

MINISTRY OF HEALTH OF UKRAINE
ODESA NATIONAL MEDICAL UNIVERSITY
Department of organization and economics of pharmacy with post-diploma
specialization

Syllabus of the course
« Pharmaceutical management and marketing »

Scope	Total number of hours per discipline: 180 hours / 6 ECTS credits.
Days, time, place	According to the schedule Department of organization and economics of pharmacy with post-diploma specialization 37 O. Vadaturskyi Street, 2nd floor, Odesa
Teachers	Head of the department, PhD in Pharmacy, Assoc. prof., Oksana BIELIAIEVA senior teacher Iryna YASHCHUK
Contact	E-mail: irina.yashchuk@onmedu.edu.ua In-person consultations: according to the schedule posted on the department's information board. Online consultations: from 14:30 to 17:00 every Tuesday. The link to the online consultation is provided to each group individually during class.

COMMUNICATION

Communication with students of higher education will be conducted in the classroom (face-to-face).

During distance learning, communication is carried out through the Microsoft Teams platform, as well as through e-mail correspondence, Viber, and Telegram messengers (within which the groups are created, separately through the head of a group).

COURSE ANNOTATION

Subject of the discipline – is the quality management of labor resources at the pharmaceutical enterprise, management functions, the drug market, pricing policy and pricing, means of communication and ways of promoting drugs on the market.

The purpose is to formation of knowledge about the basic categories of management and marketing, providing future specialists with the ability to perform functional duties, entrepreneurial activities in market conditions, as well as general and marketing management of pharmaceutical enterprises, wholesale firms and pharmacies with various forms of management.

The tasks of the discipline

1. Contribute to the formation of professionally necessary knowledge, abilities and skills in accordance with the educational and qualification characteristics
2. To provide a theoretical basis for further study of other pharmaceutical and economic disciplines of the curriculum
3. To create a base that determines the professional competence and general erudition of a pharmacist.

Expected Learning Outcomes:

As a result of studying the academic discipline, the HE student should:

Know:

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- the methods of managing an organization;
- the characteristics of organizations as an object of management, their internal and external environment;
- the communication processes in pharmaceutical enterprises;
- the management functions;
- the decision-making process;
- the management of working staff and labor;
- the management of conflicts;
- the business ethics.

be able to:

- Position your professional activity and personal qualities in the pharmaceutical labour market; to formulate the purposes of own activity taking into account public and commercial interests.
- Carry out professional communication in the state language, use the skills of oral communication in a foreign language, analysing texts of professional orientation and translate foreign sources of information.
- Carry out professional activities with the use of information technology, "Information databases", navigation systems, Internet resources, software and other information and communication technologies.
- To analyse the information obtained as a result of scientific research, summarize, systematize and use it in professional activities.
- Carry out sanitary-educational work in professional activity in case of outbreaks of infectious, viral and parasitic diseases.
- To determine the advantages and disadvantages of different groups of medicines, taking into account their chemical, physicochemical, biopharmaceutical, pharmacokinetic and pharmacodynamic features. To recommend to consumers over-the-counter medicines and other pharmacy commodities with the provision of counselling and pharmaceutical care.
- Provide immediate care to patients in extreme situations
- To determine the factors influencing the processes of absorption, distribution, deposition, metabolism and excretion of medicines and due to the condition and features of the human organism and physicochemical properties of medicines
- Use clinical, laboratory and instrumental research data to monitor the efficacy and safety of medicines.
- To carry out a set of organizational and managerial measures to provide the population and health institutions with medicines and other pharmacy commodities. To carry out all types of accounting, administrative records, analysis of pharmaceutical products
- To calculate the main economic factors, as well as taxes and fees. Expect all types of prices (purchase and retail) for drugs and other pharmaceutical products.

COURSE DESCRIPTION

Forms of study and teaching techniques

Forms of study. The discipline will be delivered in the form of lectures, practical classes, and organization of students' independent work.

Consultations are individual.

Teaching methods:

Lectures: problem-based lectures, lectures-visualizations, narration, explanation,

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conversation, instruction, discussion, debate, discussion of problematic situations, situational learning, illustration (including multimedia presentations), demonstration, presentation of the results of own research.

