Study programme: Pharmaceutical management and marketing

Course title: E-business in Pharmacy

Teachers: Tasic M. Ljiljana, Tadic B. Ivana

Course status: elective

Semester: II Year of studies: I

ECTS points: 5 Course code: СФММИ1

Requirements: no

Course aims:
Introduction to the benefits of e-business in the pharmaceutical industry and society. Protection of electronic data of patients/consumers from potential abuse in internet environment. Regulation in electronic commerce in pharmacy.

Course outcomes:
E-business in modern society. Knowledge about economic, social, legal and marketing framework for e-commerce in the pharmaceutical care and health care.

Course contents:

Lectures

Practical classes

Recommended literature:

The total of active learning classes

Lectures: 30 Practical classes: 30
Research work: 15 Other forms of teaching: 15

Teaching methods:
Lectures (ex catedra) practice: case studies, workshops, panel discussion, home work, on-line forum. Evaluation: written exam- final test and oral practical exam.

Grading system:

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### Study programme: Pharmaceutical management and marketing

**Course title:** Pharmaceutical marketing

**Teachers:** Tasic M. Ljiljana, Dusanka M. Krajnovic

**Course status:** mandatory

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**Requirements:** no

**Course aims:**
Introduction to the philosophy and methodology of market research of pharmaceuticals, health and pharmaceutical services. Introduction to the regulatory and ethical framework of pharmaceutical marketing practices and the concept of social marketing. Introduction of market and the methodology for health promotion and disease prevention. Basics of pharmacoepidemiology and pharmacovigilance.

**Course outcomes:**
Developing the techniques of segmentation and market research. Critical analysis of marketing, post-marketing, pharmacoeconomic and similar studies. Developing of knowledge and skills in the design, implementation and evaluation of promotional campaigns (approaches: producers, users / consumers, and society). Ability to analyze regulatory and ethical standards, and launching the products toward the professionals and the general public.

**Course contents:**

**Lectures**

**Practical classes**
As part of the practical classes there you will examine, analyze and discuss practical examples of theoretical lessons. Creating a mission, vision, strategy and tactics of the organization. Segmentation of the market, analysis of target markets, analysis of customer needs. Market research using the methods: Boston Consulting Group matrix, SWOT analysis, benchmarking and portfolio analysis. Preparation the plans for a promotional campaign (products and services). Critical analysis of pharmacoepidemiological studies. Critical analysis of marketing activities in terms of ethical principles, regulatory framework and users protection.

**Recommended literature:**

**The total of active learning classes**

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<th>Lectures: 45</th>
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<th>Other forms of teaching: 30</th>
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**Teaching methods:**
Lectures (ex catedra) practice: case studies, workshops, panel discussion, home work, on-line forum. Evaluation: written exam- final test and oral practical exam.

**Grading system:**

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Study programme: Pharmaceutical management and marketing

Course title: Pharmaceutical management 1

Teachers: Ljiljana M. Tasić, Valentina D. Marinković

Course status: mandatory

Semester: I
Year of studies: I

ECTS points: 10
Course code: СФММО1

Requirements: no

Course aims:
Introduction of general principles of pharmaceutical management. Introduction of quality management systems (QMS).

Course outcomes:
Efficient and effective organisation of pharmaceutical activities for successful company in global- local environment. Preparation of strategies and policies for strategic positioning, business/ development plan.

Course contents:

**Lectures**


**Practical classes**


Recommended literature:

The total of active learning classes

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<td>45</td>
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Research work: 30

Other forms of teaching: 45

Teaching methods:
Lectures (ex catedra) practice: case studies, workshops, panel discussion, home work, on-line forum. Evaluation: written exam- final test and oral practical exam.

Grading system:

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# Study programme: Pharmaceutical management and marketing

**Course title:** Pharmaceutical management 2  
**Teachers:** Tasic M. Ljiljana, Marinkovic D. Valentina  
**Course status:** mandatory  
**Semester:** I  
**Year of studies:** I  
**ECTS points:** 5  
**Course code:** СФMMO2

## Requirements:
- no

## Course aims:
Planning and organizing activities in the pharmaceutical and healthcare industry at macro, meso and micro level.

## Course outcomes:
Knowing the basis for rational use of drugs and the importance of pharmacoeconomics and pharmaceutical business.

## Course contents:

### Lectures

### Practical classes
- During the practical courses students will study, analyze, discuss the practical examples and simulate the situation in pharmaceutical organizations. Methodology for calculating the required amount of medication. Design and preparation of the business plan and analysis of all of its contain and units: business analysis, environmental organizations, the financial plan, the process of procurement, feasibility and sustainability of the created plan.

## Recommended literature:

## The total of active learning classes
- Lectures: 30  
- Research work: 30  
- Practical classes: 30  
- Other forms of teaching: 15

## Teaching methods:
Lectures (ex catedra) practice: case studies, workshops, panel discussion, home work, on-line forum.  
Evaluation: written exam- final test and oral practical exam.

## Grading system:
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**Study programme:** Pharmaceutical management and marketing

**Course title:** Information systems and technology in pharmacy

**Teachers:** Ljiljana M. Tasić, Tadić B. Ivana

**Course status:** mandatory

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**Requirements:** no

**Course aims:**
Introduction to information systems in the pharmaceutical business. Introduction to standards in the pharmaceutical and health informatics. The use of databases and internet/intranet network in the pharmaceutical business.

**Course outcomes:**
The use of pharmaceutical and healthcare information systems. Knowledge and understanding of information technology and the potential for the development of the pharmaceutical business. Evaluation of information in business, especially from the pharmaceutical web based company.

**Course contents:**

**Lectures**
Information systems and technology (aspect from manufacturers, patients, and society). Information systems in pharmacy (health care information systems, pharmaceuticals information systems, medicines, medical devices, classification, code lists, databases coding) - design, architecture and structure. Business process re-engineering – change into a competitive pharmaceutical organization. Methods and software for the pharmaceutical and health information system. Databases (general concepts, logistics framework, routers transfer data), analysis and processing. Internet-intranet in the pharmaceutical business. Standards and regulations in the pharmaceutical informatics.

**Practical classes**
Information systems and technology (aspect from manufacturers, patients, and society). Information systems in pharmacy (health care information systems, pharmaceuticals information systems, medicines, medical devices, classification, code lists, databases coding) - design, architecture and structure. Business process re-engineering – change into a competitive pharmaceutical organization. Methods and software for the pharmaceutical and health information system. Databases (general concepts, logistics framework, routers transfer data), analysis and processing. Internet-intranet in the pharmaceutical business. Standards and regulations in the pharmaceutical informatics.

**Recommended literature:**

**The total of active learning classes**

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**Teaching methods:**
Lectures (ex catedra) practice: case studies, workshops, panel discussion, home work, on-line forum.

**Evaluation:**
written exam- final test and oral practical exam.

**Grading system:**

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Study programme: Pharmaceutical management and marketing

Course title: Innovative Business in Pharmacy

Teachers: Ljiljana M. Tasić, Valentina D. Marinković

Course status: elective

Semester: II

Year of studies: I

ECTS points: 5

Course code: SFMMI3

Requirements: no

Course aims:
Introduction of development technology of new medicine product and pharmacy service. Legislation framework of drug development and knowledge and technology transfer. Specificity and challenges in pharmacy business development in global and local environment. Acquiring of concept of small and medium enterprise in pharmacy.

Course outcomes:
Management of new products and new pharmacy services. Understanding of project management and risk management in pharmacy business. Capability of intellectual property analysis and launch of innovative activities in free and limited market.

Course contents:
Lectures

Practical classes

Recommended literature:

The total of active learning classes

Lectures: 30

Practical classes: 30

Research work: 15

Other forms of teaching: 15

Teaching methods:
Lectures (ex catedra) practice: case studies, workshops, panel discussion, home work, on-line forum. Evaluation: written exam - final test and oral practical exam.

