

MINISTRY OF HEALTH OF UKRAINE

ODESA NATIONAL MEDICAL UNIVERSITY

Department of *Organization and Economics of Pharmacy*

Approved



CONFIRMED by
Vice-rector for scientific and pedagogical work

Eduard BURIACHKIVSKYI
September 1st, 2023

WORKING PROGRAM IN THE DISCIPLINE

ETHICAL PROBLEMS IN PHARMACY

Level of higher education: second (master's degree)

Field of knowledge: 22 "Health care"

Specialty: 226 "Pharmacy, industrial pharmacy"

Educational and professional program: Pharmacy, industrial pharmacy

The working program is compiled on the basis of the educational and professional program "Pharmacy, industrial pharmacy" for the training of specialists of the second (master's) level of higher education in the specialty 226 "Pharmacy, industrial pharmacy" of the field of knowledge 22 "Health care", approved by the Academic Council of ONMedU (minutes No. 8 dated 29/06/2023).

Authors:

Doctor of Pharm.Sc., Prof. Liana UNHURIAN
 PhD in Pharmacy, Assoc. prof. Oksana BIELIAIEVA
 Senior teacher Iryna YASHCHUK
 Senior teacher Christina VOLOSCHUK

The working program is approved at the meeting of the department of Organization and Economics of Pharmacy
 Minutes No. 1 dated 28/08/2023.

Head of the department



Oksana BIELIAIEVA

Approved by the guarantor of

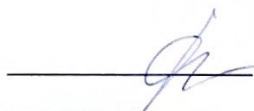
the educational and professional program



Liana UNHURIAN

Approved by the subject-cycle methodological commission for pharmacy's disciplines of ONMedU
 Minutes No. 1 dated 29/08/2023

Head of the subject-cycle methodological commission for pharmacy's disciplines of ONMedU



Natalia FIZOR

Revised and approved at the meeting of the department of Organization and Economics of Pharmacy
 Minutes No. 1 dated 29/08/2023.

Head of the department

Oksana BIELIAIEVA



Revised and approved at the meeting of the department of Organization and Economics of Pharmacy

Minutes No. __ dated __/__/20__.

Head of the department

1. Description of the discipline:

Name of indicators	Field of knowledge, specialty, specialization, level of higher education	Characteristics of the discipline
Total number: Credits of ECTS: 3 Hours: 90 Content modules: 3	Field of knowledge 22 «Health care» Specialty 226 "Pharmacy, industrial pharmacy" Level of higher education second (master's)	<i>Full-time education</i> <i>Elective discipline</i>
		<i>Year of training: 3</i>
		<i>Semester: V</i>
		<i>Lectures (0 hours)</i>
		<i>Seminars (0 hours)</i>
		<i>Practical classes (30 hours)</i>
		<i>Laboratories (0 hours)</i>
		<i>Independent work (60 hours)</i>
		<i>including individual tasks (0 hours)</i>
		<i>Form of final control – test</i>

2. The Purpose and Objectives of the Discipline, Competencies, and Program Learning Outcomes.

The purpose is formation of knowledge about the basic categories of ethical problems in pharmacy, providing future specialists with the opportunity to qualitatively perform functional duties, entrepreneurial activity in market conditions, as well as general management of pharmaceutical enterprises, wholesale firms and pharmacies with various forms of management, observing the principles of ethics and morality.

The tasks of the discipline are the following:

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.

General (GC):

GC 6. Ability to work in a team.

GC 9. Ability to use information and communication technologies.

GC 10. The ability to act socially responsibly and consciously.

GC 11. Ability to apply knowledge in practical situations.

Special (SC):

SC 2. The ability to collect, interpret and apply data necessary for professional activity, research and implementation of innovative projects in the field of pharmacy.

SC 3. Ability to solve pharmacy problems in new or unfamiliar environments in the presence of incomplete or limited information, taking into account aspects of social and ethical responsibility.

SC 7. Ability to conduct health education among the population in order to prevent common diseases, prevent dangerous infectious, viral and parasitic diseases, as well as to promote timely detection and support adherence to treatment of these diseases in accordance with their biomedical characteristics and microbiological features.

SC 21. The ability to ensure the rational use of prescription and over-the-counter medicines in accordance with the physicochemical, pharmacological characteristics, biochemical, pathophysiological characteristics of a particular disease and pharmacotherapeutic regimens for its treatment.

SC 24. Ability to use in professional activities the knowledge of regulatory and legal acts of Ukraine and recommendations of good pharmaceutical practices.