Practical classes: conversation, role-playing games, solving situational problems, cases, solving calculation problems, practicing the skills of analysing the pharmaceutical market, practicing the skills of calculating the market situation, practicing the skills of pricing drugs and medical products, training exercises on the design and development of various types of promotion of medicines and medical products.

Independent work of higher education students: independent work with the recommended basic and additional literature, with electronic information resources, independent work with the bank of KROK-2 test tasks, independent mastering of communication algorithms with patients/visitors of pharmacy institutions.

Course Content

Topic №1. Theoretical foundations of management.

Meaning and concepts of management. The evolution of management theory. Trends in management theory of the late 20th and early 21st centuries. Peculiarities of management in pharmacy. Approaches to management: approach from the positions of selection of different schools in management, process, system, situational. Management process. Management levels: institutional, managerial, technical. Management of the pharmaceutical system at the modern stage. Foreign management models: American, Japanese, and European.

Topic №2. Organization as an object of management.

Concept of organization in management theory, requirements for organization. General features of the organization: resources, dependence on the internal and external environment, the need for management, division of labor. Internal variables of pharmacy enterprises and their relationship. Goals and objectives of pharmaceutical and pharmacy enterprises. Types of goals and categories of tasks. The structure of the organization. Requirements for organizational structures. Technologies. People. Basic aspects of the human variable and individual personality characteristics. The external environment of the organization. General characteristics of the external environment: interrelationship of factors, complexity, mobility, uncertainty. Factors of direct effect of the external environment: legislative acts and state bodies regulating the activities of pharmaceutical organizations in Ukraine; consumers of pharmaceutical products; suppliers; competitors. The environment of indirect action. The influence of external factors on the activity of pharmaceutical enterprises. The environment of organizations operating at the international level. Export, import, licensing, joint ventures, direct capital investment - means of penetrating international markets.

Topic №3. Management and successful management. Management and leadership in pharmaceutical organizations.

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Components of successful pharmaceutical organization. Effective organization of work in pharmacy enterprises. Manager's activities. Requirements for a successful manager. Self-management. Functions and organization of work of the head of the pharmacy. A system of management methods. Methods of direct and indirect influence. Power. leadership Approaches to the concept of the essence of leadership. Classification of forms of power. Socio-psychological styles of management of collectives of pharmaceutical enterprises and pharmacies. Multidimensional management styles. Situational models of leadership.

Topic №4. Management functions.

Planning as a management function. Strategic planning, its essence and stages. Requirements for goals. Types of strategic alternatives. Concept of tactics, policy, procedures, rules. Quantitative and qualitative criteria for evaluating the strategic plan. Organizational process: formation and development of the organizational structure of pharmaceutical enterprises, the sequence of development of the organizational structure. Types of organizational structures: linear, linear-staff, functional, divisional, matrix. Evolution of concepts of motivation. Content and process theories of motivation: hierarchy of needs according to A. Maslow; D. McClelland's theory of needs; two-factor theory of F. Herzberg; theory of K. Alderfer; D. McGregor's theory; Vroom's expectancy theory; Adams' theory of justice; Porter-Lawler model. Motivation in the system of pharmaceutical and pharmacy enterprises. The essence, types, stages of control of the organization's activities. Components of successful control.

Topic №5. Process of management decision-making

General characteristics of management decisions. Requirements for management decisions. Approaches, models (physical, analog, mathematical), decision-making methods. Stages of making and implementing a management decision. Delegation of authority and responsibility.

Topic №6. Communicative processes in management, record keeping, document management of pharmaceutical organizations

Concepts and types of communications. The main elements and stages of the communicative process. Obstacles in organizational and interpersonal communications and ways to overcome them. Forms and organization of business communication. Organization of business meetings and business discussions. Business negotiations and organization of reception of visitors. The specifics of the pharmacist's (pharmacist's) business communication with the client.

