



MINISTRY OF HEALTH OF UKRAINE  
ODESSA NATIONAL MEDICAL UNIVERSITY  
DEPARTMENT OF ORGANIZATION AND ECONOMICS  
OF PHARMACY

**DIARY**  
**of the**  
**PRODUCTION PRACTICE**  
**FROM**  
**PHARMACEUTICAL MANAGEMENT**  
**AND MARKETING**

For student \_\_\_\_ year of study

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(Full name)

ODESA 2024



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Diary of the production practice from management and marketing in  
Pharmacy / L.M. Unhurian, O.I. Bieliaieva, I.S. Yashchuk. – Odessa. Univ.  
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This diary is developed in accordance with the program of production practice  
from Management and marketing in Pharmacy and designed for foreign students.

**Production practice from management and marketing in pharmacy  
student of \_\_\_\_\_ group \_\_\_\_\_ course of the Freight Faculty  
Odessa National Medical University**

Full name \_\_\_\_\_

Base of practice \_\_\_\_\_

**Internship time:**

from “ \_\_\_ ” \_\_\_\_\_ 20 \_\_ to “ \_\_\_ ” \_\_\_\_\_ 20 \_\_.

Head of practice from the **educational institution:** \_\_\_\_\_

\_\_\_\_\_

(position, Full name)

Head of practice from the pharmacy: \_\_\_\_\_

\_\_\_\_\_

(position, Full name, enterprise seal)

**Thematic plan of industrial practice**

№	Content of work
1.	Study of a pharmaceutical company (pharmacy) as an organization.
2.	Analysis of functions and leadership styles in pharmacy management (at a pharmaceutical company)
3.	Analysis of communication processes of a pharmaceutical company (pharmacy)
4.	Organization of work with personnel
5.	Characteristics of the subjects of market activity of the pharmaceutical enterprise (pharmacy)
6.	To study the assortment policy of a pharmaceutical company (pharmacy)
7.	Analysis of the pricing policy of the pharmaceutical company (pharmacy)
8.	Study of sales activities and methods of promotion of medicines used by a pharmaceutical company (pharmacy)
9.	Characteristics of the external advantages of the pharmacy
10	Compilation of differentiated credit
	Total

**From the description  
regarding the study pharmaceutical company (pharmacy) as an organization  
(1<sup>st</sup> day)**

The name of the pharmacy and the legal address of the founding pharmaceutical company
Location of the pharmacy (center, neighborhood, industrial, residential area, the presence of socio-cultural, commercial facilities, etc.)
Operating mode (including duration of working day)

**Organizational and legal form of ownership and activities of the pharmacy**

Parameter	Specifics	The main differences from other organizations	Legislation
Ownership			
Organizational form			
Activities			
Read the Charter of the company, the constituent documents and documents for accreditation and licensing.			
Examine the organization of liability in the pharmacy:  -what form of material responsibility is used, how many and who are ex officio material persons in departments			

- give an example of the Liability Agreement.

**Characteristics of the internal environment of the pharmacy**

<b>Factors of the internal environment of the pharmacy</b>	<b>Their content in relation to the base of practice</b>
<b>Objectives</b>	
<b>Management structure</b>	
<p>- Determine whether your pharmacy meets the minimum requirements for the opening and operation of the pharmacy and the requirements for the composition and equipment of the pharmacy.</p>	
<p>- Carry out certification of the workplace: describe the equipment and equipment of the workplace, compare with regulations; note the presence of an automated workplace, describe it.</p>	
<b>Examine the functional and job description of the pharmacist at this workplace.</b>	
<p>List the main documents governing the activities in this area.</p>	

<b>Task:</b>	
- work with people	
- work with auxiliary substances material, medicines and medical devices	
- work with information	
<b>Technologies</b>	
<b>Employees by levels:</b>	
- institutional	
- administrative	
- technical (operational)	
- direct performers	
- calculate the ratio of management, pharmaceutical (pharmacists) and additional staff.	
- Compare the quantitative indicators of each staff group and the distribution by position with the recommended standard states and staffing standards.	

### **Characteristics of the external environment of the pharmacy**

<b>Factors of the external environment of direct influence</b>	<b>Their content in relation to the base of practice</b>
<b>Consumers</b>	
<b>Suppliers:</b>	

- medicines and medical devices	
- capital	
- labor resources	
<b>Competitors</b>	
<b>Public authorities</b>	
<b>Legislation</b>	
<b>Contact audiences</b>	
<b>Neighboring organizations</b>	
<b>Interaction with other pharmacies and medical institutions</b>	

**Remarks and signature of the head of practice:**

**Record**  
**of analysis of management functions and leadership style in pharmacy**  
**management (pharmaceutical company)**  
(2<sup>nd</sup> day)

<b>Mission</b>
<b>Purposes of the pharmacy:</b>
- short-term (up to one year)
- medium-term (1-5 years)
-long-term (5-10 years)

