

<b>Name of Course</b>	Social Behaviour, Law and Ethics (Written)
<b>Marks</b>	100 Marks
<b>Introduction</b>	<p>The Social Behavior, Law, and Ethics course is designed to provide students with an understanding of the fundamental principles of social behavior, communication skills, legal guidelines, pharmacy law and ethics, and management. The course begins with an introduction to the principles of social behavior, including developmental stages of the life cycle, hereditary, cultural, and environmental influences on behavior, and mental health and applied psychology. Communication skills are also emphasized, including principles of verbal and non-verbal communication, recognition and response to verbal and non-verbal communication, adaptations for individualized needs, application of electronic technology, and fundamental writing skills.</p> <p>The course then delves into the legal guidelines and requirements for healthcare, including pharmacy law and ethics and related issues, and risk management. An introduction to the manual of drug laws, including the Drug Act 1976, Punjab Drug Rules 1988, Shops and Establishment Ordinance, 1969, Pharmacy Act 1967, The Dangerous Drugs Act, 1930, and The Poisons Act, 1919 is also covered.</p> <p>Finally, the course provides an overview of management, including promotion, advertising, and salesmanship, as well as sales management. Overall, the course aims to equip students with the necessary knowledge and skills to understand and navigate the complex social, legal, and ethical aspects of the pharmacy profession.</p>
<b>Learning Outcome</b>	<p>The learning outcome for this course may include:</p> <ul style="list-style-type: none"> <li>• Understanding of the principles of social behavior and how they can influence individual and group interactions.</li> <li>• Developing effective communication skills to interact with patients, colleagues, and other stakeholders in the healthcare industry.</li> <li>• Knowledge of the legal and ethical guidelines for healthcare professionals and how they apply to pharmacy practice.</li> <li>• Familiarity with the different laws and regulations governing the sale and distribution of drugs, and how to comply with them.</li> <li>• Understanding of the basics of management, including marketing, advertising, and sales management, as it relates to pharmacy practice.</li> <li>• Awareness of the importance of risk management in the pharmacy setting to minimize errors and promote patient safety.</li> </ul>

## Curriculum

1. An Introduction to Behavioral Sciences a. Principals of Social Behavior
  - a) Developmental stages of the life cycle
  - b) Hereditary, cultural, and environmental influences on behavior Mental health and applied psychology
2. Importance of Communication skills
  - c) Principals of Verbal and Non-verbal Communication
  - d) Recognition and response to verbal and non-verbal communication
  - e) Adaptations for Individualized Needs
  - f) Application of Electronic Technology
  - g) Fundamental writing skills.
3. Introduction to Law and Ethics
  - a) Legal guidelines/requirements for Health care
  - b) Pharmacy Law/Ethics and related issues
  - c) Risk Management
4. An introduction to the Manual of Drug Laws
  - a) Drug Act 1976
  - b) Punjab Drug Rules 1988
  - c) Shops and Establishment Ordinance, 1969
  - d) Pharmacy Act 1967
  - e) The Dangerous Drugs Act, 1930
  - f) The Poisons Act, 1919.
5. An introduction to Management
  - a) Promotion
  - b) Advertising and Salesmanship
  - c) Sales Management