Concept, purpose and classification of documents as sources of management information. The role of clerical work in management. Document circulation of pharmaceutical organizations. Stages of document flow: drafting and registration of business papers, their registration and execution control. Storage of documents. Accounting and consideration of proposals, statements and complaints. Modern technical means in management. Management and informatics: automated management systems (AMS) and information management systems in pharmacy, the main areas of use of AMS in the health

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care system and in pharmacy, approaches to the design, automated workplace. Possibilities of using in the activity of pharmacy enterprises.

Topic №7. Management and entrepreneurship

Economic and entrepreneurial activity. Principles and organizational forms of entrepreneurship. Types and forms of entrepreneurial activity. State registration and licensing of entrepreneurship. Peculiarities of entrepreneurial activity in pharmacy. Stages of organization of a pharmaceutical (pharmacy) enterprise Stages of a business agreement. State regulation and deregulation of business activity. Creation and operation of limited liability companies, companies with additional liability, limited partnerships and joint-stock companies. Organizational and legal forms of associations of enterprises: association, corporation, concern, consortium. Business planning. Development of a business plan. Business risk and ways to reduce it. Types of damages. Bankruptcy. Liquidation of business activity. Entrepreneurship in foreign economic activity. Types of foreign economic entrepreneurial activity. Business and social responsibility. Forms of identifying social responsibility of an entrepreneur. Business ethics.

Topic №8. Management of labor resources of the pharmaceutical industry and personnel of the organization.

Characteristics of labor resources and personnel of the organization. Problems of personnel employment. Employment services of the population in Ukraine. Personnel management. Controlling personnel. Personnel marketing. Planning of labor resources. Recruitment and selection of personnel. Motion and framing. Personnel turnover. Rotation of pharmaceutical personnel. Training of pharmaceutical personnel in Ukraine, professional development of pharmacists. Qualification levels of the higher education system. Postgraduate education and professional development. Group dynamics in the system of pharmaceutical and pharmacy enterprises. Formal and informal groups. Factors affecting the effectiveness of group work. Conflict management, the concept of conflict and its causes, types of conflicts and methods of their management. Changes within the organization and their management. Nature of stress, means of its reduction.

Topic №9. Regulation of labor relations

Code of Labor Laws of Ukraine. Basic labor rights and responsibilities of employees. Collective agreement: content, registration, control over the fulfillment of obligations. Employment contract. Contract. Grounds for termination of the employment contract. Employment history. Working time and rest time. Legal regulation of wages. Guarantee and compensation payments. Labor discipline. Labor protection of employees of pharmaceutical enterprises. Legal regulation of women's work and youth work. Individual labor disputes. Supervision and control: in compliance with labor legislation. Mandatory state social insurance and pension provision. Length of service, its meaning, types, calculation procedure. Labor relations in foreign countries: collective agreement, obligations of employees and employers, types of labor contracts and disciplinary sanctions.

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Topic №10. Evaluation of the effectiveness of the organization and management

Evaluation of the organization's activity: criteria of economic efficiency, approaches to the study of organizational efficiency. Indicators of the company's solvency: absolute liquidity, intermediate coverage, current liquidity. Business activity, profitability assessment indicators of economic activity. Organizational management effectiveness: approaches and mechanisms, components of effective management, corporate culture. Criteria and approaches (behavioral, compositional, multiple) to the assessment of management efficiency.

Topic №11 Basic concepts of pharmaceutical marketing. Pharmaceutical marketing management process.

The importance of marketing in modern conditions. Definition and main components of marketing. Peculiarities of pharmaceutical marketing. Stages of evolutionary development of marketing. The main elements of the marketing complex: product, price, sales, promotion. Principles of marketing. Marketing functions: analytical, production, sales, management and control. Types, subjects and tasks of pharmaceutical marketing. The marketing environment of the enterprise: factors of the microenvironment. SWOT analysis: its essence and meaning. The market as an object of marketing: concepts, conditions of existence, classification criteria, infrastructure, conjuncture. The main elements of the market. State, structure and trends of the pharmaceutical market. Socio-economic aspects of the pharmaceutical market. General characteristics of the world pharmaceutical market.

Management of pharmaceutical marketing. Planning of marketing activities of the enterprise. Marketing plan: essence, options, sections. Marketing concepts: production improvement, product improvement, intensification of commercial marketing efforts (marketing management), social and ethical marketing. Concept of socio-ethical marketing in pharmacy. Organizational structure of marketing services. Models of organization of marketing services: functional, commodity, regional, segmental, matrix. Stages of organization of marketing services. Tasks and functions of the pharmaceutical marketing service.

Topic №12 Marketing research and information. Study of the drug market.

Purpose, objects and methods of marketing research. The main directions of marketing research. Research methods in marketing. Stages of marketing research. The value of pharmaceutical marketing information. Directions of information marketing activities in the pharmaceutical industry. General requirements for marketing information. Principles of formation of marketing information at pharmaceutical enterprises. Sources and structure of marketing information at the enterprise. Marketing information system (MIS), structure and principles of operation. Features of pharmaceutical information marketing systems. Study of the drug market. The value of market research. Content and direction of comprehensive market research. Quantitative characteristics of the market: conjuncture, capacity, market share, market saturation, dynamics and average consumption of goods. Market segmentation: meaning, concepts, criteria, main methods. Requirements for market segments. The peculiarity of the segmentation of consumers of medicinal products. Target market, "market

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window" and "market niche". Research of consumers and typology of drug consumption. Factors influencing consumer behavior. Characteristics of the concepts "need", "demand", "consumption". Study of drug consumption. An audit is needed, its essence and purpose. Methods of determining the need for medicinal products. Study of product demand and supply. Types of demand: negative, absent, hidden, decreasing, irregular, full, excessive, irrational. Demand for medicinal products: realized, unsatisfied, emerging demand.

Topic №13 Product in the marketing system. Assortment policy of pharmaceutical and pharmacy enterprises.

Product marketing concept. Classification of goods. Classification of medicines, medical products. Consumer value of the product. Consumer properties of medicines . their means. Key factors of market success: individualization of the product, "critical mass of the product", multifunctionality of the product, technical package. Product life cycle. Stages of the product life cycle and their characteristics: development and testing stage, market entry, growth, maturity, saturation, decline. Marketing activity at the stages of the product life cycle. Product positioning. Criteria for the positioning of medicinal products. Product competitiveness: concepts, main components, assessment methods. Product quality management. Certification of medicines. Assortment policy of pharmaceutical and pharmacy enterprises. Components and principles of assortment policy. Product assortment, its main characteristics: width, depth, comparison, saturation. Product nomenclature. Areas of product range analysis. Formation of product range of production and trade enterprises. Peculiarities of the formation of the assortment of medicinal products of pharmaceutical enterprises.

Topic №14 Product and innovation policy of pharmaceutical enterprises.

General concepts of commodity policy, its tasks. Areas of implementation of the product policy of pharmaceutical enterprises. Marketing strategy and tactics of enterprises. The main models of strategic decision-making: product / market development matrix (I. Ansoff), competition matrix (M. Porter), growth / market share matrix (Boston Consulting Group - BCG matrix), "attractiveness - competitiveness" model (McKinsey matrix). Basic strategies of market coverage: undifferentiated marketing, differentiated marketing, concentrated (targeted) marketing. Trademark: concept, main types, functions. Trademark, its role in forming the image of the enterprise. Brand. Packaging of pharmaceutical products: main types, functions. Corporate style, its elements. Marking. Bar coding. Innovative policy of pharmaceutical enterprises. Technological and marketing orientation of innovations in pharmacy. A new product in the marketing system. The process of developing a new product: searching for ideas; sample production, market research; large-scale, serial production and market preparation. Original (innovative) medicines. Generic drugs, their advantages. Stages of development of a new medicinal product.

Topic №15 Price, pricing, pricing policy of pharmaceutical and pharmacy enterprises.

