

## The syllabus of the discipline Industrial practice on Pharmaceutical Management and Marketing

<b>1. General information</b>	
<b>The name of the faculty</b>	pharmaceutical
<b>Educational program</b> (branch, specialty, level of higher education, form of education)	field of knowledge 22 " <i>Health care</i> " specialty 226 " <i>Pharmacy, industrial pharmacy</i> " educational program of <i>master of pharmacy</i> form of <i>full</i> -time study
Academic year	2023-2024
<b>Name of discipline, code</b> ( <i>e-mail address on the website of Danylo Halytzky LNMU</i> )	WB 2.4. Industrial practice from MMPH
Department ( <i>name, address, phone, e-mail</i> )	Organization and Economics of Pharmacy, Lviv, Pekarska str. 69, (032) 2768639 <a href="mailto:Kaf_organizacjapharm@meduniv.lviv.ua">Kaf_organizacjapharm@meduniv.lviv.ua</a>
Head of the department ( <i>contact e-mail</i> )	Head of the Department, Doctor of Pharmacy, Professor Hromovyk B.P., <a href="mailto:hromovyk@gmail.com">hromovyk@gmail.com</a>
Year of study ( <i>year in which the study of the discipline</i> )	5
Semester ( <i>semester in which the study of the discipline is implemented</i> )	X semester
Type of course / module ( <i>obligatory / optional</i> )	Selective
Teachers ( <i>names, surnames, scientific degrees and titles of teachers who teach the discipline, contact e-mail</i> )	<a href="#">Dorykevych Kateryna, PhD of Pharmaceutical Sciences, Associate Professor, <a href="mailto:kpushak@gmail.com">kpushak@gmail.com</a></a>
Erasmus yes / no ( <i>availability of the discipline for students within the Erasmus + program</i> )	No
Person responsible for the syllabus ( <i>person to be commented on the syllabus, contact e-mail</i> )	Oksana Levitska, <a href="mailto:levytska.oksana@gmail.com">levytska.oksana@gmail.com</a>

Number of ECTS credits	4 credits / 120 hours
Number of hours	0/60/60
Language of teaching	In Ukrainian, English
Information about consultations	According to the schedule of the department

## 2. Short annotation to the course

General characteristics, brief description of the course, features, benefits

### Description of the discipline (abstract)

The internship with the IMF is one of the final components in a set of professionally-oriented disciplines that form masters of pharmacy. It enables the formation of modern pharmaceutical and market thinking in applicants for higher pharmaceutical education.

**The subject of study of the discipline** are the laws, principles of formation, operation and development of the management system of the pharmaceutical organization, as well as marketing philosophy and management methods in a competitive environment.

### 3. The purpose and objectives of the course

3.1. **The purpose** of teaching the discipline "Industrial practice of MMPh" is the formation of higher pharmaceutical education students a set of professional competencies to create a holistic system of successful management of the pharmaceutical organization, including necessary for effective marketing activities.

3.2. **The main tasks** of studying the discipline "Industrial practice of MMPh" are:

- formation of professional knowledge, skills and ideas of higher pharmaceutical education in creating a holistic, effective and flexible management system of the pharmaceutical organization in a constantly changing market environment;
- acquaintance with application in practice of mechanisms of administrative influence on collective of workers in the conditions of market relations,
- study of communication processes;
- study of strategy and tactics of management and decision-making;
- mastering the methods of pharmaceutical market research and analysis of market opportunities of the pharmaceutical company;
- research of product, price, sales and communication policies of pharmaceutical companies.

3.3 **Competences and learning outcomes**, the formation of which is facilitated by the discipline (relationship with the normative content of training of higher education, formulated in terms of learning outcomes in the Standard of Higher Education).

In accordance with the requirements of the Standard of Higher Education, the discipline provides students with the acquisition of competencies:

a) general competencies (GC):

GC 1. Ability to act socially responsible and civic conscious.

GC 2. Ability to apply knowledge in practical situations.

GC 4. Ability to abstract thinking, analysis and synthesis, to learn and be modernly trained.

GC 5. Ability to show initiative and entrepreneurship.

GC 6. Knowledge and understanding of the subject area and understanding of professional activity.

GC 7. Ability to adapt and act in a new situation.

