

Faculty of Medicine / PHARMACY /

Course:				
Course ID	Course status	Semester	ECTS credits	Lessons (Lessons+Exercises+Laboratory)
11544	Mandatory	2	10	4+0+0
Programs	PHARMACY			
Prerequisites	None			
Aims	Acquiring knowledge about the behavioral aspects of pharmacy and the influence of society on pharmaceutical practice. Mastery of methods for researching public health, social factors influencing health or disease incidence, and the use of medications			
Learning outcomes	Application of knowledge in social pharmacy and methods for research in social pharmacy. The ability to critically evaluate domestic and international health databases and assess attitudes, beliefs, and behaviors related to health and illness. Critical thinking skills in the field of public health.			
Lecturer / Teaching assistant	Zorica Potpara, PhD, Assoc. Prof			
Methodology	Interactive lectures, case analyses, workshops, panel discussions, seminar projects			
Plan and program of work				
Preparing week	Preparation and registration of the semester			
I week lectures	Professional development of pharmacy – economic and health aspects (clinical, social, economic)			
I week exercises	Discussions on the development of pharmacy			
II week lectures	Pharmaceutical industry and healthcare			
II week exercises	Discussions on drug production locally and in the surrounding region			
III week lectures	Standardization and accreditation in health and pharmacy			
III week exercises	Analysis of standards in pharmacy			
IV week lectures	Research methods in social pharmacy			
IV week exercises	Literature review			
V week lectures	Measurement methods and tools for quality management in pharmaceutical and health systems			
V week exercises	Workshops/Seminars on the previous topic			
VI week lectures	Health systems and organizational systems of healthcare			
VI week exercises	Analysis of healthcare systems in the environment			
VII week lectures	Good practices in pharmacy			
VII week exercises	Discussions on good practices in pharmacy			
VIII week lectures	Regulation in the field of drug advertising			
VIII week exercises	Literature review on drug advertising regulations			
IX week lectures	Role of pharmacists in rational drug use			
IX week exercises	Case analysis on rational drug use			
X week lectures	Pharmaceutical health services; analysis of structure-process-outcome correlations			
X week exercises	Workshop/Seminar on the previous lecture topic			
XI week lectures	Development of pharmaceutical health services and quality indicators			
XI week exercises	Seminar project defense			
XII week lectures	Standardized quality management systems (ISO 9001; ISO 22000; ISO 17025; ISO 13845)			
XII week exercises	Case analysis			
XIII week lectures	Key performance indicators (SMART Criteria)			
XIII week exercises	Case presentation			
XIV week lectures	Methodology for quality evaluation and improvement			
XIV week exercises	Workshop on the topic related to the previous lecture			

XV week lectures		National pharmaceutical regulations and legislation				
XV week exercises		Literature review				
Student workload		Teaching and final exam: (13.33 hours) x 16 = 213.28 hours. Necessary preparations before the beginning of the semester (administration, enrollment, verification): (13.33 hours) x 2 = 26.66 hours. Total workload for the course: 10 x 30 = 300 hours. Workload structure: 234.56 hours (teaching and final exam) + 29.32 hours (preparation) + 42 hours (overtime)				
Per week		Per semester				
10 credits x 40/30=13 hours and 20 minuts 4 sat(a) theoretical classes 0 sat(a) practical classes 0 excercises 9 hour(s) i 20 minuts of independent work, including consultations		Classes and final exam: 13 hour(s) i 20 minuts x 16 =213 hour(s) i 20 minuts Necessary preparation before the beginning of the semester (administration, registration, certification): 13 hour(s) i 20 minuts x 2 =26 hour(s) i 40 minuts Total workload for the subject: 10 x 30=300 hour(s) Additional work for exam preparation in the preparing exam period, including taking the remedial exam from 0 to 30 hours (remaining time from the first two items to the total load for the item) 60 hour(s) i 0 minuts Workload structure: 213 hour(s) i 20 minuts (courses), 26 hour(s) i 40 minuts (preparation), 60 hour(s) i 0 minuts (additional work)				
Student obligations		Attendance in theoretical classes is mandatory. Preparation and presentation of seminars are mandatory.				
Consultations						
Literature		1. Donyai Parastou. Social and Cognitive Pharmacy: Theory and Case Studies. London: Pharmaceutical Press; 2012. 2. Paul Bissell, Janine Morgall Traulsen. Sociology and Pharmacy Practice. London: Pharmaceutical Press; 2005. 3.N Rickles & N Weirtheimer (eds). Social and Behavioral Aspects of Pharmacy Practice. New York: Haworth Press; 2009. 4. Harding G, Nettleton S, Taylor K. Social Pharmacy: Innovation and Development. London: The Pharmaceutical Press; 1994. 5. Gledović Z, Janković S, Jarebinski M, Marković-Denić Lj, Pekmezović T, Šipetić-Grujičić S, Vlajinac H. In: Vlajinac H, Jarebinski M (editors). Epidemiology. Belgrade: Faculty of Medicine, University of Belgrade, 2006				
Examination methods		Attendance in theoretical classes: (0-10) points Seminars and presentation: (0-40) points Final exam: (0-50) points				
Special remarks		None.				
Comment						
Grade:	F	E	D	C	B	A
Number of points	less than 50 points	greater than or equal to 50 points and less than 60 points	greater than or equal to 60 points and less than 70 points	greater than or equal to 70 points and less than 80 points	greater than or equal to 80 points and less than 90 points	greater than or equal to 90 points