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**Federal State Autonomous Educational Institution
of higher education "Peoples' Friendship University of Russia".**

Medical Institute

(name of the main educational unit (EIU) - the developer of the postgraduate program)

Department of Management and Economics of Pharmacy

(name of the basic educational unit (BUP)-developer of the postgraduate program)

DISCIPLINE WORK PROGRAM

Organization of pharmaceutical business

(Name of discipline/module)

Academic specialty:

3.4.3 – Social and administrative pharmacy

(code and name of the scientific specialty)

The study of the discipline is carried out within the framework of the postgraduate program:

Social and administrative pharmacy

(name of postgraduate program)

2023 г.

1. PURPOSE OF MASTERING THE DISCIPLINE

The purpose of mastering the discipline « Organization of pharmaceutical business» is to prepare for the candidate examinations, as well as developing in-depth knowledge and acquisition of professional competencies of a researcher in the field of management and economics of pharmacy.

Objectives of the discipline:

- In-depth study of the theoretical, methodological and applied foundations of the organization of pharmaceutical activities;
- To form and improve the professional training of the pharmacist in the field of management of pharmaceutical organizations, which has a critical thinking, well oriented in modern conditions and adequately responding to changes in the environment, able to organize activities aimed at consumers, which has in-depth knowledge of related disciplines;
- formation of skills in mastering new technologies, including digital, which are used in the activities of pharmacy organizations, or will be used in the future;
- formation of abilities and skills of independent research and pedagogical activity in the field of organization of pharmaceutical activity.

2. REQUIREMENTS FOR THE RESULTS OF THE DISCIPLINE

Mastering the discipline "Organization of pharmaceutical business" is aimed at preparing for the examinations.

As a result of studying the discipline the postgraduate student should:

Know:

- The structure of the modern health care system of the Russian Federation; the basics of the legislation of the Russian Federation on the protection of citizens' health and ensuring sanitary and epidemiological well-being in the country;
- basics of organization of pharmaceutical care (outpatient and inpatient) to different groups of population;
- basic principles of state regulation, including pricing of pharmaceutical products at all stages of the movement of goods;
- basics of economics of pharmacy organizations, methods of financial analysis of the main indicators of activity, taxation system, methods of external reporting (accounting, statistical, tax);
- basics of pharmaceutical marketing and pharmaceutical logistics;
- theoretical foundations of pharmaceutical management, principles of good pharmacy practice, methods of personnel management of pharmaceutical organizations.

Be able to:

- carry out pharmaceutical examination of prescriptions and conduct pharmaceutical counseling in the release of drugs and other goods of pharmacy assortment, to work in the MDLP system;
- to carry out acceptance of pharmaceutical goods in terms of quality and quantity, with the carrying out of commodity science analysis to assess their consumer properties and safety; to carry out commodity science analysis of the range of pharmaceutical products and medical devices and to form its optimal structure;
- to form prices for the goods of pharmaceutical range at all stages of commodity circulation, including intra-pharmacy manufacturing;
- to inform doctors, pharmacists and the public about the main characteristics of drugs, belonging to a particular pharmacotherapeutic group, indications and contraindications for

use, the possibility of replacing one drug by another and the rational use, as well as the rules of storage;

- to manage the personnel of pharmaceutical organization, to implement an effective personnel policy with the use of motivational settings;
- to analyze the financial and economic condition of the pharmacy and to propose measures to improve the effectiveness of the pharmacy organization;
- to forecast the economic performance of the pharmacy.

Possess:

- normative, reference and scientific literature to solve professional problems;
- technologies of organizing the processes of activity in the main links of the pharmaceutical market distribution system;
- methods of personnel management in pharmaceutical organizations, to ensure the observance of health and safety rules and labor legislation; to develop accounting policies, to account for inventory: cash and settlements, to prepare reports for internal and external users of accounting information;
- methods of financial and economic analysis, analysis of the main indicators of the pharmacy; to develop a business plan; to analyze the property and liabilities of the pharmacy, to assess the degree of entrepreneurial risk
- methods of marketing analysis of the range of pharmacy organizations, methods of segmenting the pharmaceutical market, the organization of consumer-oriented activities;
- methods for determining the information needs of consumers of medicines, methods of providing information and consulting services;
- modern computer technology, used in the organizations of the circulation of medicines;
- principles of ethics and deontology in communication with medical and pharmaceutical workers, consumers.