GC 8. Ability to communicate in the state language both orally and in writing, ability to communicate in a foreign language (mainly English) at a level that ensures effective professional activity.

GC 9. Skills in the use of information and communication technologies.

GC 10. Ability to choose communication strategy, ability to work in a team and with experts from other fields of knowledge / types of economic activity.

GC 11. Ability to assess and ensure the quality of work performed.

b) special (professional) competencies (PC):

PC 10. Ability to develop, implement and apply management approaches in the professional activities of pharmacies, wholesalers, manufacturing companies and other pharmaceutical organizations, to argue the principles of HR-management and self-management, to demonstrate leadership skills.

PC 12. Ability to use in professional activities knowledge of regulations, legislation of Ukraine and recommendations of good pharmaceutical practices.

PC 13. Ability to demonstrate and apply in practice communication skills, fundamental principles of pharmaceutical ethics and deontology, based on moral obligations and values, ethical standards of professional conduct and responsibility in accordance with the Code of Ethics for Pharmaceutical Workers of Ukraine and WHO guidelines.

PC 17. Ability to organize and carry out general and marketing management of assortment, commodity-innovative, pricing, sales and communication policies of pharmaceutical market entities based on the results of marketing research and taking into account market processes in national and international markets, risk management in the pharmaceutical system .

#### 4. Prerequisites of the course

Industrial practice of MPh is aimed at consolidating and deepening the theoretical knowledge gained in the study of pharmaceutical management and marketing, as well as mastering the applied aspects of management and pharmaceutical marketing, which will allow in the future to successfully carry out professional activities of masters of pharmacy.

#### 5. Program learning outcomes

##### List of learning outcomes

Learning outcome code	The content of the learning outcome	Reference to the competency matrix code
<i>Kn-1</i>	Know your social and community rights and responsibilities	<i>PLO-1</i>
<i>Kn-2</i>	Know the methods of implementing knowledge in solving practical problems	<i>PLO-2; PLO-4; PLO-6; PLO-22;</i>
<i>Kn-3</i>	Know the current trends in the industry and analyze them	<i>PLO-2; PLO-4; PLO-6; PLO-12; PLO-22;</i>
<i>Kn-4</i>	Know the features of the modern professional environment and professional activity	<i>PLO-2; PLO-4; PLO-5; PLO-6; PLO-10; PLO-22;</i>
<i>Kn-5</i>	Know the structure and features of professional activity	<i>PLO-2; PLO-4; PLO-5; PLO-6; PLO-10; PLO-22;</i>
<i>Kn-6</i>	Know the mechanisms of adaptation and algorithms for action in a new situation	<i>PLO-4; PLO-6; PLO-7; PLO-20; PLO-22;</i>
<i>Kn-7</i>	Have a perfect knowledge of the native language and basic foreign language	<i>PLO-8</i>
<i>Kn-8</i>	Know modern information and communication technologies	<i>PLO-2; PLO-4; PLO-9</i>
<i>Kn-9</i>	Know the tactics and strategies of communication, laws and ways of communicative behavior	<i>PLO-2; PLO-4; PLO-6; PLO-7; PLO-10; PLO-22; PLO-25;</i>
<i>Kn-10</i>	Know the methods of assessing the quality of work performed	<i>PLO-11</i>
<i>Kn-11</i>	Know the basic approaches of management in the professional activities of pharmaceutical organizations, the principles of HR-management and self-management	<i>PLO-2; PLO-4; PLO-6; PLO-7; PLO-10; PLO-11;</i>