Theoretical foundations of market pricing. Characteristics of the price from the point of view of marketing. The main functions of prices: accounting, stimulating, distributive, the

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function of balancing supply and demand, the function of price as a criterion for the rational placement of production. Price classification. Components of wholesale price, wholesale (sale) price of industry, retail price. Pricing factors: internal and external. Types of markets: market of pure free competition, market of monopolistic competition, oligopolistic market, market of pure monopoly. Price and non-price competition. Demand, supply and price. Laws of supply and demand. Price elasticity of supply and demand. Factors affecting the elasticity of demand for medicinal products. Factors affecting the amount of product supply. Market equilibrium. Pricing policy of the enterprise. Pricing strategies. Stages of the pricing process. Pricing objectives of pharmaceutical enterprises. Pricing methods. Peculiarities of determining the price of new goods, including new medicines. Methods of direct and indirect state regulation of prices. The specifics of state regulation of prices for medicinal products and medical products. Peculiarities of drug pricing in foreign countries.

Topic №16 Marketing activities of pharmaceutical enterprises.

The concept of product distribution (sales). Sales policy of enterprises. The reasons for the existence and development of sales activity, its tasks. Channels of product distribution (sales), their functions. The structure of distribution channels. Efficiency of distribution channels. Approaches to choosing the number of intermediaries at each level of the distribution channel: intensive distribution, exclusive distribution, selective distribution. Principles of selection of sales agents. Advantages of cooperation between product manufacturers and Intermediaries. Reasons for using intermediaries in the pharmaceutical market. Management of sales channels. Types of conflicts arising in product distribution channels: vertical, horizontal, multi-channel. Ways of conflict resolution in product distribution. Sales methods and systems. Vertical marketing systems (VMS): corporate (integrated), contractual, managed. Horizontal marketing systems (HMS), multi-channel marketing systems (MMS). Marketing system of pharmaceutical products in Ukraine. Wholesale trade: functions, forms. Peculiarities of the wholesale trade of medicinal products. Good Distribution Practice (GDP). Activities of pharmacy warehouses, their functions and organizational structure. Retail trade, its functions. Peculiarities of retail trade of medicines. Requirements for pharmacies as establishments of retail trade of medicinal products. Concepts, types and rules of logistics. Functions and principles of logistics. Peculiarities of the logistic approach to the management of production and sales activities in pharmacy.

Topic №17 Marketing policy of communications.

The strategy of pushing and the strategy of attracting the consumer to the product. Complex of marketing communications and its formation. Planning of marketing communications. Features of the target audience of pharmaceutical production and wholesale and retail enterprises. Features and tasks of the formation of demand for medicinal products. Means of marketing communications at the stages of ZHCT.

Topic №18 Advertising in the pharmaceutical marketing system.

Advertising and its role in the communication policy of enterprises. Main areas and roles of advertising. The task of product advertising. Classification of advertising, types and

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means (ropes) of advertising. Requirements for advertising. Components of the advertising process. Functions and features of advertising. Features of drug advertising. The task of advertising in the pharmaceutical industry. Advertisement of non-prescription drugs. Packaging of pharmaceutical products as a form of advertising. Regulation of advertising of medicinal products. The main ethical criteria for the promotion of medicinal products of the WHO. WHO requirements for medical representatives of the company. Advertising of medicinal products for the population and medical professionals in the EU countries. Peculiarities of regulating the advertising of medicinal products in Ukraine. Stages of planning and organizing an advertising campaign. Advertising budget planning methods. Evaluation of the effectiveness of advertising measures.

Topic №19 Sales promotion and other means of marketing communications.

Stimulation: buyers, intermediaries, sellers. Goals and means of sales promotion for buyers of pharmaceutical products. Objectives and means of incentives for intermediaries and sellers. Control and evaluation of sales promotion results. Personal selling, its advantages. Stages of the effective sales process. Presentation: approaches to implementation, main tasks and principles. The role of sales agents and medical (pharmaceutical) representatives in product promotion. Network and direct marketing. Branding. Concept and essence of public relations. Goals, main functions and principles of public relations. The main activities of public relations. Public relations in the management and marketing system. Exhibitions and fairs, the significance of their holding. Advertising at the point of sale. Merchandising in pharmacies and enterprises: the basic provisions for the design of the pharmacy, its sales hall, the rules for displaying pharmaceutical products, the principles of product placement in showcases and on shelves.