Grading system:

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### Study programme: Pharmaceutical Management and Marketing

**Course title:** Competencies and Human Resource Management in Pharmacy

**Teachers:** Dušanka M. Krajnović, Valentina D. Marinković

**Course status:** elective

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**Requirements:** no

**Course aims:**
Introduction of principles and techniques about Human resource management (HRM) in pharmaceutical organisations and pharmacy environment. Introduction of HMR processes. Definition of competencies and performances of pharmacist in different business environment.

**Course outcomes:**
Aquiring of basic methods, tools and techniques in HRM processes. Candidates will be trained to define, review, evaluate and improve the competencies and performances of pharmacist in different pharma business environment.

**Course contents:**

**Lectures**

**Practical classes**
Introduction of processes, roles and responsibilities in human resources management, using real examples in pharmaceutical and healthcare systems. Self assessment of manager's profil and forming of successful teams. Simulation of conflict situation- conflict solving; giving the feed-back.

**Recommended literature:**

The total of active learning classes

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<tr>
<th>Lectures</th>
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**Teaching methods:**
Lectures (ex catedra) practice: case studies, workshops, panel discussion, home work, on-line forum. Evaluation: written exam- final test and oral practical exam.

**Grading system:**

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Study programme: Pharmaceutical Management and Marketing

Course title: Communication in pharmacy

Teachers: Ljiljana M. Tasic, Dušanka M. Krajnović, Vojin Rakić

Course status: elective

Semester: II Year of studies: 1
ECTS points: 5 Course code: СФММИ2

Requirements: no

Course aims:
Importance of communication with patient/citizen, health employees and business partners. Introduction to styles of communication and handling information. Significant and concept of public relations.

Course outcomes:
Enablement for effective communication with citizen/patients and health employees (developed verbal and non verbal skills of communication). Understanding corporative culture, social responsibility and quality of life, related to health.

Course contents:

Lectures
The concept and significance of communication in pharmaceutical business (the aspect of the manufacturer, the patient and the society). Types of communication (verbal, non verbal and written communication) and business culture (ethical, cultural, social aspects and pharmacy culture). Quality management of communication (standards of good communication). Global business environment (east and west culture). Health related quality of life (general and specific knowledge and skills of communication). Pharmaceutical culture (integrated communication, communication in virtual, public and health settings). Specific processes communication in relation to the target group of patients.

Practical classes
Examples of theoretical units are analyzed and discussed in practical training. Practical examples of different forms, styles, verbal and written communication. Designing plan and program of marketing communication (new medicine; the new image of the public pharmacy). Analysis of practical examples of communication. Preparations for communication with patients and health employees (specificity). Consideration of elements of written communication. Example of written communication and analysis. Use of tools for researching attitudes, habits, and behaviors of patients. Simulation of a press conference.

Recommended literature:

The total of active learning classes

| Lectures: 30 | Practical classes: 30 |
| Research work: 15 | Other forms of teaching: 15 |

Teaching methods:
Lectures (ex catedra) practice: case studies, workshops, panel discussion, home work, on-line forum. Evaluation: written exam- final test and oral practical exam.

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**Study programme:** Pharmaceutical management and marketing

**Course title:** Selected Chapters of Pharmacoeconomics

**Teachers:** Guenka Petrova, Ljiljana Tasić, Dragana Lakić

**Course status:** elective

**Semester:** II  
**Year of studies:** I  
**ECTS points:** 5  
**Course code:** СФММИ6

**Requirements:** no

**Course aims:**
The acquisition of knowledge in the field of pharmacoeconomics. Methods of pharmacoeconomic analyses.

**Course outcomes:**
Knowledge and application of knowledge in the field of pharmacoeconomics. Knowledge and application of pharmacoeconomic methods.