		<i>PLO-20;</i> <i>PLO-22; PLO-25;</i>
<i>Kn-12</i>	Know the regulatory and legal framework of Ukraine, a set of good pharmaceutical practices that regulate the requirements for professional activity	<i>PLO-4; PLO-9;</i> <i>PLO-20; PLO-24;</i>
<i>Kn-13</i>	Know the legal and ethical standards of professional conduct and responsibility	<i>PLO-5; PLO-6;</i> <i>PLO-10; PLO-25;</i>
<i>Kn-14</i>	Know the basic principles of general and marketing management in the marketing mix of pharmaceutical market players	<i>PLO-2; PLO-4;</i> <i>PLO-6; PLO-7;</i> <i>PLO-9; PLO-12,</i> <i>PLO-20; PLO-22;</i> <i>PLO-25; PLO-29</i>
<i>S-1</i>	To form one's civic consciousness, to be able to act in accordance with it	<i>PLO-1</i>
<i>S-2</i>	Be able to use professional knowledge to solve in practical situations	<i>PLO-2</i>
<i>S-3</i>	Be able to analyse professional information, make informed decisions, acquire modern knowledge	<i>PLO-4</i>
<i>S-4</i>	Be able to show initiative; to constantly search for new opportunities outside the available resources, to engage in self-development and self-realization	<i>PLO-5</i>
<i>S-5</i>	Be able to carry out professional activities that require updating and integration of knowledge	<i>PLO-6; PLO-7;</i> <i>PLO-10</i>
<i>S-6</i>	Be able to adapt to the new and act according to specific situations	<i>PLO-6; PLO-7</i>
<i>S-7</i>	Be able to apply knowledge of the native language, both orally and in writing, be able to communicate in a foreign language	<i>PLO-8</i>
<i>S-8</i>	Be able to apply modern information and communication technologies in practice	<i>PLO-9</i>
<i>S-9</i>	Be able to choose ways and strategies of communication to ensure effective teamwork	<i>PLO-10</i>
<i>S-10</i>	Be able to ensure the quality of work performed	<i>PLO-11</i>
<i>S-1 1</i>	Be able to apply the acquired knowledge in practice, demonstrate leadership skills.	<i>PLO-2; PLO-12;</i> <i>PLO-20; PLO-22;</i> <i>PLO-25</i>
<i>S-1 2</i>	Be able to apply knowledge of regulations, legislation of Ukraine and recommendations of good pharmaceutical practices in practice.	<i>PLO-24</i>
<i>S-1 3</i>	Be able to demonstrate in practice communicative communication skills, to form and develop social and labor relations	<i>PLO-10; PLO-25</i>
<i>S-1 4</i>	To be able to conduct market research and use the results to the public and management of marketing th activities of pharmaceutical organizations	<i>PLO-25; PLO-29</i>
<i>AB-1</i>	Take responsibility for your civic position and activities	<i>PLO-1; PLO-5</i>
<i>AB-2</i>	Be responsible for the timeliness of decisions	<i>PLO-4; PLO-6</i>
<i>AB-3</i>	Be responsible for the timely acquisition of modern knowledge.	<i>PLO-4; PLO-9</i>
<i>AB-4</i>	Take responsibility for identified initiatives	<i>PLO-6; PLO-7</i>
<i>AB -5</i>	Be responsible for professional development with high level of autonomy	<i>PLO-6; PLO-7</i>
<i>AB-6</i>	Be responsible for the chosen mechanism of adaptation and action in the new situation	<i>PLO-7</i>
<i>AB-7</i>	Be responsible for fluency in the native language, for the development of professional knowledge	<i>PLO-8</i>
<i>AB-8</i>	Be responsible for the choice of information or communication technologies	<i>PLO-9</i>

AB-9	Be responsible for the choice and tactics of communication	PLO-10
AB-10	Be responsible for the quality of work performed	PLO-11
AB-11	To be responsible for the developed, implemented and applied approaches of management in professional activity	PLO-20; PLO-22
AB-12	Be responsible for quality and timely use normative documents in professional activity	PLO-24
AB-13	Be responsible for compliance with ethical standards of professional conduct and responsibility, for the quality of communication skills	PLO-25
AB-14	To be responsible for the organized system of marketing management within the framework of marketing mix of subjects of the pharmaceutical market	PLO-12; PLO-22; PLO-29

6. Format and scope of the course		
Course format (specify full-time or part-time)	Face-to-face	
Kind of occupations	Number of hours	Number of groups
Lectures (L)	-	
Practical classes (PC)	60	5
Seminars (S)	-	
Independent students work (ISW)	60	5

7. Topics and content of the course				
Code type to borrow	Topic	Learning content	Learning outcome code	Teacher
PC-1, ISW-1	Acquaintance with the pharmacy as an organization.	Pharmacy as an object of management. The name of the pharmacy and the legal address of the founding pharmaceutical company. Location of the pharmacy and mode of operation (including duration of shifts). Organizational and legal form and activities of the pharmacy. Characteristics of the internal environment of the pharmacy. Factors of the external environment of the pharmacy of direct influence.	PLO-2, PLO-4; PLO-5, PLO-8; PLO-12, PLO-24; PC-10 - PC-13	Levitska O.R. Hrushkovska D.T., Chukhrai I.L.
PC-2, ISW -2	Analysis of functions and methods of management and leadership style in the management of a pharmacy.	General management functions and their practical use in the management of a pharmacy. Mission and goals of the pharmacy (short-, medium- and long-term). Assessment and analysis of environmental factors of direct influence. Assessment and analysis of internal environmental factors. Formation of options of strategies on stages of a life cycle of a pharmaceutical establishment, on directions of its possible development, on characteristics of economic and financial activity, on terms of realization. Evaluation of the style of management of the	PLO-2; PLO-4; PLO-5, PLO-8; PLO-9, PLO-11; PLO-12, PLO-22; PLO-24; PC-10; PC-13	Levitska O.R. Hrushkovska D.T., Chukhrai I.L.

		pharmacy. Application of economic, administrative, socio-psychological and legal methods in the management of a pharmacy.		
<i>PC-3, ISW -3</i>	Analysis of communication processes of the pharmacy.	Characteristics of types of communications between structural units, with the external environment (suppliers, consumers, financial institutions, government agencies). Use of information in the management of a pharmacy. Organization of office work in a pharmacy.	PLO-2; PLO-4; PLO-5; PLO-6; PLO-8; PLO-11; PLO-12; PLO-22; PLO-24; PC-10; PC-13	Levitska O.R. Hrushkovska D.T., Chukhrai I.L.
<i>PC-4, ISW -4</i>	Organization of work with personnel.	The procedure for hiring and firing, personal affairs, registration of employment records, orders, characteristics. Analysis of staff rotation and turnover, their causes. Characteristics of employees' qualification, advanced training.	PLO-2; PLO-4; PLO-5; PLO-8; PLO-10, PLO-11; PLO-12, PLO-22; PLO-24; PC-10 PC-13	Levitska O.R. Hrushkovska D.T., Chukhrai I.L.
<i>PC-5, ISW -5</i>	Study of the activities of the pharmaceutical market.	Characteristics of the pharmaceutical market and its functions. Subjects and object of the pharmaceutical market. Research of suppliers and competitors of the pharmacy as market participants.	PLO-2; PLO-4; PLO-7; PLO-8; PLO-12; PLO-25; PLO-29; PC-17	Levitska O.R. Hrushkovska D.T., Chukhrai I.L.
<i>PC-6, ISW -6</i>	Research of product policy of pharmacy.	Analysis of the range of the pharmacy (width, depth, saturation, harmony, structure, novelty). Assortment groups in which the pharmacy specializes. Positioning of drugs by consumer preferences. Study of drug competitiveness.	PLO-2; PLO-4; PLO-7; PLO-8; PLO-12; PLO-25; PLO-29; PC-17	Levitska O.R. Hrushkovska D.T., Chukhrai I.L.
<i>PC-7, ISW -7</i>	Pricing policy of the pharmacy.	Factors pricing of drugs. Analysis of pricing in a pharmacy. Research of the price situation of the pharmaceutical market. Determining the availability of drugs.	PLO-2; PLO-4; PLO-7; PLO-8; PLO-12; PLO-25; PLO-29; PC-17	Levitska O.R. Hrushkovska D.T., Chukhrai I.L.
<i>PC-8, ISW -8</i>	Study of sales policy of the pharmacy.	Variants of structures of distribution channels (methods of sale) of medicines. Length and width of traditional drug distribution channels. Trade intermediaries	PLO-2; PLO-4; PLO-7; PLO-8;	Levitska O.R. Hrushkovska D.T., Chukhrai I.L.

		with which the pharmacy cooperates.	PLO-12; PLO-25; PLO-29; PC-17	
PC-9, ISW -9	Communication policy of the pharmacy.	The system of marketing communications of the pharmacy. Advertising of drugs, "public relations", personal sales and sales promotion of drugs. Merchandising in pharmacies.	PLO-2; PLO-4; PLO-7; PLO-8; PLO-12; PLO-25; PLO-29; PC-17	Levitska O.R. Hrushkovska D.T., Chukhrai I.L.
PC-10, ISW -10	Characteristics of the external advantages of the pharmacy.	Research external pharmacy benefits (location, pricing, completeness assortment of drugs, use of pharmaceutical principles. Ethics, speed and quality of service).	PLO-2; PLO-4; PLO-5; PLO-6; PLO-8; PLO-11; PLO-12; PLO-22; PLO-24; PC-10; PC-13	Levitska O.R. Hrushkovska D.T., Chukhrai I.L.

In the process of studying the discipline "Pharmaceutical Management and Marketing" the following teaching methods are used:

- *by type of cognitive activity*: explanatory-illustrative; analytical, synthetic, inductive, deductive;
- *according to the main stages of the process*: formation of knowledge; application of knowledge; generalization; fixing; audit;
- *according to the system approach*: stimulation and motivation; control and self-control.
- *by sources of knowledge*: verbal - story, conversation; visual - demonstration, illustration.
- *by the level of independent mental activity*: *problematic; partial search; research.*

### 8. Verification of learning outcomes

#### Current control

*c is carried out during the training sessions and aims to verify the assimilation of educational material by students.*

The current control of students' knowledge is assessed according to the following scheme:

Learning outcome code	Code type to borrow	Method of verifying learning outcomes	Enrollment criteria
Kn-1 - 1 4; S-1 - 1 4; C-1 - 1 4; AB-1 -14	P-1 - 10 CPC-1 - 10	Current control is carried out daily, in accordance with the specific objectives of each topic, by the immediate supervisor from the base of practice, who approves the implementation of practical skills in the student's practice diary. In the process of monitoring the acquisition of practical skills, students are recommended to use the following tools for diagnosing the level of training: performing practical tasks, modeling situations, conducting research,	"5" (5 points) - the student closely connects the theory with practice and correctly demonstrates the implementation of practical skills, fully completed the tasks

	<p>explaining and evaluating their results. During the assessment of mastering each topic for the current educational activity of the student, grades are given on the 4th point (national). This takes into account all types of work provided by the discipline program. The student must receive a grade from each topic for further conversion of grades into points on a multi-point (200-point) scale.</p>	<p>provided by the program of practice; complied with the rules of internal labor regulations and safety rules in force in the pharmacy, all types of work, production operations and tasks provided by the program of practice, performed honestly, in full, all types of work performed are recorded in the diary;  "4" (4 points) - the student demonstrates the implementation of practical skills, performed all tasks provided by the program of practice, assuming minor errors; complied with the rules of internal labor regulations and safety rules in force in the pharmacy, all types of work, production operations and tasks provided by the program of practice are performed well, but not honestly enough, incompletely, types of work performed are not fully or with some errors recorded in the diary;  "3" - (3 points) - the student during the demonstration of practical peacocks makes significant mistakes, performs only the easiest tasks, has only a mandatory minimum of research methods, incompletely completed the tasks provided by the</p>
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		<p>program of practice; violated the rules of internal labor regulations and safety rules, types of work, production operations and tasks provided by the program of practice, performed not completely and with errors, types of work performed not completely, and some not recorded in the diary;</p> <p>"2" (0 points) - the student during the demonstration of practical skills makes significant, gross mistakes; did not fulfill the tasks provided by the practice program; grossly violated the rules of internal labor regulations and safety rules in the pharmacy, types of work, production operations and tasks provided by the program of practice, not performed or performed with unacceptable errors, types of work performed not completely or not recorded in the diary or student diary .</p>
<b>Final control</b>		
General evaluation system	Participation in work during practice / differentiated test - on a 200-point scale	
Rating scales	traditional 4-point scale, multi-point (200-point) scale, ECTS rating scale	
Conditions of admission to the final control	The student attended all practical (laboratory, seminar) classes and received at least 120 points for current performance	
Type of final control	Methods of final control	Enrollment criteria
<b>Criteria for assessing differentiated credit</b>		

Differentiated offset	Differential credit in the production practice with the IMF is carried out by means of test control, which provides 8 0 test tasks with one correct answer.	The correct answer to the test task is evaluated in one point; the minimum number of points for enrollment is 50.
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### 9. Course policy

The policy of the course is determined by a system of requirements for students in the study of the discipline and is based on the principles of academic integrity. Students are explained the value of acquiring new knowledge, the need to independently perform all types of work and tasks provided by the work program of the discipline. No references to the sources used. Fabrication of sources, write-offs, interference in the work of other students are examples of possible academic dishonesty. Detection of signs of academic dishonesty in the student's work is the basis for its non-enrollment by the teacher, regardless of the extent of plagiarism or deception.

### 10. Literature

#### *Required*

1. Господарський кодекс України. Закон України від 16.01.2003 р. № 436-IV. URL: <http://zakon3.rada.gov.ua/laws/show/436-15>.
2. Основи законодавства України про охорону здоров'я : Закон України від 19.11.1992 № 2801-XII. URL: <http://zakon0.rada.gov.ua/laws/show/2801-12>
3. Про державну реєстрацію юридичних осіб, фізичних осіб-підприємців та громадських формувань : Закон України від 26.11.2015 № 835-VIII. URL: <http://zakon5.rada.gov.ua/laws/show/835-19>
4. Про лікарські засоби : Закон України від 04.04.1996 № 123/96-ВР. URL: <http://zakon3.rada.gov.ua/laws/show/123/96-%D0%B2%D1%80>
5. Про рекламу : Закон України від 03.07.1996 № 270/96-ВР URL: <http://zakon3.rada.gov.ua/laws/show/270/96-%D0%B2%D1%80>
6. Про ліцензування видів господарської діяльності : Закон України від 02.03.2015 № 222-VIII URL: <http://zakon3.rada.gov.ua/laws/show/222-19>
7. Громовик Б.П. Менеджмент і маркетинг у фармацевції: підручник / Б. П. Громовик, Г. Д. Гасюк, О. Р. Левицька; за ред. д-ра фарм. наук, проф. Б. П. Громовика. К.: Медицина, 2008. 752 с.
8. Громовик Б.П. Фармацевтичний маркетинг: Теоретичні та прикладні засади / Б.П. Громовик, Г.Д. Гасюк, О.Р. Левицька О.Р. Вінниця: Нова книга, 2004. 464 с.
9. Менеджмент у фармацевції / О. Є. Кузьмін, Б. П. Громовик, Г. Д. Гасюк, О. Р. Левицька, О. Г. Мельник. Вінниця: Нова книга, 2005. 448 с.
10. Фармацевтичний маркетинг: навчальний посібник / Б. Громовик, Г. Гасюк, Л. Мороз, Н. Чухрай. Львів: Наутілус, 2000. 320 с.
11. Мнушко З. М., Мусієнко Н. М., Ольховська А. Б. Практикум з менеджменту та маркетингу у фармацевції. Ч. I. Менеджмент у фармацевції: Навч. посіб. для студ. вищ. навч. закл. Х.: Вид-во НФаУ; Золоті сторінки, 2002. 144 с.
12. Практикум по менеджменту и маркетингу в фармацевции. Ч. II. Маркетинг в фармацевции: учеб. пособие для студентов вузов /З. Н. Мнушко, Н. М. Мусиенко, И. В. Пестун, О. Ю. Рогуля. Харьков: Изд-во НФаУ: Золотые страницы, 2004. 140 с.
13. Законодавство України. URL: <http://zakon3.rada.gov.ua/laws>
14. Нормативно-директивні документи МОЗ України. URL: [/http:// mozdocs.kiev.ua](http://mozdocs.kiev.ua)
15. Кодекс законів про працю України : Закон України від 10.12.1971 № 322-VIII. URL: <http://zakon2.rada.gov.ua/laws/show/322-08>

#### *Additional*

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2. Афанасьєв М.В., Шемяєва Л.Г., Шерлока В.С. Основи менеджменту: Навчально-методичний посібник для самостійного вивчення дисципліни / За ред. проф. М.В. Афанасьєва. Х.: ВД «ІНЖЕК», 2003. 484 с.
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## 12. Additional information

*Responsible for the educational process at the department* - Associate Professor I.Ya. Horodetska. Scientific students' research group works at the department. Practical classes are held at Pekarska st., 75. *Website of the department:* <https://new.meduniv.lviv.ua/kafedry/kafedra-organizatsiyi-i-ekonomiky-farmatsiyi/>

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