

**MINISTRY OF HEALTH OF UKRAINE
ODESA NATIONAL MEDICAL UNIVERSITY**

International Faculty

Department of Organization and economics of Pharmacy with post-diploma specialization

**Syllabus of the academic discipline
Production practice Pharmaceutical management and marketing**

Scope of the academic discipline	The total number of hours per discipline: 120 hours, 4credits
Days, time, place of educational discipline	According to the schedule of classes Department of Organization and economics of Pharmacy with post-diploma specialization Odesa, str. Malinovska, bldg. 37, 2nd floor, room 211
Teacher(s)	head of the department, PhD in Pharmacy, Assoc. prof., Oksana BIELIAIEVA senior teacher Iryna YASHCHUK
Contact Information	Yashchuk Iryna Serhiivna Iryna.yashchuk @onmedu.edu.ua BIELIAIEVA Oksana Ivanivna Odesa, str. Malinovskiyi, bldg. 37, 2nd floor, Department of Organization and economics of Pharmacy with post-diploma specialization oksanabelyayeva @ onmedu . edu . u.a Face-to-face consultations: from 2:30 p.m. to 4:00 p.m. every Tuesday, from 9:00 a.m. to 1:00 p.m. every Saturday. Online - consultations: from 2:30 p.m. to 4:00 p.m. every Tuesday, from 9:00 a.m. to 1:00 p.m. every Saturday. The link to the online consultation is provided to each group during classes separately.

COMMUNICATION

Communication with students can be carried out in the classroom (face-to-face) or remotely.

During distance learning, communication is carried out through the Microsoft Teams platform and with the help of messengers Viber, Telergram, WhatsApp, Zoom , by creating separate groups of students, and e-mail.

ABSTRACT OF THE ACADEMIC DISCIPLINE

The subject of the study of the discipline the formation of graduates of higher pharmaceutical education of a complex of professional competencies regarding the creation of a complete system of successful management of a pharmaceutical organization, including necessary for the implementation of effective marketing activities.

Prerequisites and post-requisites of the discipline (place of the discipline in the educational program):

Prerequisites: "Ukrainian language (by professional direction), "Foreign language" (by professional direction), "Introduction to pharmacy", "Pharmaceutical law and legislation", "Fundamentals of economics in pharmacy", "Pharmacology", "Drug technology", "Ethics and

deontology in pharmacy", "Information technologies in pharmacy", "World pharmaceutical distribution", "Psychologies of communication".

Postrequisites: "Organization and economics of pharmacy", "Pharmacoeconomics", "Social pharmacy", "Assessment of medical technologies", "Pharmaceutical logistics"

The purpose of the discipline : formation of knowledge about the basic categories of management and marketing, providing future specialists with the opportunity to perform functional duties in a qualitative manner, entrepreneurial activity in market conditions, as well as general and marketing management of pharmaceutical enterprises, wholesale firms and pharmacies with various forms of management.

Tasks of the discipline :

1. formation of higher pharmaceutical education graduates of professional knowledge, skills and ideas regarding the creation of a complete, effective and flexible management system of a pharmaceutical organization in the conditions of a constantly changing market environment;
2. familiarization with the practical application of mechanisms of managerial influence on the collective of employees in the conditions of market relations, study of communication processes;
3. study of strategy and tactics of managerial activity and decision-making;
4. mastering the methods of researching the pharmaceutical market and analysing the market opportunities of a pharmaceutical enterprise;
5. Research of product, price, sales and communication policies of pharmaceutical enterprises.

Expected results:

As a result of studying the academic discipline, the applicant must:

Know:

- Current trends in the industry and analyse their features of the modern professional environment and professional activity;
- Structure and features of professional activity;
- know the mechanisms of adaptation and algorithms of actions in the new situation;
- Modern information and communication technologies;
- know the tactics and strategies of communication, laws and methods of communication behaviour;
- Methods for assessing the quality of work performed;
- Basic management approaches in the professional activities of pharmaceutical organizations, principles of HR management and self-management;
- regulatory and legislative framework of Ukraine, a set of good pharmaceutical practices that regulate the requirements for professional activity;
- legal and ethical standards of professional behavior and responsibility;
- basic principles of organization of general and marketing management within the marketing mix of pharmaceutical market players;

be able to:

- to take initiative; to constantly search for new opportunities beyond existing resources,
- engage in self-development and self-realization;
- carry out professional activities that require updating and integrating knowledge;
- adapt to new situations and act accordingly;
- to apply modern information and communication technologies in practical activities;
- choose methods and strategies of communication to ensure effective teamwork;
- ensure the quality of work performed;
- apply the acquired knowledge in practical activities, demonstrate leadership skills;
- to apply knowledge of regulatory and legal acts of Ukraine and recommendations of good pharmaceutical practices in practice;
- demonstrate communication skills in practical activities, form and develop social and labor relations;
- conduct marketing research and use its results for general and management of marketing

activities of pharmaceutical organizations;

DESCRIPTION OF THE PRACTICE

Forms and methods of education

The course will be taught in the form of lectures (0 hours) and practical classes (60 hours), organization of students' independent work (60 hours).

Teaching methods:

Practical classes:

verbal methods: conversation, explanation, discussion, discussion of the acute issues;

visual methods: illustration (including multimedia presentations);

practical methods: testing, solving situational tasks (including calculation ones).

Independent work:

independent work with recommended basic and additional literature, with electronic information resources, preparation for practical classes;

independent performance of an individual task, preparation of a presentation to defend an individual task.

Content of the academic discipline

Topic 1. Acquaintance with the pharmacy as an organization.