**Course contents:**

**Lectures**

**Practical classes**

**Recommended literature:**

**The total of active learning classes**

| Lectures: 30 | Practical classes: 30 |
| Research work: 15 | Other forms of teaching: 15 |

**Teaching methods:**
Lectures (ex catedra) practice: case studies, workshops, panel discustion, home work, on-line forum.  

**Evaluation:**
written exam- final test and oral practical exam.

**Grading system:**

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**Study programme:** Pharmaceutical management and marketing  

**Course title:** Selected Chapters of Pharmacoepidemiology  

**Teachers:** Ljiljana Tasić, Dragana Lakić  

**Course status:** elective  

**Semester:** II  
**Year of studies:** I  
**ECTS points:** 5  
**Course code:** СФММИ7  

**Requirements:** no  

**Course aims:**  
The acquisition of knowledge in the field of pharmacoepidemiology. Training for critical evaluation of information from the field pharmacoepidemiology. Methods of pharmacoepidemiology.  

**Course outcomes:**  
Knowledge and application of knowledge in the field of pharmacoepidemiology. Ability to critically evaluate information in the field of pharmacoepidemiology. Knowledge and application of pharmacoepidemiological methods  

**Course contents:**  

**Lectures**  

**Practical classes**  

**Recommended literature:**  

**The total of active learning classes**  

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**Teaching methods:**  

Lectures (ex catedra) practice: case studies, workshops, panel discustion, home work, on-line forum. Evaluation: written exam- final test and oral pratical exam.  

**Grading system:**  

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University of Belgrade
Faculty of Pharmacy

Specialized Academic Studies
PHARMACEUTICAL MANAGEMENT AND MARKETING

Study programme: Pharmaceutical management and marketing

Course title: Negotiation and decision making in pharmacy

Teachers: Ljiljana M. Tasić, Valentina D. Marinković

Course status: elective

Semester: II Year of studies: I

ECTS points: 5 Course code: СФММИ4

Requirements: no

Course aims:

Course outcomes:
Implementation of basic methods, tools and techniques in process of negotiation, contracting and decision making; introduction of decision making models in strategic, tactical and operating management levels; importance of decision on health and pharmaceutical sustainability.

Course contents:

Lectures
Processes, type and ways of negotiation in modern pharma environment. Planning and basic element in negotiation process (licence agreements, representative agreement, security agreement, supply agreement, commercial agreement, Technical agreement, quality agreement). Decision making process. Teamwork in decision making process – share decision making. Importance of decisions made in healthcare and pharmaceutical system. Social, psychological and economic aspects in DM process. Evaluation of decision made.

Practical classes
Study, analysis and discussion of practical examples in negotiation, contracting and decision making - role and responsibilities in teamwork; real healthcare and pharmaceutical system in Serbia. Preparation and review of different agreements. Comparison of different DM models; share decision making in relation on pharmacist - patient.

Recommended literature:

The total of active learning classes

| Lectures: 30 | Practical classes: 30 |
| Research work: 15 | Other forms of teaching: 15 |

Teaching methods:
Lectures (ex catedra) practice: case studies, workshops, panel discussion, home work, on-line forum. Evaluation: written exam- final test and oral practical exam.

Grading system:

<table>
<thead>
<tr>
<th>Exam prerequisites</th>
<th>Points</th>
<th>Final exam</th>
<th>Points</th>
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<tbody>
<tr>
<td>Active participation in lectures</td>
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### Study programme

**Pharmaceutical Management and Marketing**

### Course title

**Social Marketing and New Public Health**

### Teachers

Ljiljana M. Tasić, Dušanka M. Krajnović

### Course status

elective

### Semester: II

### Year of studies: I

### ECTS points: 5

### Course code: СФМНИ8

### Requirements: no

### Course aims:

Introduction to basic principles, philosophy and politics of public health and the concept of the new public health. Mastering the methods of public-health research and design, monitoring and evaluation of public health programs and interventions. Introduction to the basic techniques of social marketing and ethical dilemmas that may appear.