3. SCOPE OF THE DISCIPLINE AND TYPES OF ACADEMIC WORK

The total labor capacity of the discipline " Social and administrative pharmacy " is 4 credit units.

Table 3.1. Types of educational work by periods of study of the postgraduate program

Type of study work	TOTAL, ac.h.	Course				
		1	2	3		
<i>Contact work, ac.h.</i>	72	36	36	-	-	
including:						
Lectures (LL)	36	18	18	-	--	
Laboratory work (LW)						
Practical/seminar classes (SP)	36	18	18	-	-	
<i>Independent work of students, ac.h.</i>	63	36	27	-	-	
<i>Control (credit with grade), ac.h.</i>	9		9	-	-	
Total labor input of the discipline	acc.h.	144	72	72	-	-
	credit	4	2	2	-	-

4. CONTENT OF THE DISCIPLINE

Table 4.1. Content of the discipline (module) by type of study work

Title of the section of the discipline	Contents of the section (topics)	Type of academic work
Section 1: Organization and regulation of pharmaceutical activities in conditions of compulsory health insurance and market	<p>Topic 1.1. Normative-legal provision of health care and pharmaceutical service. International norms of law in the field of health care and pharmaceutical service.</p> <p>Theme 1.2. Entrepreneurial activity in the pharmaceutical market. Licensing of drug circulation. Structure of delivering pharmaceutical products to customers. Organizing retail business in the pharmaceutical market.</p> <p>Theme 1.3. Monitoring system for drug circulation.</p>	LL
	<p>Theme 1.2. Entrepreneurial activity in the pharmaceutical market. Licensing of drug circulation. Structure of delivering pharmaceutical products to customers. Organizing retail business in the pharmaceutical market.</p>	LL
	<p>Theme 1.3. Monitoring system for drug circulation.</p>	SP
Section 2: Basics of Accounting for Business and Financial Activities of a Pharmacy	<p>Topic 2.1. Accounting information system. Types and methods of accounting. Accounting policy of a pharmaceutical organization.</p> <p>Topic 2.2. Non-current and current assets of a pharmacy organization: fixed assets, intangible assets, goods and inventory, money.</p> <p>Topic 2.3. Taxation of pharmacy organization. Finding the results of business and financial activities. Analysis of economic and financial activity of the pharmacy organization.</p>	LL
	<p>Topic 2.2. Non-current and current assets of a pharmacy organization: fixed assets, intangible assets, goods and inventory, money.</p>	LL
	<p>Topic 2.3. Taxation of pharmacy organization. Finding the results of business and financial activities. Analysis of economic and financial activity of the pharmacy organization.</p>	SP
Section 3. Basics of Economics of Pharmacy Organizations	<p>Topic 3.1. Pharmaceutical economics. Theory of supply and demand in the pharmaceutical market. Basics of pricing in the pharmaceutical market.</p>	LL
	<p>Topic 3.2. Analysis and planning of business results: turnover and profit. Analysis and planning of pharmacy resources: material, labour, financial.</p>	SP
	<p>Topic 3.3 Comprehensive assessment of the effectiveness of the pharmacy organization.</p>	SP
Section 4: Fundamentals of Pharmaceutical Management	<p>Topic 4.1. Theoretical foundations of pharmaceutical management. Pharmacy as an organization and laws of its functioning. Technology of managerial decision-making. Good pharmacy practice. . Pharmacy organization in a digital environment.</p>	LL
	<p>Topic 4.2. Motivation of the pharmaceutical organization and work activities in pharmacy. Human resource management (HR management) in pharmaceutical organizations..</p>	LL, SP
	<p>Topic 4.3. Control of pharmacy business activities. Ethics of pharmaceutical business.</p>	LL