**Formation of strategy options**

by stages of the life cycle of the pharmacy
in the areas of its possible development
by characteristics of economic and financial activities



in terms of implementation

**Leadership style**

Assessment of the style of management of the pharmacy
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**Specific examples of use:**

economic methods
administrative
socio-psychological
legal

<b>Remarks and signature of the head of practice:</b>
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**Record**  
**on the analysis of communication processes**  
**pharmaceutical company (pharmacy) as an organization**  
**(3<sup>d</sup> day)**

- 1. Carry out attestation of the workplace, indicate the division of responsibilities between the head of the pharmacy his deputies**

- 2. Analysis of communication processes pharmaceutical company**

**Characteristics of types of communications:**

between structural units

**with the external environment :**

suppliers

consumers

bank
government agencies

### 3. Analysis of the use of information

<b>Types of document flow</b>	<b>Sources of income</b>	<b>Use of information</b>
Administrative		
Pharmaceutical		
Scientific		

### 4. Organization of office work in a pharmacy

<b>Characteristic features</b>	<b>Describe</b>
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<b>of office work</b>	
Nomenclature of cases	
Give examples and copies of incoming documents	
Give examples and copies of source documents	
Organization of control over execution	
The order of archiving and writing off (for example, one incoming and one outgoing document)	

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**Remarks and signature of the head of practice:**

**Record**  
**about the organization of work with personnel**  
(4<sup>th</sup> day)

The procedure for hiring and firing, personal affairs, registration of employment records, orders, characteristics

Analyze the rotation and turnover of staff in the pharmacy and their causes



- violation of the working conditions of the pharmacy staff.

- activities carried out by the pharmacy contribute to the creation of more favorable working conditions for the pharmacy staff

- types of safety briefings conducted at the pharmacy

**3. List the topics of production meetings of the pharmacy (for 1 month), describe the procedure for their conduct and design (protocol).**

**4. Give examples of conflicts and means of resolving them.**

**Remarks and signature of the head of practice:**



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**Record**  
**on the characteristics of the subjects of market activity of the pharmaceutical**  
**enterprise (pharmacy)**  
**(5<sup>th</sup> day)**

**Evaluate the suppliers of pharmacy products in the pharmacy. List the 5 most important suppliers, summarize the data in the form of a table:**

<b>Supplier name</b>	<b>Number of assortment items</b>	<b>Terms of delivery</b>	<b>Delivery time to pharmacy (days)</b>	<b>Advantages and disadvantages</b>
1.				
2.				
3.				
4.				
5.				

**Choosing the best supplier**

Evaluate the correctness of the contract for the supply of goods from suppliers (taking into account the need), payment system, delivery time, mutual claims and sanctions in regulating the relationship between pharmacies and suppliers (attach a copy of the contract).

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**Evaluate competitors , their advantages and disadvantages, summarize the data in the form of a table :**

<b>Name of competitor</b>	<b>At what distance from your pharmacy</b>	<b>Advantages</b>	<b>Disadvantages</b>
<b>1.</b>			
<b>2.</b>			
<b>3.</b>			

<b>Remarks and signature of the head of practice:</b>
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**Record**  
**on research of assortment policy of pharmaceutical enterprise (pharmacy)**  
**(6<sup>th</sup> day)**

**1. Assortment groups in which the pharmacy specializes. What distinguishes it from others?**

**2. Give examples of assortment items of pharmacies that are most in demand:**

<b>Assortment group</b>	<b>Examples (for each item at least 10 items indicating the manufacturer and form of release)</b>
Medicines	
Medicinal plants	
Medical products:	

- sterile disposable products	
- bandages	
- patient care items	
- rubber products	
- sanitation and hygiene items	
- medical and cosmetic products	

**3. Determine the demand for 5 drugs (specified by the teacher) by studying the turnover of the population (for 1 shift). Summarize the data in the table:**

<b>The total number of appeals to the pharmacy for medicine</b>	<b>Name</b>	<b>Number appeals</b>	<b>Number refusals</b>	<b>Number of replacements</b>
<b>1.</b>				
<b>2.</b>				
<b>3.</b>				
<b>4.</b>				
<b>5.</b>				

**Remarks and signature of the head of practice:**

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**Record**  
**on the analysis of the pricing policy of the pharmaceutical company (pharmacy)**  
**(7<sup>th</sup> day)**