### Course outcomes:

The efficient design of the program of public - health campaigns (for example. to mark certain dates in the calendar of health, etc..); and management skills program implementation and evaluation of the Action Plan preventive health activities for a specific population / group.

### Course contents:

**Lectures**

Philosophy and public health policy and the new public health. Evidence-based health care and public health. Health care according to levels of prevention and for specific population groups (women and children, actively working people, the elderly, the poor, the refugees, the Roma, people living with disabilities). Social impacts, behavior and health (culture, family, peers), social concept of health and illness, beliefs, attitudes, knowledge, behavior (relationship skills and behaviors), risky behavior at individual, group and population level. Communications and media and their role in public health policy. Health promotion and health education. Environments for health. Social marketing. Methods of public health research (qualitative and quantitative) and design, implementation, monitoring and evaluation of public health programs. Ethics in health promotion and social marketing.

**Practical classes**

Methods of exercises involving active analysis of case studies, participation in the creation and design of pilot projects and programs in the field of public health, with special reference to the contribution of pharmaceutical health system in designing and implementing health-education intervention and promotion programs, health and social marketing purposes.

### Recommended literature:


### The total of active learning classes

<table>
<thead>
<tr>
<th>Lectures</th>
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<td>30</td>
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**Research work:** 15

**Other forms of teaching:** 15

### Teaching methods:

Lectures (ex catedra) practice: case studies, workshops, panel discustion, home work, on-line forum. Evaluation: written exam- final test and oral practical exam.

### Grading system:
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</table>
Study programme: Pharmaceutical management and marketing

Course title: Quality Management in Pharmacy

Teachers: Ljiljana M. Tasić, Valentina D. Marinković

Course status: mandatory

Semester: II Year of studies: I

ECTS points: 10 Course code: СФММО5

Requirements: no

Course aims:
Introduction of quality management systems (QMS) philosophy. Understanding of importance about standardised management systems (SMS) and good practices (GxP) in pharmacy; Education and training about Integrated management systems (IMS). Introduction of basic tools in QMS and key performance indicators (KPIs) understanding.

Course outcomes:
Implementation of QMS methods and tools and quality improvement in pharmaceutical operations/activities. KPI monitoring in pharmacy services and pharmaceutical manufactory. Mapping, monitoring and evaluation of quality KPIs.

Course contents:

Lectures

Practical classes

Recommended literature:

The total of active learning classes

Lectures: 45 Practical classes: 30
Research work: 30 Other forms of teaching: 30

Teaching methods:
Lectures (ex catedra) practice: case studies, workshops, panel discussion, home work, on-line forum. Evaluation:
written exam- final test and oral practical exam.

Grading system:

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**Study programme:** Pharmaceutical management and marketing

**Course title:** Final work

**Teachers:**

**Course status:**

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<td>СФММЗР</td>
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**Requirements:** all modules according to plan and programme

**Course aims:**
Master thesis should include all knowledge acquired during the studies and present the practical application of knowledge in studies of work process - pharmaceutical management, pharmaceutical marketing, information technology in pharmacy, quality in pharmacy

**Course outcomes:**
The practical application of the knowledge in studies of working processes and making recommendations for the improvement of working practices in certain areas of pharmaceutical management and marketing.

**Course contents:**

**Lectures**
As part of the final work is the students research in which he introduces the methodology of research in the field of pharmaceutical management and marketing. After research conducting student prepares a final paper in the form of specialist work that contains the following chapters: Introduction, Theoretical part, Experimental part, Results, Discussion, Conclusion and Review of the literature. After completing work student access to the public defense of thesis - oral specialist examination bellow of the commission.

**Practical classes**

**Recommended literature:**

**The total of active learning classes**

<table>
<thead>
<tr>
<th>Lectures</th>
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<table>
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**Teaching methods:**
Ex cathedra lectures, practical classes (case studies, workshops, panel discussions, homework assignments, on-line forum and training); Evaluation of Teaching: written-final test and practical exam-verbally.

**Grading system:**

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