

Course Title	Principles of Management and Economics in Pharmaceutical Business			
Course Code	PHA418			
Course Type	Pharmacy Elective			
Level	BSc (Level 1) / MPharm (Level 2)			
Year / Semester	2 nd / 4 th Semester			
Teacher's Name	Dr G Papagiouvannis, Ms A. Balasopoulou			
ECTS	6	Lectures / week	3	Laboratories/week -
Course Purpose	<p>This course is designed to offer Pharmacy students a broad introduction to the principles of management in healthcare and pharmaceutical business. The purpose is to introduce students to principles of general management, marketing, finance and economics of a pharmaceutical business, organisational behaviour and leadership, management teams, strategy and marketing, finance and accounting. Aim is the preparation of students for drug and medical devices industry, pharmaceutical sales and pharmacy distribution systems, as well as for running a dispensing community pharmacy.</p>			
Learning Outcomes	<p>By the end of this course, the students should be able to:</p> <ul style="list-style-type: none"> • Explain the basic principles of management in the health care and pharmaceutical business; • Analyse the general management, marketing, financing and economics of the mentioned institutions; • Recognise the importance of the organisational behaviour and leadership, the managing teams, strategy of marketing and production management, finance and accounting; • Employ and encourage honesty, integrity, professionalism and personal responsibility in response to a changing environment; • Apply knowledge/skills to future management of a pharmacy or a business concerning drugs and cosmetics. • Use strategies to communicate with patients and professionals in health care and manage potential conflicts 			
Prerequisites	None	Corequisites	None	
Course Content	<p>Introduction to the principles of management in healthcare and the pharmaceutical business.</p> <p>General Management, Marketing and Finance.</p> <p>Organisational behaviour and Leadership, Management teams, Strategy and Marketing, Operations/Production management, Project Management, and basic concepts of Finance and Accounting.</p> <p>The objective is to develop and encourage honesty, integrity, professionalism and personal responsibility in response to the changing environment.</p>			

	<p>Management and economics in drug and medical device industry, pharmaceutical sales and pharmacy distribution systems.</p> <p>Communication skills and strategies used by a pharmacist in health care practice concerning patients and other professionals (the nature of interpersonal communication, ethics in communication, strengthening of relationships, enhancement of written and verbal communication in pharmaceutical business, handling complaints - frequency of complaints, theories and techniques of persuasive communication).</p>
<p>Teaching Methodology</p>	<p>The teaching methodology includes lectures on the theory to better apprehend the basic concepts of the course. The instructor uses PowerPoint presentations with detailed notes in order to help students better understand theory. Methods such as discussion, questions/answers, pros/cons, brainstorming, debates and cooperative learning are used to enhance student's participation. A debate-focused flipped classroom will be used to enhance student engagement, while also improving learning outcomes. Lots of examples are discussed and recent research results are also presented.</p>
<p>Bibliography</p>	<p>(a) <u>Textbooks:</u></p> <ul style="list-style-type: none"> • “Pharmacy Management: Essentials for All Practice Settings”, D.P. Zgarrick, L.R. Moczygemba, G.L. Alston, S.P. Desselle, McGraw Hill, 5th edition, 2019. • “Essentials of Pharmacy Management”, D. Tootelian, A. Wertheimer, A. Mikhailitchenko, Pharmaceutical Press, 2nd edition, 2012. • Φαρμακευτικό μάρκετινγκ. Θεωρία, πρακτική και δεοντολογία. Ν.Καζάζης. Εκδόσεις Σταμούλη, 2011. • Communication Skills in Pharmacy Practice. Robert Beardsley, 7th Ed., Wolters Kluwer, 2019. <p>(b) <u>References:</u></p> <ul style="list-style-type: none"> • “Pharmacy Management, Leadership, Marketing and Finance”, M.A. Chisholm-Burns, A.M. Vaillancourt, M. Shepherd, Jones & Bartlett Publishers, 2010 • “Pharmacy business management”, S.B. Kayne, Pharmaceutical Press, 2006.

Assessment	<ul style="list-style-type: none"> • Course work 50% • Final Examination <p>50%</p> <p>Course evaluation is done by:</p> <p>(a) a written examination during the semester which examines specific modules of the course and it accounts for 50% of the total grade and (b) a final written examination which examines all modules of the course material and it accounts for 50% of the total grade.</p> <p>Students are prepared for the above written exams over the theoretical background in the classroom. Questions of gradual difficulty apply to the evaluation of the mid-term and final examination. There may be open questions, multiple choice or right/wrong questions.</p> <p>The above criteria and assessment tools, as well as their weight, are communicated to the students, and are formulated in such a way in order to maximize the expected learning outcomes as well as the quality of the course.</p>
Language	Greek, English