Pricing analysis

**1. Analyze the price offers of drugs of the corresponding option (the last digit of the record book number):**

<b>Version</b>	<b>List of drugs</b>	<b>Version</b>	<b>List of drugs</b>
<b>1</b>	<i>Ambroxol</i> tablets. 0.3 № 30 <i>Ranitidine</i> table. 0.15 № 10 <i>Acetylsalicylic acid</i> table 0.5 № 10.	<b>6</b>	<i>Ambroxol</i> tablets. 0.3 № 30 <i>Amoxicillin</i> table. 0.25 № 20. <i>Enalapril</i> tab. 0.01 № 20
<b>2</b>	<i>Enalapril</i> tab. 0.01 № 20 <i>Nifedipine</i> table. 0.01 № 50 <i>Amoxicillin</i> - granules for the preparation of susp. 250 mg / 5 ml, fl. 100 ml	<b>7</b>	<i>Amoxicillin</i> - granules for the preparation of susp. 250 mg / 5 ml, fl. 100 ml <i>Co-trimoxazole</i> table. 480 № 20 <i>Enalapril</i> tab. 0.01 № 20
<b>3</b>	<i>Captopril</i> tab. 0.025 № 20 <i>Co-trimoxazole</i> table. 480 № 20 <i>Cefazolin</i> 1.0 fl for others.	<b>8</b>	<i>Ranitidine</i> table. 0.15 № 10 <i>Captopril</i> tab. 0.025 № 20 <i>Cefazolin</i> 1.0 fl for others.
<b>4</b>	<i>Ranitidine</i> table. 0.15 № 10 <i>Co-trimoxazole</i> table. 480 № 20 <i>Nifedipine</i> table. 0.01 № 50	<b>9</b>	<i>Acetylsalicylic acid</i> table 0.5 № 10. <i>Nifedipine</i> table. 0.01 № 50 <i>Ambroxol</i> tablets. 0.3 № 30
<b>5</b>	<i>Acetylsalicylic acid</i> table 0.5 № 10. <i>Cefazolin</i> 1.0 fl for others. <i>Amoxicillin</i> table. 0.25 № 20.	<b>0</b>	<i>Amoxicillin</i> - granules for the preparation of susp. 250 mg / 5 ml, fl. 100 ml (or 60 ml per 100 ml). <i>Ranitidine</i> table. 0.15 № 10 <i>Acetylsalicylic acid</i> table 0.5 № 10.

**The results of the study should be presented in the form of tables:**

\_\_\_\_\_  
(international non-proprietary name)

<b>№</b>	<b>Trade name of the drug</b>	<b>Producer</b>	<b>Price</b>	<b>Availability ratio</b>

\_\_\_\_\_  
(international non-proprietary name)

<b>№</b>	<b>Trade name of the drug</b>	<b>Producer</b>	<b>Price</b>	<b>Availability ratio</b>

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(international non-proprietary name)

№	Trade name of the drug	Producer	Price	Availability ratio

**The coefficient of availability** is determined by the formula:  $K_{av} = (P_{av} / S_{av}) - 1$ ;  
**P<sub>av</sub>** - average retail price of the drug for a certain period, UAH;  
**S<sub>av</sub>** - average salary for a certain period, UAH  
**The modulus of availability indicates the availability of the drug.**

**Conclusions:**

**Remarks and signature of the head of practice:**



**Record**  
**on marketing activities and methods of promoting medicines used by a**  
**pharmaceutical company (pharmacy)**  
(8<sup>th</sup> day)

Using the principles of pharmaceutical ethics

Speed and quality of public service

Exterior interior and features of pharmacy merchandising

Additional services provided by the pharmacy

Methods and measures of sales promotion aimed at consumers and pharmacy staff

**Remarks and signature of the head of practice:**

**Write down the main economic indicators of the pharmacy for the current and 2-3 previous years (total for the year and by quarters):**

• gross income (sales volume)

• gross profit (amount and average level of trade margin)

• pharmacy costs (average level and amount)

• net (economic) profit (amount and level)

-Carry out an economic analysis of these indicators in the dynamics (calculate the growth rate).

- Give the calculation of the forecast of sales for the quarter, gross and net profit.

- Suggest possible ways to increase the profitability of the pharmacy.

- List the main items of pharmacy costs.

-Describe measures to reduce costs in the pharmacy.



**Record**  
**on the characteristics of the external advantages of the pharmaceutical company**  
**(pharmacy)**  
**(10<sup>th</sup> day)**

Evaluation and analysis of the factors of preferences of the pharmacy is carried out on a scale of 0 (underdevelopment, underdevelopment or catastrophic state of the factor) up to 5 (high level of development and severity of the relevant factor).

Factors	Average impact assessment, points	The weight of the factor	Balanced level of influence, points
Location of the pharmacy		0.20	
Pricing policy		0.20	
Characteristics (completeness) of the range of drugs		0.15	
Using the principles of pharmaceutical ethics		0.15	
Speed and quality of service for pharmacy visitors		0.10	
Exterior interior and features of pharmacy merchandising		0.10	
The mode of operation of the pharmacy		0.05	
Additional services provided by the pharmacy		0.05	
Total:			

<b>Remarks and signature of the head of practice:</b>
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**Documentary report from production practice**

Name of documents	Mark of availability
License (copy)	
Agreement with the supplier (copy)	
Job descriptions (copies)	
Safety instructions (copy)	
Journal of registration of inspections by regulatory authorities (copy)	
Orders on employment, transfer, dismissal (copies)	

Stamp/ signatures:

\_\_\_\_\_

(student)

\_\_\_\_\_

(direct supervisor)