Program learning outcomes (PLO) are:

PLO 1. Have and apply specialized conceptual knowledge in the field of pharmacy and related fields, taking into account modern scientific achievements.

PLO 2. Critically comprehend scientific and applied problems in the field of pharmacy.

PLO 3. To have specialized knowledge and skills for solving professional problems and tasks, including for the purpose of further development of knowledge and procedures in the field of pharmacy.

PLO 6. Develop and make effective decisions on solving complex/complex problems of pharmacy personally and based on the results of joint discussion; formulate goals for personal and team activities, taking into account social and industrial interests, general strategy and existing limitations, determine the best ways to achieve goals.

PLO 36. To plan and implement professional activities on the basis of regulatory legal acts of Ukraine and recommendations of good pharmaceutical practices.

PLO 37. Promote health, including disease prevention, rational prescription and use of medicinal products. To fulfill his/her professional duties in good faith, to comply with the legislation on promotion and advertising of medicinal products. Possess psychological communication skills to achieve trust and mutual understanding with colleagues, doctors, patients, consumers

As a result of studying the academic discipline, the student of higher education must:

Know:

- Basic concepts of professional morality and professional ethics.
- The importance of ethics and deontology in the formation of a pharmacist's personality.
- Basic concepts of business ethics.
- Moral and ethical code of the entrepreneur.
- Intellectual sources of communication barriers.
- Stages of conflict development.
- Conditions for the emergence of conflict.

Be able to:

- Explain the social significance of pharmaceutical ethics and deontology.
- Follow the algorithm of communication with patients, doctors and colleagues of the pharmacy
- Explain the essence of ethical criteria for the promotion of medicines on the market.
- Describe the peculiarities of behavior in a conflict situation.
- Describe the technologies of conflict resolution.
- Name the general ethical principles and rules of communication for pharmaceutical professionals.
- Understand the peculiarities of the psychological "portrait" of patients; influence the nature of communication for the proper implementation of medical and pharmaceutical care.
- adhere to the ethical principles of promotion of medicines, provision of pharmaceutical information, proper communication with patients, colleagues, doctors; implementation of pharmaceutical care of patients.

3. Content of the Discipline

Content module 1.

COMPONENTS OF THE MORALITY OF PHARMACEUTICAL WORKERS IN TODAY'S CONDITIONS

Topic 1. Specificity of ethical and moral problems in pharmacy.

Ethics and professional relations in pharmacy teams. Influence of the commercial component on pharmacy activities. The problem of low-quality medicines and counterfeits entering the Ukrainian pharmaceutical market.

Topic 2. Fundamentals of professional communications.

Ability to communicate. Customer service standards. Problems, implementation of standards on the example of each stage of service. Communication with a conflict person. Types of "problem" visitors. Practical recommendations for working with conflict clients. 11 "golden" rules of a conflict-free pharmacy.

Topic 3. Stimulation of labor.

Forms of labor incentives. Motivation in the activities of a pharmacist. Demotivation factors in the work. Stress. Emotional exhaustion. Reasons for dissatisfaction with work/place of work.

Content module 2.**PROBLEMS OF INTERACTION OF SUBJECTS IN THE PHARMACEUTICAL MARKET****Topic 4. Bioethics of the pharmaceutical market**

The ethical side of the relationship between pharmaceutical entities and the state. Unethical actions of subjects. Protection of patients' rights in clinical trials of new and generic medicines. The role of Ethics Committees. Problems of self-medication.

Topic 5. Moral and psychological climate in the team

Discussions about social responsibility. Evolution of the concept of corporate social responsibility in modern business. The impact of the organization's culture on its activities. Components of corporate culture. Stages of implementation. Problems at each stage of corporate culture implementation.

Topic 6. Management of the labor collective

The concept and functions of managerial ethics. Moral and ethical requirements for managerial behavior. Limitations in the work of the team. The problem of adaptation of new and young specialists to a new job or position.

Content module 3.**FEATURES OF MANAGEMENT ACTIVITIES IN A COMPETITIVE ENVIRONMENT****Topic 7. Business ethics.**

Ethics of promoting medicines on the pharmaceutical market. WHO criteria for the promotion of medicines on the market. Violation of ethical principles in the promotion of medicines. Competition

Topic 8. Rights and responsibilities of pharmaceutical employees.

Errors of pharmaceutical employees and methods of their prevention. Improper performance of professional duties. Legal liability of pharmaceutical workers.