Section 5. Basics of Pharmaceutical Marketing and Pharmaceutical Logistics	Topic 5.1. The basic provisions of the theory of marketing. Marketing strategies in the pharmaceutical market. Marketing analysis of the range of pharmaceutical products. Modern marketing concepts, focused on the consumer. Marketing concept "4C" and others.	LL, SP
	Topic 5.2. Organizing and conducting marketing research on the pharmaceutical market.	LL, SP
	Topic 5.3. The concept of logistic flows and supply chains. How to organize effective logistics in the pharmaceutical market. Good storage and shipping practices.	LL, SP
Section 6. Consumer behavior in the pharmaceutical market	Topic 6.1. The concept of consumer behavior and types of consumers in the pharmaceutical market.	LL
	Topic 6.2 Consumer satisfaction as a result of consumption and methods of research and improving it.	SP
Section 7: Information support for drug circulation and research in the field of pharmacy organization	Topic 7.1. International information system in pharmacy and its resources. Information retrieval. Marketing methods of studying information needs.	LL
	Topic 7.2. Information systems and technologies to manage the pharmacy organization. Information systems to automate office management. Management information systems. Information systems and technologies in marketing. Internet-marketing and electronic commerce.	LL

5. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

Table 5.1. Material-technical support of the discipline

Type of classroom	Equipment of the classroom	Specialized training/laboratory equipment, software and materials for mastering the discipline (if necessary)
Auditorium (452)	Auditorium for laboratory, practical classes and seminars, individual consultations, current monitoring and interim certification, equipped with a set of specialized furniture and technical means of multimedia presentations.	Microsoft products (OS, office suite) (Enrollment for Education Solutions (EES) Subscription No. 56278518 dated 23/04/2019) Garant (Contract No. 13A/46/2018 dated 02/04/2018) Consultant Plus (Information Support Agreement dated 01/09/2013) Reg. number tso-03-207-7474 of 09.13
Auditorium (453)	Auditorium for seminars, group and individual consultations, current monitoring and interim certification, equipped with a set of specialized furniture and technical means of multimedia presentations.	Microsoft products (OS, office suite) (Enrollment for Education Solutions (EES) Subscription No. 56278518 dated 23/04/2019) Garant (Contract No. 13A/46/2018 dated 02/04/2018) Consultant Plus (Information Support Agreement dated 01/09/2013) Reg. number tso-03-207-7474 of 09.13
Training room for practical skills training - Simulation	Set of specialized furniture. Technical means: computer. Visual aids, computer presentations on current topics; label and barcode	Microsoft products (OS, office suite) (Enrollment for Education Solutions (EES) Subscription No. 56278518 dated 23/04/2019)

Type of classroom	Equipment of the classroom	Specialized training/laboratory equipment, software and materials for mastering the discipline (if necessary)
Training Center "Learning Pharmacy", aud. 173.	printer ATOL BP21 RS-232 and USB; receipt printer DX58; customer display SHTRIH-T D2-USB; UPS CyberPower BS850E /UPS 850VA/490W (3+3 EURO)	Garant (Contract No. 13A/46/2018 dated 02/04/2018) Consultant Plus (Information Support Agreement dated 01/09/2013) Reg. number tso-03-207-7474 of 09.13
Training room for practical skills training - Simulation Training Center "Learning Pharmacy", aud. 175	Set of specialized furniture. Technical means: computer. Visual aids, computer presentations on current topics; UPS CyberPower BS850E /UPS 850VA/490W (3+3 EURO)	Microsoft products (OS, office suite) (Enrollment for Education Solutions (EES) Subscription No. 56278518 dated 23/04/2019) Garant (Contract No. 13A/46/2018 dated 02/04/2018) Consultant Plus (Information Support Agreement dated 01/09/2013)
Training room for practical skills training - Simulation Training Center "Learning Pharmacy", aud.176	Set of specialized furniture. Technical means: computer. Visual aids, computer presentations on current topics; UPS CyberPower BS850E /UPS 850VA/490W (3+3 EURO)	Microsoft products (OS, office suite) (Enrollment for Education Solutions (EES) Subscription No. 56278518 dated 23/04/2019) Garant (Contract No. 13A/46/2018 dated 02/04/2018) Consultant Plus (Information Support Agreement dated 01/09/2013) Reg. number tso-03-207-7474 of 09.13
For independent work of students (aud. 452,453).	Auditoriums for independent work of students are equipped with a set of specialized furniture and computers with access to the EIOS.	Microsoft products (OS, office suite) (Enrollment for Education Solutions (EES) Subscription No. 56278518 dated 23/04/2019) Garant (Contract No. 13A/46/2018 dated 02/04/2018) Consultant Plus (Information Support Agreement dated 01/09/2013) Reg. number tso-03-207-7474 of 09.13