Topic 2. Analysis of functions and methods of management and leadership style in the management of a pharmacy.

Topic 3. Analysis of communication processes of the pharmacy.

Topic 4. Organization of work with personnel.

Topic 5. Study of the activity of the subjects of the pharmaceutical market.

Topic 6. Research of product policy of pharmacy.

Topic 7. Pricing policy of the pharmacy.

Topic 8. Study of sales policy of the pharmacy.

Topic 9. Communication policy of the pharmacy.

Topic 10. Characteristics of the external advantages of the pharmacy.

List of recommended literature (main)

Basic literature:

Main:

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.
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.
5. Management and marketing in pharmacy: Workbook for independent work of students (tests with explanations) / Z.M. Mnushko, I.V. Pestun, I.V. Sofronova and others.—Kharkiv: NUPh: Golden Pages, 2013. — 128 p.
6. Reporting Program on the Practical Training of Foreign Students, passing practice in their Native Country; edited by Z.N. Mnushko -Kharkiv. NUPh., 2013. – 18 p.

7. Reporting Program on the Practical Training of Foreign Students, passing practice in Kharkiv; edited by Z.N. Mnushko – Kharkiv. 2013. – 18 p.

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. Standards 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.nbu.gov.ua/>
7. Modern healthcare. URL: <https://www.modernhealthcare.com/vital-signs-healthcare-blog>

ASSESSMENT

Forms and methods of current control: oral survey, testing (form or computer), control written works, assessment of solving computational problems, assessment of performance of practical skills, assessment of communication skills during role play, solution of situational/case tasks, assessment of activity in class.

Forms and methods of final control: exam

Assessment of knowledge (distribution of points):

Evaluation of the current educational activity in a practical lesson :

1. Evaluation of theoretical knowledge on the subject of the lesson:
 - methods: survey, solving a situational problem
 - the maximum score is 5, the minimum score is 3, the unsatisfactory score is 2 .

2. Assessment of practical skills on the topic of the lesson:
- methods: assessment of the correctness of the performance of practical skills
 - the maximum score is 5, the minimum score is 3, the unsatisfactory score is 2.
- The grade for one practical session is the arithmetic average of all components and can only have a whole value (5, 4, 3, 2), which is rounded according to the statistical method.

Criteria of ongoing assessment at the practical class

Excellent «5»	The applicant is fluent in the material, takes an active part in discussing and solving the situational problem, confidently demonstrates practical skills.
Good «4»	The applicant has a good command of the material, participates in the discussion and solution of the situational problem, demonstrates practical skills.
Satisfactory «3»	The acquirer does not have enough knowledge of the material, takes part in the discussion and solution of the situational problem without confidence, demonstrates practical skills with significant errors.
Unsatisfactory «2»	The applicant does not possess the material, does not participate in the discussion and solution of the situational problem, does not demonstrate practical skills.

Credit Test 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. The student has an average current rating of at least 3.0 and has no academic debt.

Evaluation of the results of the students' training during the final control – Graded Test

The content of the evaluated activity	Number of points
Presentation of the practice report	2
Answers to theoretical questions.	2

Possibility and conditions of obtaining additional (bonus) points: not provided

INDEPENDENT WORK OF STUDENTS OF HIGHER EDUCATION

The independent work of the students, which is provided by the subject of the lesson along with the classroom work, is evaluated during the current control of the topic in the corresponding lesson.

THE POLICY OF THE EDUCATIONAL COMPONENT

Deadlines and Rescheduling Policy:

- Absences of classes for non-respectable reasons will be worked out according to the schedule of the teacher on duty.
- Absences for valid reasons are worked out according to an individual schedule with the permission of the dean's office.

Academic Integrity Policy :

Applicants must observe academic integrity, namely:

- independent performance of all types of work, tasks, forms of control provided for by the work program of this educational discipline;
- references to sources of information in case of use of ideas, developments, statements, information;
- compliance with the legislation on copyright and related rights;
- provision of reliable information about the results of one's own educational (scientific) activity, used research methods and sources of information.

Unacceptable in educational activities for participants of the educational process are:

- the use of family or official ties to obtain a positive or higher grade during any form of control of

academic performance or academic merit;

- use of prohibited auxiliary materials or technical means (cheat sheets, notes, micro-earphones, telephones, smartphones, tablets, etc.) during control measures;
- going through procedures for monitoring the results of training by fake persons.

For violation of academic integrity, students may be held to the following academic responsibility:

- a decrease in the results of assessment of the control work, assessment in class, credit, etc.;
- retaking the assessment (test, credit, etc.);
- assignment of additional control measures (additional individual tasks, control works, tests, etc.);
- conducting an additional inspection of other works authored by the violator.

Attendance and Tardiness Policy:

- Form of clothing: a medical gown that completely covers the outer clothing.
- State of health: applicants suffering from acute infectious diseases, including respiratory diseases, are not allowed to attend classes.
- A student who is late for class can attend it, but if the teacher has put "nb" in the journal, he must complete it in the general order.

Use of mobile devices :

Mobile devices may be used by students with the permission of the instructor if they are needed for the assignment.

Behavior in the audience:

The behavior of applicants and teachers in the classrooms must be working and calm, strictly comply with the rules established by the Regulations on academic integrity and ethics of academic relations at Odessa National Medical University , in accordance with the Code of Academic Ethics and University Community Relations of Odessa National Medical University , Regulations on Prevention and detection of academic plagiarism in the research and educational work of higher education applicants, scientists and teachers of Odesa National Medical University .