

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

Code	34072
Name	Pharmaceutical Management and Planning
Cycle	Grade
ECTS Credits	4.5
Academic year	2019 - 2020

Study (s)

Degree	Center	Acad. year	Period
1201 - Degree in Pharmacy	Faculty of Pharmacy and Food Sciences	4	First term
1211 - D.D. in Pharmacy-Human Nutrition and Dietetics	Faculty of Pharmacy and Food Sciences	4	First term

Subject-matter

Degree	Subject-matter	Character
1201 - Degree in Pharmacy	35 - Pharmaceutical management and planning	Obligatory
1211 - D.D. in Pharmacy-Human Nutrition and Dietetics	1 - Asignaturas obligatorias del PDG Farmacia-Nutrición Humana y Dietética	Obligatory

Coordination

Name	Department
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 these areas. The 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 - Degree in Pharmacy

- 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 Pharmacoeconomy.

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. BLOCK 1: QUALITY AND HEALTH PLANNING

Topic 1. Quality in Health Care

- 1.1 Concept and evolution
- 1.2 Quality of care
- 1.3 Methods to assess the quality of care

Topic 2. Health Planning and Organization

- 2.1 Health Organization
- 2.2 Management structures
- 2.3 Health competences
- 2.4 Sanitary System and Health Models



2. BLOCK 2: COMPANIES AND RESOURCE MANAGEMENT

Topic 3. Types of Health Companies: Pharmacy Office, Hospital Pharmacy Service, Distribution Laboratory

3.1 Definition

3.2 Organizational and structural aspects

3.3 Professional pharmaceutical services

Topic 4. Business Structure

4.1 Company and Organization

4.2 Ownership and control

4.3 Directive Function

4.4 Company environment and SWOT / PESTEL analysis

4.5 Entrepreneurship, sustainability and CSR

Topic 5. Human Resources Management

5.1 The HR function

5.2 HR Policies

5.3 Organization and management of resources: personnel, compensation, incentives

5.4 Remuneration and payroll

5.5 Collective agreement

Topic 6. Economic-Financial Analysis

6.1 Accounting

6.2 Variables of benefit and associated cost: Gross margin

6.3 Profitability

6.4 Annual Accounts

6.5 Balance and Ratios: gross profitability, BAI

6.6 Drug Prices

6.7 Taxes and tax regime: VAT, Surcharge Equivalence, IRPF

6.8 Financing system and fiscal impact

Topic 7. Pharmaceutical Marketing

7.1 Market research

7.2 The 4ps of marketing

7.3 Customer orientation

7.4 Loyalty, promotion campaigns and ICT's

3. BLOCK 3: HEALTH MANAGEMENT

Topic 8. Products Object of Management

8.1 Definition and types of medications

8.2 Pharmaceutical products

Topic 9. Optimal Stock Management



- 9.1 Pharmaceutical distribution chain
- 9.2 Optimal management and its health impact
- 9.3 Main variables management

Topic 10. Management of Pharmacotherapy

- 10.1 Acquisition: Auctions and acquisition of medicines
- 10.2 Storage: Types of warehouses and conditions
- 10.3 Elaboration: Laboratories and technical categories
- 10.4 Dispensation: Types of health prescriptions
- 10.5 Pharmaceutical supply

4. SEMINARS

The seminars are related to the theoretical/practical aspects discussed in theory classes. The seminars will cover the aspects related to the health policy and models, the economic-financial scope of the organizations of the pharmaceutical sector, the analysis of the environment, the distribution of pharmaceutical products, entrepreneurship and employability, the computer programs for the management and optimal dispensation and pharmacoeconomic analysis

WORKLOAD

ACTIVITY	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
TOTAL	102,00	

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 teching 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.
- Iborra, M., Dasí, Á., Dolz, C., & Ferrer, C. (2014). Fundamentos de dirección de empresas. España: Paraninfo.
- Castro, I. (2016): De la start-up a la empresa. Ed Pirámide, Madrid.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

English version is not available