drugs:** Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Digoxin, Digitoxin, Clonidine, Hydralazine, Methyldopa, Nitroglycerine, Isoxsupurine, Prenylamine, Disopyramide Phosphate, Procainamide Hydrochloride.
- b) **Hematopoietic Agents:** Growth factors, minerals, anticoagulants, thrombolytic and antiplatelet drugs

UNIT – III Drugs acting on Kidney

- a) Relevant physiology of urine formation
- b) **Diuretics:** Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Chlormerodrin, Hydrochlorothiazide, Acetazolamide, Chlorthalidone, Furosemide, Spironolactone, Mannitol.
- c) **Antidiuretics:** Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Lypressin, Amiloride, Carbamazepine.

UNIT - IV

- (a) **Drugs of Arthritis & Gout:** Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Gold, d-Penicillamine, Chloroquine, Sulfasalazine, NSAIDs, Colchicine, Allopurinol.
- (b) **Drugs of Cough and Bronchial Asthma:** Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Codeine, dextromethorphan, bromhexine, ambroxol, guaiphenesin, isoprenaline, salbutamol, Theophylline, Aminophylline, Atropin methonitrate, ketotifen.
- (c) Treatment of drug allergies

UNIT - V

- a. **Drugs acting on skins and mucous membrane:** Demulcents (Glycerine), Emollients (Vegetable Oils), Adsorbents and protectives (Calamine, Zinc Oxide, Zinc/ Magnesium stearate, Dimethicone), Astringents (Tannic acid, alcohol, minerals), Melanizing Agents, Drugs of Psoriasis (Calcipotriol), Demelanizing Agents (Hydroquinone, Monobenzone), Sunscreens, Drugs for acne vulgaris (Benzoyl peroxide, Retinoic acids, Antibiotics, Isotretinoin).
- b. **Anti Fungal Drugs:** Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of amphotericin B, Ketoconazol, Griseofulvin, Itraconazol.
- c. **Antiviral Drugs:** Classification, pharmacology, mode of action, adverse effects, synthesis and structure activity relationship of Acyclovir, Amantidine hydrochloride, Zidovudine.