4. The Structure of the Discipline

Names of topics	Number of hours					
	Total	including				
		lecture s	seminar s	practical classes	Lab classes	ISW
Content module 1. COMPONENTS OF THE MORALITY OF PHARMACEUTICAL WORKERS IN TODAY'S CONDITIONS						
Topic 1. Specificity of ethical and moral problems in pharmacy.	12	-	-	4	-	8
Topic 2. Fundamentals of professional communications.	12	-	-	4	-	8

Topic 3. Stimulation of labor.	12	-	-	4	-	8
Total by content module 1	36	-	-	12	-	24
Content module 2.						
PROBLEMS OF INTERACTION OF SUBJECTS IN THE PHARMACEUTICAL MARKET						
Topic 4. Bioethics of the pharmaceutical market	8	-	-	2	-	6
Topic 5. Moral and psychological climate in the team	12	-	-	4	-	8
Topic 6. Management of the labor collective	12	-	-	4	-	8
Total by content module 2	32	-	-	10	-	22
Content module 3.						
FEATURES OF MANAGEMENT ACTIVITIES IN A COMPETITIVE ENVIRONMENT						
Topic 7. Business ethics.	10	-	-	4	-	6
Topic 8. Rights and responsibilities of pharmaceutical employees.	12	-	-	4	-	8
Total by content module 3	22	-	-	8	-	14
Total hours	90	-	-	30	-	60

5. Topics of Lectures / Seminars / Practical classes / Laboratory Classes

5.1. Topics of lectures

lectures are not provided.

5.2. Topics of seminar classes

Seminar classes are not provided.

5.3. Topics of practical classes

No.	Topic name	Hours
1.	Topic 1. Practical class 1. Ethics and professional relations in pharmacy teams. Influence of the commercial component on pharmacy activities.	2
2.	Topic 1. Practical class 2. The problem of low-quality medicines and counterfeits entering the Ukrainian pharmaceutical market.	2
3.	Topic 2. Practical class 3. Ability to communicate. Customer service standards. Problems, implementation of standards on the example of each stage of service.	2
4.	Topic 2. Practical class 4. Communication with a conflict person. Types of "problem" visitors. Practical recommendations for working with conflict clients. 11 "golden" rules of a conflict-free pharmacy.	2
5.	Topic 3. Practical class 5 Forms of labor incentives. Motivation in the activities of a pharmacist. Demotivation factors in the work.	2
6.	Topic 3. Practical class 6 Stress. Emotional exhaustion. Reasons for dissatisfaction with work/place of work.	2
7.	Topic 4. Practical class 7 The ethical side of the relationship between pharmaceutical entities and the state. Unethical actions of subjects. Protection of patients' rights in clinical trials of new and generic medicines. The role of Ethics Committees. Problems of self-	2

	medication.	
8.	Topic 5. Practical class 8. Discussions about social responsibility. Evolution of the concept of corporate social responsibility in modern business. The impact of the organization's culture on its activities.	2
9.	Topic 5. Practical class 9 Components of corporate culture. Stages of implementation. Problems at each stage of corporate culture implementation.	2
10.	Topic 6. Practical class 10 The concept and functions of managerial ethics. Moral and ethical requirements for managerial behavior.	2
11.	Topic 6. Practical class 11. Limitations in the work of the team. The problem of adaptation of new and young specialists to a new job or position.	2
12.	Topic 7. Practical class 12. Ethics of promoting medicines on the pharmaceutical market. WHO criteria for the promotion of medicines on the market.	2
13.	Topic 7. Practical class 13. Violation of ethical principles in the promotion of medicines. Competition	2
14.	Topic 8. Practical class 14. Errors of pharmaceutical employees and methods of their prevention. Improper performance of professional duties.	2
15.	Topic 8. Practical class 15. Legal liability of pharmaceutical workers.	2
	Total	30

5.4. Topics of laboratory classes

Laboratory classes are not provided.

6. Independent student work

No.	Title of the topic / types of assignments	Hours
1.	Topic 1. Preparation for practical classes 1-2	8
2.	Topic 2. Preparation for practical class 3-4	8
3.	Topic 3. Preparation for practical classes 5-6	8
4.	Topic 4. Preparation for practical lesson 7	6
5.	Topic 5. Preparation for practical classes 8-9	8
6.	Topic 6. Preparation for practical classes 10-11	8
7.	Topic 7. Preparation for practical classes 12-13	6
8.	Topic 8. Preparation for practical class 14-15	8
	Total	60

7. Teaching methods

Practical classes: conversation, role-playing games, solving situational problems, cases, training exercises on the design and development of various types of promotion of medicines and medical products.