6. EDUCATIONAL-METHODICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

(a) Basic literature:

1. Косова И.В., Лоскутова Е.Е., Лагуткина Т.П., Дорофеева В.В., Теодорович А.А. Управление и экономика фармации. Фармацевтическая деятельность: организация и регулирование: учеб. для студ. учреждений высш. образования / 4-е изд., перераб. и доп. - М.: Издательский центр «Академия», 2019.- 400с.
2. Теодорович А.А., Косова И.В., Лоскутова Е.Е., Лагуткина Т.П., Дорофеева В.В. Управление и экономика фармации. Учет в аптечных организациях: учеб. для студ. учреждений высш. образования: в 2ч. Ч. 1 / 3-е изд., перераб. и доп. - М.: Издательский центр «Академия», 2019.- 272с.
3. Теодорович А.А., Косова И.В., Лоскутова Е.Е., Лагуткина Т.П., Дорофеева В.В. Управление и экономика фармации. Учет в аптечных организациях: учеб. для студ. учреждений высш. образования: в 2ч. Ч. 2 / 3-е изд., перераб. и доп. - М.: Издательский центр «Академия», 2019.- 192с.
4. Дорофеева В.В., Лоскутова Е.Е., Косова И.В., Лагуткина Т.П., Теодорович А.А. Управление и экономика фармации. Экономика аптечных организаций: учеб. для

студ. учреждений высш. образования: в 2ч. Ч. 1 / 4-е изд., испр. и доп. - М.: Издательский центр «Академия», 2019.- 192с.

5. Дорофеева В.В., Лоскутова Е.Е., Косова И.В., Лагуткина Т.П., Теодорович А.А. Управление и экономика фармации. Экономика аптечных организаций: учеб. для студ. учреждений высш. образования: в 2ч. Ч. 2 / 4-е изд., испр. и доп. - М.: Издательский центр «Академия», 2019.- 240с.

1. Kosova I.V., Loskutova E.E., Lagutkina T.P., Dorofeeva V.V., Teodorovich A.A. Management and Economics of Pharmacy. Pharmaceutical activities: organization and regulation: a textbook for students of higher education / 4th ed., revised. and ext. - M.: Publishing Center "Academy", 2019.- 400s.

2. theodorovich AA, Kosova I.V., Loskutova E.E., Lagutkina TP, Dorofeeva VV. Management and Economics of Pharmacy. Accounting in pharmacy organizations: textbook for students of higher education institutions: in 2ch. Ч. 1 / 3rd edition, revised and ext. - M.: Publishing Center "Academy", 2019.- 272p.

3. theodorovich AA, Kosova I.V., Loskutova E.E., Lagutkina TP, Dorofeeva VV. Management and Economics of Pharmacy. Accounting in pharmacy organizations: a textbook for students of institutions of higher education: in 2ch. Part 2 / 3rd ed., revised. and ext. - M.: Publishing Center "Academy", 2019.- 192p.

4. Dorofeeva V.V., Loskutova E.E., Kosova I.V., Lagutkina TP, Teodorovich AA Management and Economics of Pharmacy. Economics of pharmacy organizations: textbook for students of institutions of higher education: in 2ch. Ч. 1 / 4th ed., amended and ext. - M.: Publishing Center "Academy", 2019.- 192p.

5. Dorofeeva V.V., Loskutova E.E., Kosova I.V., Lagutkina TP, Teodorovich AA Management and Economics of Pharmacy. Economics of pharmacy organizations: textbook for students of institutions of higher education: in 2ch. Part 2 / 4th ed. amended and supplemented. - M.: Publishing Center "Academy", 2019.- 240s.

b) additional literature:

1. Грибкова Е.И., Лагуткина Т.П. Оценка коммуникационной эффективности в аптеках. – 2014. – Lambert Academic Publishing, Германия, Veriag

2. Косова И.В. Отпуск лекарственных средств. Что диктует законодательство / Бионика Медиа. Выпуск 2. –М. Бионика Медиа, 2015. – С. 6-7.

3. Косова И.В. С учетом новых правил. Нормативно-правовое регулирование сферы обращения ЛС / Бионика Медиа. Выпуск 1. – М. Бионика Медиа, 2015. – С. 266-271.

