

**Thematic plan of lectures
in the discipline "Management and Economics of Pharmacy"
for students enrolled
in the 2021 educational program
33.05.01 Pharmacy,
specialty,
full-time education
for the 2024-2025 academic year**

№	Topics of lectures	Hours (academic)
Module 1. Theoretical foundations of health care and pharmacy. Organization of the work of the supply chain system of the pharmaceutical market 5 semester		
1.	Pharmacy organization: the legal and economic basis for its functioning. ¹ Pharmacy organization is a subject of entrepreneurial activity. Forms of ownership. Types of retail pharmacy organizations according to the ND. The functions, structure, the relationship of the premises, equipment and facilities of a pharmacy. The order of retail sale of medicines. ²	2
2.	Commodity policy in pharmacy. Determination of need and the study of demand for drugs. ¹ The concepts of goods and commodity policy. Directions of commodity policy. Structure of merchandise nomenclature. Management of assortment. Factors of demand formation. Types of demand. Market analysis and forecasting the need for drugs in pharmacies. ²	2
3.	Organization of the work of the prescription-production department. Pharmaceutical examination of prescriptions. ¹ Organization of the workplace of the pharmacy technologist for receiving prescriptions and dispensing drugs. The procedure for prescribing and prescribing, pharmaceutical expertise of prescriptions. ²	2
4.	Item-quantitative accounting of drugs in pharmacies. Organization of the work of the pharmacy for the reception of prescriptions and dispensing of drugs containing narcotic and psychotropic substances, precursors. ¹ Accounting, storage, prescribing and dispensing of narcotic drugs and psychotropic substances. ²	2
5.	Organization of the work of the pharmacy on receipt of prescriptions and dispensing of drugs containing potent and poisonous substances. ¹ Accounting, storage, prescribing and dispensing of drugs containing potent and poisonous substances. ²	2
6.	Free and privileged supply of medicines in the social security system. ¹ Models of privileged supply. Categories of citizens with the right to free and privileged medicines. Work of pharmaceutical and medical organizations. Order of drug supply and delivery organization. The order of drugs dispensing from pharmacy organizations, provided free of charge. ²	2
7.	Over-the-counter drugs and other pharmacy products. Principles of merchandising. ¹ Requirements for over-the-counter drugs. ND. Order of dispensing from pharmacies. Rules of merchandising in pharmacy activities. Organization of retail space. ²	2
8.	Peculiarities of pharmacy manufacturing of medicines. Organization of in-pharmacy quality control of medicines. ¹ Rational organization of workplaces at different stages of the technological process of production.	2

	The order and quality control of drugs manufactured in the pharmacy. ²	
9.	General requirements for the organization of storage of medicines and medical products. ¹ Organization of storage of pharmacy assortment of goods. Regulatory documents. Requirements for the device and operation of storage rooms. ²	2
10.	Rules for storage of drugs according to pharmacological groups and physical and chemical properties, method of application, by toxicological effect and aggregate state of pharmaceutical substances. Storage of flammable and explosive substances. ¹ Factors affecting the storage process of drugs. Features of drug storage in accordance with the pharmacological groups and physico-chemical properties, method of application, by toxicological effect and aggregate state. ²	2
11.	Basic principles of drug supply for inpatients. ¹ Tasks and organization of the pharmacy of the medical organization. ²	2
12.	Pharmacoeconomic analysis. ¹ Concept of pharmacoeconomic analysis, methods. Formulary list. ²	2
13.	Sales logistics in the pharmacy system. ¹ The concept of logistics. Types of wholesale intermediaries. Types and levels of distribution channels. ²	2
14.	Logistics of warehousing. Pharmacy warehouse. ¹ Pharmacy warehouse its tasks and functions. The work of the receiving department, storage department, the department of expedition. ²	2
Total for module 1		28
Module 2. Accounting and analysis of economic and financial activities of the pharmacy organization. 6 semester.		
1.	Information system "accounting". Types of accounting. ¹ Business accounting: types, users. Accounting measures. ²	2
2.	Balance sheet and accounting accounts. ¹ Subject and method of accounting. Elements of the method. ²	2
3.	Accounting for fixed assets and intangible assets. ¹ Accounting tasks. Classification and evaluation. Amortization deductions. Synthetic accounting. Documentary registration of movement of objects. ²	2
4.	Accounting for inventories. ¹ Accounting tasks. Classification and assessment. Synthetic accounting. Documenting the movement of objects. ²	
5.	Accounting for the receipt of goods. ¹ Features of trade and production activities of pharmaceutical organizations. Goods, the basic principles of its accounting. Synthetic record of receipt. ²	2
6.	Accounting for the consumption of goods. Calculation of realized trade overlays. Accounting for tare. ¹ Realization on prescriptions of doctors. OTC sales turnover in pharmacy and small retail network. Accounting for goods released to medical and other organizations. ²	2
7.	Cash and settlement accounting. ¹ Significance and tasks of cash accounting. Organization of the cash register. Cash receipts and outgoing cash operations. Accounting for non-cash transactions. ²	2
8.	Accounting for labor and wages. ¹ Accounting for the working time of employees of the organization. Forms of payment for work. Vacation pay accrual. Calculation of temporary disability allowance. Types of deductions from payroll. ²	2
9.	Tax system in the Russian Federation. ¹ Tax system. Functions of taxes. The Legislation of the Russian Federation on Taxes and Levies. ²	2
10.	Taxation features of pharmacy organizations. ¹ Tax classification. ²	2