Independent work: in the study of the academic discipline is ensured methodological developments for independent work, visual teaching aids (video lectures, presentations), information resources of the department, topics of independent work

8. Forms of Control and Assessment Methods (including criteria for evaluating learning outcomes)

Current control: oral survey, control written works, evaluation of reports, evaluation of activity in the class, testing (pen-and-paper or computerized), evaluation of required skills

Final control: test.

Evaluation of the current educational activity in a practical class:

1. Evaluation of theoretical knowledge on the topic of the class:
 - methods: survey, solving a situational clinical problem;
 - the highest grade available is 5, the lowest passing grade is 3, the failing (unsatisfying) grade is 2.
2. Evaluation of practical skills on the subject of the lesson:
 - methods: standardized and include control of vocabulary, grammar, and communication skills;
 - the highest grade available is 5, the lowest passing grade is 3, and the failing (unsatisfying) grade is 2

Criteria of Evaluation Criteria at Practical Classes

Rating	Evaluation criteria
"5"	The higher education (HE) student is fluent in the material required, can perform the tasks provided for in the program successfully; has demonstrated creative abilities in understanding and using educational program material and the ability to update and replenish knowledge independently
"4"	The HE student has demonstrated complete knowledge of the educational program material, successfully performs the tasks provided by the program, has mastered the basic literature recommended by the program, but makes minor mistakes, which are eliminated by the student him/herself when a tutor points them out
"3"	The HE student does not have sufficient knowledge but knows the fundamental curriculum material to the extent necessary for further education and subsequent work in the profession; makes some mistakes in the answers, but has the necessary knowledge to overcome the mistakes made under the guidance of a tutor
"2"	The HE student does not acquire knowledge of program material, makes fundamental mistakes in the assignments provided by the program

Credit is given to the applicant who completed all tasks of the work program of the academic discipline, took an active part in practical classes, and has an average current grade of at least 3.0 and has no academic debt. Assessment is carried out: at the last lesson before the beginning of the examination session. The credit score is the arithmetic mean of all components according to the traditional four-point scale and has a value that is rounded according to the statistics method with two decimal places after the decimal point.

9. Distribution of points, obtained by the student

The obtained average score for the academic discipline for applicants who have successfully mastered the work program of the academic discipline is converted from a traditional four-point scale to points on a 200-point scale, as shown in the table:

Conversion table of traditional to multi-point

National score for the discipline	The sum of scores for the discipline
Excellent («5»)	185 – 200
Good («4»)	151 – 184
Satisfactory («3»)	120 – 150
Unsatisfactory («2»)	Less than 120

A multi-point scale (200-point scale) characterizes the actual success of each applicant in learning the educational component. The conversion of the traditional grade (average score for the academic discipline) into a 200-point grade is performed by the information and technical department

of the University.

According to the obtained points on a 200-point scale, the achievements of the applicants are evaluated according to the ECTS rating scale. Further ranking according to the ECTS rating scale allows you to evaluate the achievements of students from the educational component who are studying in the same course of the same specialty, according to the points they received.

The ECTS scale is a relative-comparative rating, which establishes the applicant's belonging to the group of better or worse among the reference group of fellow students (faculty, specialty). An "A" grade on the ECTS scale cannot be equal to an "excellent" grade, a "B" grade to a "good" grade, etc. When converting from a multi-point scale, the limits of grades "A", "B", "C", "D", "E" according to the ECTS scale do not coincide with the limits of grades "5", "4", "3" according to the traditional scale. Acquirers who have received grades of "FX" and "F" ("2") are not included in the list of ranked acquirers. The grade "FX" is awarded to students who have obtained the minimum number of points for the current learning activity, but who have not passed the final examination. A grade of "F" is given to students who have attended all classes in the discipline, but have not achieved a grade point average (3.00) for the current academic activity and are not admitted to the final examination.

Applicants who study in one course (one specialty), based on the number of points scored in the discipline, are ranked on the ECTS scale as follows:

Conversion of the traditional evaluation and and ECTS scores

Score on the ECTS scale	Statistical indicator
A	The best 10% students
B	Next 25% students
C	Next 30% students
D	Next 25% students
E	Next 10% students

10. Methodological support

- Working program in the discipline
- Syllabus
- Methodological recommendations for the practical classes in the discipline
- Methodological recommendations for the individual work of students

Educational and methodical literature:

- Texts of lectures on the discipline "Ethics and deontology" / IS Yashchuk, LM Unhurian, OI Bieliaieva,. - Odessa: ONMedU, 2019. - 50 p.