Topic №20 Marketing control and international marketing in pharmacy

System of marketing control. Purpose and main objects of marketing control. Components of marketing control systems. Directions and stages of marketing control at the enterprise. Non-economic indicators of marketing control. Strategic control and audit of marketing. Components of marketing audit. Stages of conducting a marketing audit (audit). Differences between internal and external audit of the enterprise's marketing activities. The main types of channels of distribution of goods in international marketing. Methods of distribution of goods. Documentary registration of foreign trade operations in the system of distribution of pharmaceutical goods. Promotion of medicines on the international market. Peculiarities of promotion of prescription and over-the-counter medicines in foreign markets.

List of recommended literature:

Basic:

1. Management and marketing in pharmacy. Working book (recommendations for practical class). P.II. Marketing in pharmacy // Unhurian L.M, Bieliaieva O.I, Yashchuk I.S.– Odesa: ONMedU, 2021. – 75 p.

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2. Management and marketing in pharmacy. Working book (recommendations for practical class). P.II. Marketing in pharmacy // Z.M. Mnushko, I.V. Pestun, I.V. Sofronova and others. – Kharkiv: NUPh, 2015. – 66 p.
3. Management and marketing in pharmacy. Working book (recommendations for practical class). P.I. Management in pharmacy // Z.M. Mnushko, I.V. Sofronova, I.V. Pestun, and others. – Kharkiv: NUPh, 2015.- 62 p.
4. Management and marketing in pharmacy: tests for training students for standardized test exam «Крок-2» / V.V. Maliy, I.V.Sofronova, I.V.Timanyuk, S.V. Zhadko, M.M. Kobets, Yu.M. Kobets, I.V. Bondareva .- Kh.: NUPh, 2015.- 120.

Additional:

1. Unhurian L., Bielyaieva O., Vyshnytska I., Suschuk N., Petkova I. (2018) Implementation of Standards of Good Pharmacy Practice in the World: A Review. Asian Journal of Pharmaceutics. Vol. 12. N 1 (Suppl). Pp. 42 - 46.
2. Unhurian L., Bielyaieva O., Burenkova N. (2017) Analysis of the Modern Pharmaceutical Market of Anxiolytic Drugs in Ukraine. International Journal of Pharmaceutical Sciences Review and Research. Vol. 43 N 1. Pp. 169 – 172.
3. Standarts for quality of pharmacy services <http://fip.org/files/fip/Statements/latest/Dossier%20004%20total.PDF>
4. Good pharmacy practice in community and hospital pharmacy settings <http://apps.who.int/medicinedocs/documents/s21088en/s21088en.pdf>
5. International health systems http://www.pnhp.org/facts/international_health_systems.php?page=all
6. The legal and regulatory framework for community pharmacies in the WHO European Region <https://apps.who.int/iris/bitstream/handle/10665/326394/9789289054249-eng.pdf>
7. Asset Management Ratios <https://courses.lumenlearning.com/boundless-finance/chapter/asset-management-ratios/>
8. Financial Analysis in Pharmacy Practice E-resource <https://pdfs.semanticscholar.org/3104/8f567e76089ed7d33c5224c3c4c0faec06bf.pdf>

Electronic information resources:

1. Departments' site: http://info.odmu.edu.ua/chair/economy_pharmacy/files
2. Ministry of Health of Ukraine http://www.moz.gov.ua/ua/portal/dn_20050719_360.html
3. World Health Organization <http://www.who.int/>
4. European Regional Office of the World Health Organization. URL: www.euro.who.int.
5. National Scientific Medical Library of Ukraine <http://library.gov.ua/>
6. National Library of Ukraine named after V.I. Of Vernadsky <http://www.nbuv.gov.ua/>
7. Modern healthcare. URL: <https://www.modernhealthcare.com/vital-signs-healthcare-blog>

ASSESSMENT

Forms and methods of current control:

Current control: oral survey, testing (form or computer), control written works,

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evaluation of individual tasks, evaluation of calculation problem solving, evaluation of practical skills, evaluation of communication skills during role play, solution of situational/cases tasks, assessment of activity in class.

