

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

Code	34072
Name	Pharmaceutical Management and Planning
Cycle	Grade
ECTS Credits	4.5
Academic year	2023 - 2024

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
MANGAS SANJUAN, VICTOR	358 - Pharmacy, Pharmaceutical Technology and Parasitology
ORTEGA COLOMER, FRANCISCO JAVIER	105 - Business Administration 'Juan José Renau Piqueras'

SUMMARY



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.
- Learn the Sustainable Development Objectives introduced by the United Nations Organization.

Skills

Once the student completes the course and passed the examens, 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 Accreditation of health services

Topic 2. Health Planning and Organization

- 2.1 Health Organization
- 2.2 Health policy
- 2.3 Health management
- 2.4 Health planning

2. BLOCK 2: BUSINESS ANALYSIS

Topic 3. The company and its functions

- 3.1. Company, Ownership and Control
- 3.2. Enterprise subsystems
- 3.3. Analysis of the company and its environment
- 3.4. CSR and Compliance

Topic 4. Pharmaceutical companies

- 4.1. pharmaceutical laboratories
- 4.2. Pharmacy office
- 4.3. Hospital Pharmacy Service



Topic 5. Entrepreneurship

- 5.1 Role of the entrepreneur
- 5.2 Business plan and model
- 5.3 Financing
- 5.4 Innovation ecosystems
- 5.5 Steps to create a company

3. BLOCK 3: RESOURCE MANAGEMENT

Topic 6. Economic-Financial Management

- 6.1 Balance and situation
- 6.2 Income statement
- 6.3 Economic-financial ratios
- 6.4 Balance point

Topic 7. Tax Management

- 7.1 VAT, Equivalence Surcharge, Personal Income Tax
- 7.2 Corporate tax
- 7.3 Price of medicines

Topic 8. Human Resources Management

- 8.1 The role of HR and its policies
- 8.2 Performance management
- 8.3 Talent management
- 8.4 Conflict management
- 8.5 HR in the Pharmacy Office

Topic 9. Marketing Management

- 9.1 Market research
- 9.2 The 4Ps of Marketing
- 9.3 Customer orientation
- 9.4 Loyalty, promotional campaigns and ICTs

Topic 10. Product management

- 10.1 Medications
- 10.2 Parapharmacy products

4. BLOCK 4: HEALTH MANAGEMENT

Topic 11. Optimal Stock Management

- 11.1 Rational analysis
- 11.2 Types of stock
- 11.3 Stock management
- 11.4 Stock rotation

**Topic 12. Pharmacoeconomics**

12.1 Types of evaluations

12.2 Deterministic models

12.3 Probabilistic models

Topic 13. Pharmacotherapy Management

13.1 Selection: available methods

13.2 Acquisition: auctions and acquisition of medicines

13.3 Storage: types of stores and conditions

13.4 Elaboration: laboratories and technical categories

13.5 Dispensing: types of health prescriptions

5. 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 skills70%

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%).

Continuous assessment activities, which in this subject are known to be seminars, are **MANDATORY ATTENDANCE** and, therefore, **NON-RECOVERABLE**, in accordance with the provisions of article 6.5 of the UV Assessment and Qualification Regulations for Undergraduate Degrees and Master.

The copying or manifest plagiarism of any task that is part of the evaluation will mean the impossibility of passing the subject, subjecting themselves to the appropriate disciplinary procedures. Keep in mind that, in accordance with article 13. d) of the University Student Statute (RD 1791/2010, of December 30), it is the duty of a student to refrain from the use or cooperation in fraudulent procedures in the evaluation tests , in the work carried out or in official documents of the university.

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.
- Robbins, Stephen P., Coulter, Mary K., DeCenzo, David A. (2017). Fundamentals of management, Harlow, England : Pearson, 2017. Tenth edition, Global Edition.