11. Questions for preparing for the final control

1. Concept and essence of morality, ethics, deontology Concept of moral consciousness.
2. Ethics in the system of knowledge about morality.
3. Functions of morality
4. The historical path of the formation of ethics.
5. Professional morality of pharmaceutical workers.
6. Code of ethics of pharmacists of Ukraine.
7. Corporate culture of the pharmacy organization.
8. The mechanism of formation of ethical behavior.
9. Proper pharmaceutical and medical practice.
10. The communication algorithm of pharmacists with patients, their families, and doctors.
11. Linguistic and psychological keys to access the person with whom the pharmacist communicates.
12. Psychological types of people-patients.
13. Ethics of relationships: doctor-patient-pharmacist.
14. Motivation in the activity of a pharmacist.
15. Moral climate in the team.

16. Life values and priorities of pharmaceutical workers.
17. Hierarchy of pharmacist needs.
18. Forms of labor stimulation.
19. Bioethics as a modern direction of medicine and pharmacy.
20. Concept of bioethics.
21. Principles and rules of bioethics.
22. WHO criteria for promoting LP on the market.
23. Definition of the concept of "promoting LP to the market".
24. Management ethics.
25. Ethics of labor relations.
26. Organizational commitment.
27. Business ethics.
28. Principles of business ethics.
29. Proper performance of professional duties.
30. Improper performance of professional duties.
31. Offenses and responsibility of a pharmaceutical worker.

12. Recommended literature

Required:

1. Pharmaceutical Law and Legislation: the textbook for applicants for higher education / A.A. Kotvitskaya, I.V. Kubarieva, A.V. Volkova et al. Kharkiv: NUPh: Golden Pages, 2019.204 p.
2. Brenner, S. N. Ethics program and their dimensions / S. N. Brenner // Journal of Business Ethics. – 2015. – № 11. – P. 391-399.
3. Pharmacy Student Survival Guide, 2e/ Ruth E. Nemire, Karen L. Kier// -2019 UK
4. Mnushko, Z. N. Management and marketing in pharmacy. P. I. Management in pharmacy: Texts of Lectures / Z. N. Mnushko, I. V. Sofronova, I. V. Pestun. – Kh.: PH of NUPh, 2016. – 148 p.
5. Pharmaceutical Law and Legislation: the textbook for applicants for higher education / A.A. Kotvitskaya, I.V. Kubarieva, A.V. Volkova et al. Kharkiv: NUPh: Golden Pages, 2019.204 p.

Additional

6. Yashchuk I.S., Petkova I.B., Unguryan L.M., Vyshnytska I.V., Karavelkova Yu.S. Personnel training is one of the strategic directions of increasing the competitiveness of pharmaceutical enterprises. Actual problems of the development of the branch economy and logistics: Mater. VII International. of science -practice conferences with international with the participation of November 15, 2019 / ed. col.: O.V. Posylkina, O.V. Litvinova, Y.G. Onishchenko Kh.: Publishing House of the National Academy of Sciences, 2019. P.118-119.
7. Yashchuk I. S., Unguryan L. M., Belyaeva O. I. Qualitatively implemented management tools as one of the effective methods of achieving strategic goals of a pharmaceutical organization. Management and marketing as part of modern economy, science, education, practice: mater. VIII between. of science - practice distance conf. Kharkiv, March 19. 2020. Kharkiv, 2020. P. 68 - 69.
8. Fateeva K.O., Smirnova O.V., Aleksandrova O.O., Obrazenko M.S. The syndrome of "professional burnout" among employees of the pharmaceutical industry and the main approaches to its study. Modern theoretical and practical aspects of clinical medicine (for students and young scientists): Science. - practice conf. from international participation dedicated to the 150th anniversary of the birth of V. V. Voronin. Odesa, April 9-10, 2020: theses add. Odesa: ONMedU, 2020. P. 50.

13. 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. National Scientific Medical Library of Ukraine <http://library.gov.ua/>
5. National Library of Ukraine named after V.I. Of Vernadsky <http://www.nbuv.gov.ua/>

6. HTA [E-resource]. <https://www.hta.ua>
7. FDA [E-resource]. - Access:<https://www.fda.gov>
8. WHO [E-resource]. - Access:<https://www.who.int>
9. <https://www.sop.com.ua/> - Site of the magazine "Labor Protection Service"
10. <https://esop.mcfr.ua/> - Site of the magazine "Handbook of labor protection specialist"