Final control: exam.

Assessment of the ongoing learning activity at the practical class:

1. Assessment of the theoretical knowledge on the theme:
 - methods: individual survey on the theme, participation of the students in the discussion of problem situations; assessment of performance of tests on the theme;
 - the maximum score – 5, the minimum score – 3, the unsatisfactory score – 2.
2. Assessment of practical skills on the theme:
 - methods: assessment of the solution of situational tasks (including calculation) on the theme;
 - the maximum score – 5, the minimum score – 3, the unsatisfactory score – 2.

Criteria of ongoing assessment at the practical class

Score	Assessment criterion
Excellent «5»	The applicant is fluent in the material, actively participates in the discussion and solution of situational/case problems, confidently demonstrates practical skills on the subject of the lesson, expresses his opinion on the subject of the lesson
Good «4»	The applicant has a good command of the material, participates in the discussion and solution of the situational/case problem, demonstrates certain practical skills on the subject of the lesson with some mistakes, expresses his opinion on the topic of the lesson.
Satisfactory «3»	The applicant does not have sufficient knowledge of the material, is unsure of participating in the discussion and solution of the situational/case problem, demonstrates practical skills on the topic of the lesson with significant errors.
Unsatisfactory «2»	The applicant does not have the material, does not participate in the discussion and solution of the situational/case problem, does not demonstrate practical skills on the subject of the lesson

The discipline is considered, if the student has completed all the tasks of the working program of the educational discipline. He/she took actively participated in the practical exercises, and completed an individual task. The student has an average current rating of at least 3.0 and has no academic deb; passed the test control of the "Krok-2" tests for at least 80% (50 tasks). The test control is held in the Educational and Production Complex of Innovative Technologies of Learning, Informatization and Continuous Education of ONMedU before the exam.

Assessment of students' learning outcomes during the final control

The content of the evaluated activity	Number of points
Answers to theoretical questions.	2
Solving a situational problem with evaluation of the obtained results	2

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Solution of the calculation problem	1
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Exam ticket template:

EXAMINATION TICKET №. ____

1. Approaches to management. Management process. Management levels.
2. Peculiarities of regulating the advertising of medicinal products in Ukraine.
3. Situational problem №1. Based on the data in the Blank, describe the strategies for the use of trademarks by manufacturers of medicines and medical devices. List the advantages and disadvantages of each of these strategies. (The form is issued during the exam)
4. Situational problem №2. The pharmacy chain buys medicine at the price of UAH 105.87 per package and sells $N = 270$ packages of this drug every week at the price of $P = \text{UAH } 140$ for packaging. Based on the results of market research, the marketing department recommends reducing the price by $n = 5\%$ for one week. Calculate how many packages of the drug the company needs to sell in order to maintain its income at the previous level.

Criteria for evaluating the learning outcomes of education seekers during the exam

Evaluation	Criteria for evaluating
Excellent "5"	The HE student correctly, accurately and completely fulfilled all the tasks of the examination ticket, clearly and logically answered the questions posed by the examiners. Thoroughly and comprehensively knows the content of theoretical issues, fluent in professional and scientific terminology. Thinks logically and constructs an answer, freely uses acquired theoretical knowledge when analyzing practical tasks. When solving a situational problem, he correctly interpreted the initial data, answered all the questions correctly and convincingly substantiated his point of view, could propose and justify an alternative solution to certain issues. When solving the calculation task, he strictly followed the algorithm of its execution.
Good "4"	The HE student completed all the tasks of the examination ticket sufficiently completely, clearly and logically answered the questions posed by the examiners. He knows the content of theoretical issues deeply and comprehensively, and has professional and scientific terminology. Thinks logically and constructs an answer, uses acquired theoretical knowledge when analyzing practical tasks. But when teaching some questions, there is not enough depth and argumentation, it makes insignificant mistakes, which are eliminated by the applicant himself when the examiner points them out. When

