

BIOCRUIZE

Exhibition on Career opportunities in Biological Sciences was organized by the Biotechnology department as a part of the Golden Jubilee celebrations on 9th and 10th Nov 2009. This exhibition was aimed at imparting to the Junior college students an overview of the careers available in the field of Biological Sciences.

- **BIOINFORMATICS** is not just using a computer to store data, or speed up experiments in biology but an application of mathematical, statistical and computing techniques to solve problems in molecular biology. *in vivo, in vitro, in silico !!!* Bioinformatics finds applications in various fields such as Proteomics and Genomics. It also finds uses in fields of medicine, agriculture, developmental biology, glycomics, biocybernetics etc.
- **CLINICAL RESEARCH**: It is the sector that is driving the growth in clinical research in India. It is the study of the effects, risks, efficacy & benefits of a medicinal product carried out prior to the release of it in the market is observed here like below:
 - Phase 1
New drug tested in healthy human volunteers.
Group of 20-80 healthy volunteers are selected.
 - Phase 2
Carried on 100-300 patients/volunteers.
Done after the initial safety of the study drug in phase 1.
 - Phase 3
Carried out on 1000-5000 patients, depending upon the kind of medical condition that is being studied.
 - Phase 4
Known as the post marketing surveillance phase.
Conducted over a much larger patient population and for a longer duration.
- **NANOTECHNOLOGY: THINK BIG, BUILD SMALL**: It is the study of Science for exploring materials and phenomena in the nanometer scale. Different heads under this are:
Nanophysics, Nanomechanics , Nanomaterials , Nanobiology , Nanoparticles , Nanomedicines , Nanosensors , Nanotubes etc,
- **INTELLECTUAL PROPERTY** : Consist of different types of legal rights granted by each country. This is useful tool for the industry and great interest to scientists and academicians.
- **ENVIRONMENTAL SCIENCE**: The increasing magnitude and complexity of problems in the following environmental areas are creating a need for knowledge in this branch of science. Following are the different fields under this :
Environmental chemistry , Atmospheric sciences, Ecology, Geosciences, Environmental microbiology, Environmental Assessment

- FOOD SCIENCE : Preservation, processing , packaging, distribution , And use of safe, nutritious and wholesome food are studied under various heads like--
 - ❖ Food related studies.
 - ❖ Related to humans & their physiology.
 - ❖ Important from the point of view of health.
 - ❖ Food technology is application of food science to the selection.

- MBA BIOTECHNOLOGY :Graduates would deal with managerial and entrepreneurial aspects in the biotechnology, chemical, pharmaceutical or allied industries. The biotechnology management could be divided into equally important specialized areas like marketing management of biopharmaceuticals, human resource management and intellectual property management.

- MBA IN HEALTHCARE
 - MBA with a specialization in Health Care Management is designed to provide students with the business management skills needed to manage successfully in today's healthcare delivery systems.

 - The MBA/HCM program emphasizes the solution of complex management problems with a foundation of health care concepts and decision models that will support the variety of management roles.

A Healthcare Management MBA is ideal for anyone wanting to work in this challenging and exciting area.

- MBA IN PHARMA: This course is a general management course concentrating on Pharmaceutical Marketing Strategy, distribution, promotion, pricing, product and promotion -mix. Courses on International Marketing, Managing Multinationals and Innovation Management are also offered.

- FORENSICS
 - Application of scientific knowledge to investigate a crime.
 - Related to court of law.

The Department also organized BIOCRUIZE during MANZILEIN : the Career Fair on 17th, 18th and 19th December 2009.