11.	Special regimes of taxation. ¹ Tax classification. ²	2
12.	Inventory of Commodity and Material Values. ¹ Inventory of Commodity and Material Values. Procedure of taking inventory. Inventory of cash, monetary documents and blanks of strict accountability documents. ²	2
13.	The derivation of the results of economic and financial activities of the pharmacy organization. ¹ Analysis of financial and economic activities of the pharmacy organization. Indicators. ²	2
14.	Accounting statements. ¹ Types of accounting statements. ²	2
Total for module 2		36
Module 3: Fundamentals of Economics of a Pharmacy Organization 7 semester		
1.	Pharmaceutical economics. Methods and techniques for predicting the main economic indicators of the activities of pharmacies. ¹ Features of the activities of pharmacies. Peculiarities of basic economic laws and consumer behavior in the pharmaceutical market. ²	2
2.	Price of goods. Pricing strategies. Peculiarities of pricing of medicines. ¹ Types and functions of price. The role of the state in pricing of medicines. Procedure of pricing of medicines. ²	2
3.	Sales forecasting. Analysis and planning of sales volume of pharmacy goods. ¹ Structure of trade turnover, factors influencing it. Methods of planning the turnover, indicators. ²	2
4.	Analysis of commodity stocks, their rationing. Commodity security sales volume. ¹ Classification of commodity stocks. The reasons and motives for the creation of inventories. Methods of planning inventories. ²	2
5.	Analysis and forecasting of costs of circulation, cost estimates. ¹ Classification of costs and costs of circulation. Planning costs of circulation by level and amount. ²	2
6.	Analysis and forecasting of profit, its maximization in the short term. ¹ The concept of profit and its types. ²	2
7.	Influence of main factors on gross revenue and profit. ¹ Factors forming profit. The break-even point ²	2
Total for module 3		34
Module 4. Theory and practice of pharmaceutical management. Information support of pharmaceutical business. 8 semester.		
1.	Management methodology. Models and methods in pharmaceutical management. Organizational design in pharmacy. ¹ Goals and objectives, functions of management. The manager - a key figure in management. Stages of formation of scientific management (schools and trends). The basic principles of management. Organizational structure concepts and principles of construction, elements of the organizational structure and relationships (horizontal, vertical, linear, functional). ²	2
2.	Fundamentals of personnel management. The concept of pharmaceutical human resources management. Pharmaceutical ethics and deontology. ¹ Fundamentals of personnel management of pharmaceutical organizations, its main functions. Personnel policy, its goals and objectives (strategic, tactical, operational). ²	2
3.	The process and methods of development and implementation of management decisions. ¹ Requirements for management decisions. Methods and ways of making decisions. ²	2

4.	Fundamentals of record keeping in pharmacy organizations: rules and requirements for the preparation and movement of basic documents. ¹ Classification of documents. General rules for document management. Means of mechanization of paperwork processes. ²	2
5.	Methodology of management of social and psychological processes in the pharmacy team. Communication in the management of pharmaceutical organizations. ¹ Factors affecting the socio-psychological climate and its structure. Stages of communication process, evaluation criteria. ²	2
6.	Methods, principles and styles of management of labor collective in pharmacy organizations. Conflict management in teams of pharmacy organizations. ¹ Approaches to the identification of leadership styles. Conflicts in the team and ways to resolve them. Business and professional ethics of the manager. ²	2
7.	Legal basics of the transition to the pharmaceutical market. The system of consumer protection. ¹ Legislation of the Russian Federation on the protection of consumer rights. Rules of retail trade of medicines and other goods sold by pharmacy organizations. Privatization of pharmaceutical organizations. ²	2
8.	Licensing of pharmaceutical activity: the order of conducting, documentation. ¹ Russian legislation on licensing of pharmaceutical activity. Types of activities subject to licensing. License for pharmaceutical activity of pharmacy organization. Validity period. Licensing requirements. License for activities of a pharmacy organization related to turnover of narcotic drugs. Validity period. Licensing requirements and conditions. ²	2
9.	Pharmaceutical business. Entrepreneurial activity. Development of a business plan. ¹ Stages of development of the business plan. Recommended requirements for the business plan as a document. ²	2
10.	System of state registration and certification of medicines. ¹ Levels and functions of the system of state registration and certification of medicines. Counterfeiting in the pharmaceutical market. ²	2
11.	Concept of pharmaceutical marketing. Marketing research. Marketing information systems in pharmacy. Documentary sources of information. Pharmaceutical information and advertising of medicines: the system, basic forms, planning, evaluation of effectiveness. ¹ Directions and methods of complex marketing research of the pharmaceutical market (ABC-analysis, VEN-analysis, STEP-analysis, SWOT-analysis, TAT, ZhKT analysis, BCG matrix, UDT, Ansoff matrix). Marketing information. Its importance for managerial decision-making. Marketing planning. Definition. Objectives. Stages. Significance. The development of a marketing plan. ²	2
Total for module 4		36
Total		134

¹ -Subject

² - essential content

Considered at the meeting of the Department of Organization of Pharmaceutical Business, Pharmaceutical Technology and Biotechnology «29» August 2024, Protocol No. 1

Head of the Department,
Doctor of Pharmacy



V. S. Sirotenko