

**COURSE DATA****Data Subject**

<b>Code</b>	34072
<b>Name</b>	Pharmaceutical Management and Planning
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	4.5
<b>Academic year</b>	2018 - 2019

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
1201 - Grado de Farmacia	Faculty of Pharmacy	4	First term
1211 - PDG Farmacia-Nutrición Humana y Dietética	Faculty of Pharmacy	4	First term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1201 - Grado de Farmacia	35 - Pharmaceutical management and planning	Obligatory
1211 - PDG Farmacia-Nutrición Humana y Dietética	1 - Asignaturas obligatorias del PDG Farmacia-Nutrición Humana y Dietética	Obligatory

**Coordination**

<b>Name</b>	<b>Department</b>
CAMARENA GIL, EMILIO	105 - Business Administration 'Juan José Renau Piqueras'
MANGAS SANJUAN, VICTOR	358 - Pharmacy, Pharmaceutical Technology and Parasitology

**SUMMARY**

The subject "Gestión y Planificación Farmacéutica" is designed to introduce the student in the world of the modern business management, providing the student with general and elementary skills through theoretic and practical sessions to successfully start his/her career in the Pharmaceutical practice.

The student receives information about business organization and management of the enterprises included in the Pharmaceutical field, focusing specially in the pharmacy and hospital pharmacy as the Pharmacists plays an important role in managing resources at this areas. There program of the subject comprises many topics paying special attention, on one hand, to methods and techniques of planning and management of the pharmacy and, on the other hand, the student acquires basic concepts of health economics and Pharmacoeconomics.



## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

### Other requirements

Restrictions in the registration process respect to other subjects of the degree of Pharmacy have not been described.

It is recommended to have knowledge of Spanish laws in terms of pharmaceutical regulatory affairs.

## OUTCOMES

### 1201 - Grado de Farmacia

- Identify, analyse and solve new problems; build and defend arguments
- Social Pharmacy and Pharmaceutical laws: to acquire knowledge in management techniques in all pharmaceutical fields.
- Basic knowledge in clinical management, health economics and efficient use of health resources.
- Management of the pharmaceutical products, including distribution, in all sanitary set up, including: pharmacy, hospital, pharmaceutical distribution and pharmaceutical industry.

## LEARNING OUTCOMES



### **Cognitive**

- Learn the business organization and the basic knowledge for its adequate management.
- Learn the tools and methods applicable to planning and management of activities of the professional practice.
- Learn the organization of the health system and general aspects of its management
- Learn the different aspects of planning and management of the different professional areas of the pharmaceutical practice: clinical Pharmacy, Hospital Pharmacy and Pharmaceutical Laboratory.
- Acquire basic knowledge in health economy and Pharmacoecconomy.

### **Skills**

Once the student completes the course and passed the exams, he/she will be able to:

- Define and describe the purpose and nature of the Enterprise, the different types and their growth, focusing in the pharmaceutical frame.
- Know and define the entrepreneur and the directive.
- Understand the tight relationship between the enterprises and their environment, especially in the pharmaceutical area.
- Know the complex nature of business administration, their historical evolution as scientific discipline and its major influences.
- Know the different business subsystems and their continuous interrelationships.
- Develop technical and analytical skills for decision-making in the business context, especially in the pharmaceutical field.
- Perform economical evaluations of drugs products and learn scientific articles on the subject.

## **DESCRIPTION OF CONTENTS**

### **1. INTRODUCTION TO THE BUSINESS: GENERAL ASPECTS OF THE PHARMACEUTICAL BUSINESS**

Unit 1. The business and the business administrator

- 1.1. Business and business organization
- 1.2. Functions of the business (subsystems)
- 1.3. Types of companies
- 1.4. Ownership and control: entrepreneur and manager
- 1.5. The directive function: Planning, organization and control

Unit 2. The environment of the company.

- 2.1. Definition of environment.
- 2.2. General environment.
- 2.3. Specific environment.
- 2.4. The social responsibility of the company.

Unit 3. The evolution of the company.

- 3.1. The life cycle of the company and the industry.
- 3.2. Business creation: entrepreneurship and self-employment.
- 3.3. The development of the company: direction and modality.



## **2. FUNCTIONS OF THE BUSINESS: PHARMACY AND PHARMACEUTICAL INDUSTRY**

Unit 4. Pharmaceutical services marketing

- 4.1. Market research
- 4.2. The 4 ps of marketing: product, price, distribution and promotion
- 4.3. Customer orientation
- 4.4. Quality of service, customer satisfaction and loyalty

Unit 5. Economic-financial information in the pharmaceutical company

- 5.1. Accounting basics
- 5.2. Annual accounts: Balance sheet. Ratios.
- 5.3. Annual Accounts: Income Statement. Ratios
- 5.4. Taxes: Taxes, fees, special contributions.

Unit 6. Human Resource Management.

- 6.1. The human resources function.
- 6.2. HR Policies: Capture, Training and Motivation
- 6.3. Organization and management of human resources in the pharmacy.

Unit 7. Products under management. Stock management of a pharmacy. Dispensing management. Professional services in the pharmacy.

Unit 8. Quality and health care. Concept and evolution. Quality management. Quality of care. Methods of evaluation of the quality of care.

## **3. HEALTH MANAGEMENT: GENERAL AND SPECIFIC ASPECTS OF THE MANAGEMENT OF PHARMACEUTICAL SERVICES**

Unit 9. General aspects of health management. Organization of the Health. Health policy. Health and Clinical Management. Professional pharmaceutical services.

Unit 10. Management of Pharmacotherapy. General features. Pharmaceutical expenditure. Drug use studies: characteristics. Consumer studies. Studies of drug use (SUD). Indicators of management of pharmacotherapy.

Topic 11. Pharmacoeconomics. Concept and importance. Economic evaluation: concept, objective, limitations, fundamentals. Applications. Types of economic evaluations. Partial evaluations. Cost minimization analysis. Cost-effectiveness analysis. Cost-utility analysis. Cost-benefit analysis.

Unit 12. Management and planning in Hospital Pharmacy. The hospital environment. Pharmaceutical costs in the hospital environment. Hospital Pharmacy Service. Planification and organization. Portfolio of services. Management of the Pharmacotherapy in the hospital environment.

## **4. SEMINARS**

Possible topics of the seminars will be: classification of companies , the organization of the pharmaceutical sector , internal and external analysis of the pharmaceutical and sustainability company , if practical, pharmaceutical management in the National Health System , taxation in the pharmacy , care patient pharmacy , pharmaceutical marketing and merchandising , talk to an expert in the field of pharmaceutical management



## WORKLOAD

ACTIVITAT	Hours	% To be attended
Theory classes	30.00	100
Seminars	10.00	100
Tutorials	2.00	100
Development of group work	10.00	0
Development of individual work	5.00	0
Study and independent work	30.00	0
Preparation of practical classes and problem	10.00	0
Resolution of case studies	5.00	0
<b>TOTAL</b>	<b>102.00</b>	

## TEACHING METHODOLOGY

A combination of teaching methods will be applied to achieve the proposed objectives. These will initially be clearly explained to the students.

### Lectures

In the lectures, the teaching method known as exposition –participation will be mainly applied. This, will impulse teacher-students students-students interactions.

AS a script, the teachers of the module will provide the students with some slides used in the exposition of each topic by using the informatics application of the University (<http://pizarra.uv.es>). The student will be able to prepare his/her own didactic material from the slides, the content of the lectures and the recommended bibliography.

### Seminars

The students, in teams and individually, will apply the skills acquired in the lectures. The teaching methodology will be Brainstroming technique, search through different sources (written, informatics, interviews to entrepreneurs, etc.), practical exercises and workshops given by an invited person related to pharmaceutical management.

## EVALUATION

The two blocks taught by the two departments involved will be evaluated together. The final mark will be calculated based on the following scheme:

Final written test of knowledge and skills ..... .70%





Seminars.....30%

Attendance and attitude at seminars (5%) and delivery and evaluation of the corresponding task within the period prescribed in the virtual classroom (25%).

According to the guidelines of the CAT of Pharmacy (May 14, 2012), students who do not undertake the theory exam but have participated and note any / s of the rest of teaching activities carried out (seminars, tutorials) will be assessed as not presented at the first call, but if they do not take part in the final written exam, the final mark will appear on the second call will take into account the marks obtained in the various previous activities and thus may appear as pending.

## REFERENCES

### Basic

- Dominguez-Gil, A., Soto, J. (2002). Farmacoeconomía e Investigación de Resultados en Salud: Principios y Práctica. Real Academia Nacional de Farmacia.
- Drummond, M.F., Sculper, M.J., Torrance, G.W., O'Brien, B.J., Stoddart, G.L. (2005). Methods for the Economic Evaluation of Health Care Programmes. Third Edition. Oxford University Press. London.
- Johnson, G. y Scholes, K. (2010): Fundamentos de Estrategia, Ed. Pearson, Madrid.
- Guerras, L.A. y Navas, J.E. (2012): La Dirección Estratégica de la Empresa, Teoría y aplicaciones. Ed. Thompson-Cívitas, Madrid, 4ª edición.