4. Лагуткина Т.П., Грибкова Е.И. Оценка корпоративного имиджа фармацевтических организаций. – Москва, Изд-во РУДН, 2016. – 136с.

5. Лесонен А.С., Лоскутова Е.Е., Виноградова И.А. Повышение доступности противоаллергических антигистаминных лекарственных препаратов на региональном уровне. – Петрозаводск: Издательство ПетрГУ, 2018. – 72с.

6. Теодорович А.А., Лоскутова Е.Е., Косова И.В., Лагуткина Т.П., Дорофеева В.В., Воронович И.В. и др. Налогообложение аптечных организаций и физических лиц / Учебное пособие. – Архангельск: Издательство Северного государственного медицинского университета, 2018. – 174с.

7. Клименкова А.А., Геллер Л.Н., Скрипко А.А. Разработка, внедрение и реализация системы менеджмента качества в аптечных и медицинских организациях, осуществляющих розничную торговлю лекарственными препаратами и товарами аптечного ассортимента / Практическое пособие. – Иркутск: «Форвард», 2018. – 320с.

1. Gribkova E.I., Lagutkina T.P. Evaluation of communication efficiency in pharmacies. - 2014. - Lambert Academic Publishing, Germany, Veriag
2. Kosova I.V. Dispensing of medicines. What the legislation dictates / Bionica Media. Issue 2. -M. Bionica Media, 2015. - C. 6-7.
3. Kosova I.V. Taking into account new rules. Normative-legal regulation of drug circulation / Bionics Media. Issue 1. - M. Bionica Media, 2015. - C. 266-271.
4. Lagutkina TP, Gribkova E.I. Evaluation of the corporate image of pharmaceutical organizations. - Moscow, Publishing house of PFUR, 2016. -. 136c.
5. Lesonen AS, Loskutova EE, Vinogradova IA Increasing the availability of anti-allergic antihistamine drugs at the regional level. - Petrozavodsk: PetrSU Publishing House, 2018. - 72c.
6. Teodorovich AA, Loskutova EE, Kosova IV, Lagutkina TP, Dorofeeva VV, Voronovich IV, et al. Taxation of pharmacy organizations and individuals / Tutorial. - Arkhangelsk: Publishing house of the Northern State Medical University, 2018. - 174c.
7. Klimenkova A.A., Geller L.N., Skripko A.A. Development, implementation and realization of quality management system in pharmacy and medical organizations engaged in retail trade in drugs and pharmacy assortment goods / Practical manual. - Irkutsk: Forward, 2018. - 320c.

Resources of the information and telecommunication network "Internet":

1. the RUDN EBL and third-party EBLs to which university students have access on the basis of contracts:
 - PFUR electronic library system - PFUR electronic library system <http://lib.rudn.ru/MegaPro/Web>
 - University Library Online Libraries <http://www.biblioclub.ru>
 - Yurite electronic library system <http://www.biblio-online.ru>
 - Student's Consultant electronic library system www.studentlibrary.ru
 - Lan LGS <http://e.lanbook.com/>
 - Trinity Bridge" EBS
2. databases and search engines:
 - electronic fund of legal and regulatory and technical documentation <http://docs.cntd.ru/>
 - search engine Yandex <https://www.yandex.ru/>
 - Google search engine <https://www.google.ru/>
 - SCOPUS abstract database <http://www.elsevierscience.ru/products/scopus/>

Educational-methodical materials for students' independent work while mastering the discipline/module:*

1. Course of lectures on the discipline "Organization of pharmaceutical business".
2. Methodological instructions for practical assignments in the discipline "Organization of pharmaceutical business".
3. Methodological instructions for independent work in the discipline "Organization of pharmaceutical business".

* - all educational-methodical materials for students' independent work are placed in accordance with the current order on the page of the discipline in TUIS!

7. ASSESSMENT MATERIALS AND GRADING-RATING SYSTEM FOR EVALUATING THE LEVEL OF COMPETENCE IN THE DISCIPLINE

Assessment materials and grading-rating system of evaluating the mastering of the discipline are presented in the Appendix to the present Working program of the discipline.

* - OM and BRS are formed on the basis of the requirements of the relevant local normative act of PFUR.

DEVELOPERS:

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