

Faculty of Medicine / PHARMACY / BASIC OF PHARMACEUTICAL MANAGEMENT

Course:	BASIC OF PHARMACEUTICAL MANAGEMENT			
Course ID	Course status	Semester	ECTS credits	Lessons (Lessons+Exercises+Laboratory)
7634	Mandatory	9	7	3+0+0
Programs	PHARMACY			
Prerequisites	None			
Aims	The goal of studying the subject is that students become familiar with the general and basic principles of modern business/management, the need for the development of work organizations, and to master healthcare system management. Additionally, the aim is for the student to acquire knowledge in organizing the pharmaceutical sector and to gain skills in the pharmaceutical market for goods and services.			
Learning outcomes	The ability to understand fundamental processes in management that the student should successfully demonstrate after the learning process, focusing specifically on managing organizations, with an emphasis on healthcare systems.			
Lecturer / Teaching assistant	Zorica Potpara, PhD, Assoc. Prof			
Methodology	Lectures, practical classes (workshops), seminars, and consultations			
Plan and program of work				
Preparing week	Preparation and registration of the semester			
I week lectures	Introduction to pharmaceutical management			
I week exercises	Familiarization with management in pharmacy, examples			
II week lectures	Basic organization theories; quality system management; organizational changes, organizational models			
II week exercises	Discussions - quality system, significance of quality in pharmacy			
III week lectures	Healthcare system management; health policy			
III week exercises	Panel discussions - healthcare system in Montenegro			
IV week lectures	Management in the pharmaceutical industry and pharmacy			
IV week exercises	Panel discussion on topics from the functions of management			
V week lectures	National drug policy; logistics and supply of public health			
V week exercises	Discussions - drug lists			
VI week lectures	National procurement law and practices in drug procurement			
VI week exercises	Panel discussion and case analysis			
VII week lectures	Pharmaceutical market and business of generic drugs			
VII week exercises	Examples of generic drug brands			
VIII week lectures	Marketing concept of drugs social value			
VIII week exercises	Workshop - examples of marketing strategies and methods in selected therapeutic drug groups for chosen markets			
IX week lectures	Methods and strategies in pharmaceutical marketing			
IX week exercises	Selected therapeutic drug groups and their marketing			
X week lectures	Supplier chain - good pharmaceutical practice standards			
X week exercises	Discussions on drug wholesale			
XI week lectures	Management of public pharmacy			
XI week exercises	Examples of pharmaceutical health services processes			
XII week lectures	Project management in health promotion			
XII week exercises	Examples and discussions on health promotion			
XIII week lectures	Information and Communication Technologies (ICT) in health and drug promotion			
XIII week exercises	Discussions on communication in the pharmaceutical sector			

XIV week lectures	Competitive pharmacy					
XIV week exercises	Panel discussion on the topic of competitive pharmacy					
XV week lectures	Management of pharmaceutical waste					
XV week exercises	Panel discussions on pharmaceutical waste					
Student workload	Weekly 7 credits x 40/30 = 9.33 hours. Structure: 3 hours of lectures 6.33 hours of independent student work. Teaching and final exam: (9.33 hours) x 16 = 149.33 hours. Necessary preparations before the beginning of the semester (administration, enrollment, verification): (9.33 hours) x 2 = 18.66 hours. Total course workload: 7 x 30 = 210 hours. Workload structure: 149.33 hours (teaching and final exam) + 18.66 hours (preparation) + 42 hours (overtime)					
Per week			Per semester			
7 credits x 40/30=9 hours and 20 minuts 3 sat(a) theoretical classes 0 sat(a) practical classes 0 excercises 6 hour(s) i 20 minuts of independent work, including consultations			Classes and final exam: 9 hour(s) i 20 minuts x 16 =149 hour(s) i 20 minuts Necessary preparation before the beginning of the semester (administration, registration, certification): 9 hour(s) i 20 minuts x 2 =18 hour(s) i 40 minuts Total workload for the subject: 7 x 30=210 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) 42 hour(s) i 0 minuts Workload structure: 149 hour(s) i 20 minuts (courses), 18 hour(s) i 40 minuts (preparation), 42 hour(s) i 0 minuts (additional work)			
Student obligations			Regular attendance in lectures and practical sessions. Continuous acquisition of knowledge and skills.			
Consultations			With the subject teacher according to established schedules			
Literature			1. Winfield A.J. Pharmaceutical Practice, Churchill Livingstone third ed.2004. 2. Smith M.C., Wertheimer A.I. Social and behavioral aspects of pharmaceutical care. Pharmaceutical Press. 1996. 3. Smith F. Research Methods in Pharmacy Practice. Pharmaceutical Press. 2005. 4. Kayne SB. Pharmacy business management. Pharmaceutical Products Press. 2005. 5. Remington: Science and Practice of Pharmacy. Lippincott Williams and Wilkins 21st ed.2005			
Examination methods			Pre-examination requirements: 50 points attendance at lectures (0-8 points); practical teaching (seminars, panel discussions) (0-22 points); Test: (0-20 points). Final exam: (0-50 points). Grade: A B C D E F Number of points: 90-100 80-89 70-79 60-69 50-59 < 50			
Special remarks			None			
Comment			Additional information about the subject can be obtained from the subject teacher			
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