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	solving the situational problem, he assumed insignificant errors or inaccuracies in the interpretation of the initial data, answered all the questions without significant errors, fully substantiated his point of view, but the proposal of an alternative option caused difficulties. When solving the calculation task, he made minor errors in the algorithm, which he was able to correct at the instruction of the teacher.
Satisfactory “3”	The HE student of education incompletely completed all the tasks of the examination ticket, the answers to additional and leading questions are vague and vague. Possesses a basic amount of theoretical knowledge, uses professional and scientific terminology inaccurately. Experiences significant difficulties in constructing an independent logical answer, in applying theoretical knowledge in the analysis of practical tasks. There are significant errors in the answers. When solving a situational problem, he interpreted the initial data with errors, allowed inaccuracies in the answers to questions, did not sufficiently justify his answers and interpreted the wording, experienced difficulties in completing tasks and proposing alternative options. When solving the calculation task, significant errors were made in the algorithm and execution technique.
Unsatisfactory “2”	The HE student of education did not complete the task of the examination ticket, in most cases did not answer the additional and leading questions of the examiners. He did not master the basic amount of theoretical knowledge; he showed a low level of mastery of professional and scientific terminology. Answers to questions are fragmentary, inconsistent, illogical, cannot apply theoretical knowledge when analyzing practical tasks. There are a significant number of gross errors in the answers. When solving a situational problem, he could not interpret the original data, or made significant mistakes in his answers; could not justify his decisions or did it unconvincingly. He did not offer alternative options. When solving the calculation task, gross mistakes and errors were made in the execution algorithm.

INDEPENDENT WORK OF HIGHER EDUCATION STUDENTS

Independent work includes studying the recommended core and additional literature, working with electronic information resources, preparing for practical classes, and preparing reports.

Students' independent work involves mastering the material, preparing for the performance and defense of practical tasks, preparing for ongoing and final assessments, completing practice tests, and searching for information from literary sources and the Internet.

COURSE POLICY

Policy on Deadlines and Retaking:

- Missed classes due to unexcused reasons must be made up according to the schedule with the assigned instructor.
- Absences for valid reasons may be made up individually with permission from the

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Dean's Office.

- Retaking unsatisfactory assessments is allowed on consultation and make-up days; in the case of distance learning – within the period agreed upon with the instructor.

Academic Integrity Policy:

Students are required to adhere to academic integrity principles, including:

- Independent completion of all types of academic tasks, assignments, and assessments as specified in the course syllabus.
- Proper citation of sources when using others' ideas, developments, statements, or data.
- Compliance with copyright and related legislation.
- Providing accurate information about one's own academic (research) achievements, including applied methods and sources of information.

Unacceptable behaviors in the learning process include:

- Using family or professional connections to receive favorable grades or advantages in academic or research activities.
- Use of unauthorized materials or devices during assessments (e.g., cheat sheets, notes, micro-earphones, phones, smartphones, tablets, etc.).
- Substitution of identity during testing or assessments.

For violations of academic integrity, students may be subject to the following academic sanctions:

- Grade reduction for oral responses, test assignments, case-based tasks, individual projects, or exams.
- Retaking evaluations (e.g., tests, case tasks, projects, exams).
- Assignment of additional assessments (extra case tasks, projects, tests, etc.).
- Additional review of other academic work submitted by the student in question.

Attendance and Tardiness Policy:

Health Status: Students suffering from acute infectious diseases, including respiratory illnesses, are not permitted to attend class.

Tardiness: Late arrivals are not acceptable. A student who arrives late may stay for the class, but if the instructor marks "absent" in the journal, the class must be made up in the regular manner.

Use of Mobile Devices:

The use of any mobile devices during class is strictly prohibited. If violated, the student must leave the class, and the absence ("absent" mark) must be made up.

Mobile devices may be used only with the instructor's permission if they are necessary to complete an assignment.

Classroom Behavior:

The conduct of students and instructors must be professional and calm, strictly adhering to the rules outlined in the Regulation on Academic Integrity and Ethics of Academic Relations of Odesa National Medical University, the Code of Academic Ethics and Community Relations, and the Regulation on the Prevention and Detection of Academic Plagiarism in research and educational work of students, scholars, and instructors of the University.