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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | |  | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | INTEGRATED ACADEMIC STUDIES OF PHARMACY | | |
| Study Module (if applicable) | | | |  | | |
| Course title | | | | Basics of pharmaceutical management | | |
| Level of study | | | | ☐Bachelor x Master’s ☐ Doctoral | | |
| Type of course | | | | ☐ Obligatory x Elective | | |
| Semester | | | | x Autumn Spring | | |
| Year of study | | | | V | | |
| Number of ECTS allocated | | | | 2 | | |
| Name of lecturer/lecturers | | | | Prof. Ass. Ivana Arsić, Ass. prof. Dr Dragana Pavlović | | |
| Teaching mode | | | | xLectures xGroup tutorials x Individual tutorials  ☐Laboratory work x Project work x Seminar  ☐Distance learning ☐ Blended learning x Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| Upon completion of the course the student will:   * acquire knowledge on the general and basic principles of modern management and the need for work organization development (in macro and micro-system) * know and master health management system and organization of pharmaceutical sector (from preparation to patients) by knowing the basic working standards * develop the basic management skills of pharmaceutical market and pharmaceutical services and recognize the values important for the society, economy and the individuals * apply and integrate pharmaceutical knowledge and skills with management skills for a pharmacy’s competitive management | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| Specificity of pharmaceutical management in economy and health systems, their interactions and importance for the society (macro), pharmacy/company (micro) and individuals. Healthcare system management, healthcare policy and national drug policy. Basic methods of marketing behaviour in pharmaceutical market of new and generic drugs, health sector market and basic skills in organisation/management of pharmaceutical practice according to basic work standards, processing small algorithms. Terms and processes in supply chain management (manufacturer-pharmaceutical wholesaler-pharmacy-health system). Importance of quality in pharmacy practice and differences between quality assurance, quality control, and continuous quality improvement. Employee management and how to create a harmonious work environment that promotes effective communication between pharmacy staff, medical professionals, care givers, patients, and customers. General principles of pharmaceutical marketing; marketing mix, models, methods and marketing techniques. Marketing research methods – SWOT matrix. Panel discussion on topics of marketing processes and management functions (case studies from the industry and pharmacies) and strategies of development of businesses according to current legislation and good practices in pharmacy. | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| x Serbian (complete course) ☐ English (complete course) ☐ Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)  x Serbian with English mentoring ☐Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | |
| **ASSESSMENT METHODS AND CRITERIA** | | | | | | |
| **Pre exam duties** | **Points** | | **Final exam** | | | **points** |
| **Activity during lectures** | **25** | | **Written examination** | | | **40** |
| **Practical teaching** | **35** | | **Oral examination** | | | **-** |
| **Teaching colloquia** | **-** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |