

**MINISTRY OF PUBLIC HEALTH OF UKRAINE
NATIONAL UNIVERSITY OF PHARMACY**

Department of Pharmaceutical Marketing and Management

**METHODICAL RECOMMENDATIONS
FOR THE IMPLEMENTATION OF MASTER THESES
AT THE DEPARTMENT OF PHARMACEUTICAL
MARKETING AND MANAGEMENT**

for English speaking students of speciality "Pharmacy"

Kharkiv - 2015

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Sofronova I.V., Malyi V.V.

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*Recommended
by the Central Methodological Commission
of the National University of Pharmacy
(Minutes №1 dated 11.13.2014)*

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Methodical recommendations are intended for students of specialty 8.03050701 "Pharmacy" and are developed to provide practical and methodical assistance for students in the performance of master theses in management and marketing in pharmacy.

Requirements for writing and proper execution of master theses are in the methodological recommendations. Methodical recommendations are formed on the basis of requirements, using approved provisions of Masters Work of National Pharmaceutical University.

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INTRODUCTION

In market conditions, a high level of competition and increasing demands of consumers in the market, no administrative decision can not be made without serious scientifically based research of internal and external environment of the organization, the use of modern approaches to management, market segmentation, the study of economic conditions and the competitive environment, which operate industrial and commercial enterprises and firms.

The department of pharmaceutical marketing and management students of V-VI years have the opportunity to join the scientific research on topical issues of management by enterprises, research of market of products and services that end with the writing and defense of diploma master thesis. It is the final stage of the learning process and completes the formation of all the knowledge and skills gained by students specialty "Pharmacy". The master must show that it meets all the requirements that apply to a certain level of future specialists.

These methodical recommendations are intended to provide practical and methodological assistance to students to conduct independent research, collection and processing of management and marketing information in the justification of the project part of the work, in the performance of the master thesis, its making and protection.

Performance of master thesis at the Department of Pharmaceutical Marketing and Management is in accordance with the "Regulations on the procedure for the preparation and defense of master (diploma) thesis (works)" at the National University of Pharmacy and under the guidance of the faculty of the department.

1. GENERAL PROVISIONS

Master thesis is a graduation qualification scientific and research work of graduate Master, which is characterized by an inner unity and reflects the process of development of chosen topic and its results. Science level of master thesis must meet program a Masters course. The set of results obtained during the preparation of the master thesis should be a criterion of evaluation of educational level of graduate high school and indicate the presence of his skills in scientific research: the ability to independently conduct scientific research, identify and solve professional problems, perform specific tasks with adequate modern methods.

State Examination Commission assigns a master's degree on the base of the successful defense of master's thesis.

1.1. PURPOSE, TASKS AND FUNCTIONS OF MASTER THESIS

The purpose of the master thesis in progress at the Department of Pharmaceutical Marketing and Management is to check the ability of students to apply knowledge gained in the department, and use them to conduct independent management and market research of firms.

To achieve this goal the student must solve the following tasks:

- to choose their own or with the head of a specific and relevant topic master thesis (see Appendix A);
- to search information necessary for the selected issue;
- to make the task as the master thesis, which contains illustrations;
- to get feedback from supervisor on the master thesis, expert review and protect the developments at a public hearing of State Exam Commission (SEC).

Implementation of the master thesis provides a number of pedagogical functions, including training, developing, organizing, educational, and control functions.

1.2. REQUIREMENTS FOR MASTER THESES

Scientific master thesis should contain the least of theoretical or experimental results advanced by student for public protection revealing his/her contribution to science.

In the master thesis a student determines the relevance of the topic, in which is the solution of a particular problem, important for proper science, methods and means of execution, the amount of research.

Master thesis of student is a generalized statement of research conducted by the author. The department of Pharmaceutical Marketing and Management gives to student the conclusion about the value of scientific work.

1.3. CHOOSING AND APPROVAL TOPIC OF MASTER THESES

To perform the master thesis a student assigned to the appropriate department of professional orientation. Topics of scientific works should be associated usually with the main plan of research and be closely linked to the needs of practice.

Topics and supervisors approved at a meeting of the Department and Academic Council of the University for the submission of the relevant Faculty Dean.

A student shall be entitled to as agreed with the supervisor to choose the topic of the master thesis on the recommended list of research directions in Appendix A of these methodical recommendations. Also the original topic, if it meets the direction of research may be proposed by the student considering its interests, ideas, experience, previous academic work: studies, conference papers, course work.

1.4. VOLUME AND CONTENT OF MASTER THESES

Master thesis made on one side of a standard sheet of white A4 paper (210 x 297 mm) and is accompanied by the necessary tables, graphics and illustrations.

The volume of the master thesis is 70-90 printed pages excluding appendixes

Master thesis includes:

1. Title Page.
2. Contents.
3. List of abbreviations (if necessary).
4. Introduction.
5. Main sections.
6. Conclusions.
7. References.
8. Appendixes (if necessary).

Experimental master thesis performed using actual material over a period of a particular company.

In the master thesis must concisely, logically and reasonably content to teach and research results, avoid common phrases, unsubstantiated allegations, tautology, and distortion of facts. During writing of the master thesis student is obliged to refer to the publications of other authors and sources from which borrowed materials or individual results. If you are using borrowed material without reference to the author and source the master thesis is not allowed to protection.

Prepared master thesis serves to protection the hard copy using computer technology in soft or hardcover.

1.5. The execution, consultations and protection of master thesis

At the beginning of the semester the student receives a topic of the work, supervisor is appointed. Together with supervisor the student determine base of performance, time of execution of separate chapters and work in general.

The supervisor of the master thesis gives a tasks for master thesis, together with the student defines the current schedule (Appendix B) of its execution, conducts systematic consultations (according schedule) and monitors performance.

Initially, the student should learn the basic literature on the topic. In the process of accumulation of material this list updated with new sources that performer selects. After that, the student accumulates experimental data, collect the necessary materials. Part of the material for the work meets during production (undergraduate) practice.

Schedule of consultations of implementation of master thesis is determined by students with their supervisor. Consultation may be provided to an individual or group of students. Consultations are assigned at least once a week and can be full-time and distance form. Consultations are required to attend.

Ready master thesis after checking by the head, the previous defense at the department and recommendations for official defense in SEC filed to Secretary of SEC not later than one month before its official defense in the SEC.

In the process of writing a master's thesis it is necessary comply with certain requirements for structure and design.

2. STRUCTURE OF MASTER THESIS

2.1. Title Page

The title page is the first page of master's thesis. It is made in accordance with the Appendix B.

2.2. Contents

The contents of the master thesis student independently developed and agreed with the supervisor. The content is the second page of the thesis and determined by the topic. The content includes headlines of all sections, paragraphs, sub-paragraphs and introduction, conclusion, list of references and appendixes with the number of original pages. Titles of the contents should just repeat titles in the text of the thesis. Their reduction is not allowed.

Sample of the contents of master thesis is presented in Appendix C.

2.3. List of symbols

The list of symbols is not a mandatory part of the master thesis. It is given only if the obscure abbreviations and acronyms are used in the thesis. If they occur in the text

infrequently (less than three times), the list does not constitute, and decryption is given directly in the text of immediately when first mentioned.

The list is printed after the contents of the master thesis, before Introduction with two columns: the left one is alphabetically lists of abbreviations, symbols, and the right one is with detailed decryption.

Sample list of symbols of the master's thesis is given in Appendix D.

2.4. Introduction

Introduction is an important part of master's thesis, which contains in summary form all the fundamental provisions of the work. It is methodologically advisable to write the introduction at the end of the study, when the main part of the work is completely ready.

When writing the introduction it is necessary to adhere the following sequence.

Background. It is necessary to justify the relevance and significance of the work for practice. The text of the background must be specific and concise. It is quite by a few sentences to express the main thing reflecting the essence of a scientific problem or task. It is also necessary to specify the authors who have made the most significant contribution to the development of the studied problem.

Purpose and objectives of the master's thesis defines the problems that must be addressed to achieve by the thesis. Do not formulate target as "Research of ...", "Learning of ..." because these words indicate the means to an end rather than at the purpose. Tasks of the work have to meet the purposes of the study. Typically, structure of the thesis is based on the tasks of the study. Therefore, the tasks of the study should match the content of sections and subsections of the master thesis.

The object and subject of the study. The object and subject of the study, as a category of scientific process, relate to each other as a total and a partial.

The object of study is the process or phenomenon that creates a problematic situation. In the master thesis an object is a company (organization, institution, firm), based on which the work is performed.

Subject of the study is a particular problem that is contained within the object of study.

Research Methods indicate the list of research methods used to achieve the main purpose of the thesis. It should be short and meaningful transfer used methods. This will ensure consistency and acceptability of these specific techniques.

The practical significance of the results. In the master thesis it is necessary to provide information about practical application of the results and recommendations, and the expected effect or results of the study.

Information support of research results. Information sources for the implementation of the master thesis are published articles in local and foreign media, statistical data, actual data on the performance of the research object, prices, profiles of professionals and consumers, Internet sites, etc.

The structure and volume of the master's thesis. It is necessary to indicate structural units consisting master thesis (introduction, literature review, experimental part, the general conclusions, list of references, appendixes), amount of pages, tables figures, and literature sources.

2.5. The main part

The main part of the master's thesis consists of sections, subsections, paragraphs, subparagraphs. Only sections begin with a new page.

Typically, the first section (literature review) ends a brief summary. After the second and third sections are a summary of the findings mentioned in the scientific and practical results.

The main part of the work writes, as a rule, in the following order:

- Section 1 is a review of literature on the topic and the selection of research areas;
- Section 2 is a summary of the general approaches, main research methods and analysis of experimental research results, with a brief theoretical justification if necessary;
- Section 3 is dedicated to economic modeling processes studied in the development, substantiation and formulation of recommendations for improvement of the research object or solving problems of the research subject.

The first section reflects the review of literature, new developments, regulatory and legal documents and official statistics associated with the topic. It is necessary briefly, highlight to describe the works of authors who have studied the issue.

Students prepare a list of recommended sources independently or in conjunction with the supervisor. Using literary and legal sources of work and guidance quotations are accompanied **by mandatory** reference to the appropriate source.

It is desirable to illustrate the text by graphic materials: figures, diagrams, graphs, algorithms, diagrams, etc.

The result of the theoretical section should be established theoretical concept of subject of the research, model of solution problems set in the master thesis.

It is recommended to complete this section with a brief summary concerning the feasibility of the research. Total volume of literature review should not exceed **20%** of the main part of the work.

The **second section** is usually justifies choice of direction of the research, suggests methods for solving problems and their comparative assessment, develops a general methodology for experimental research. Then it is necessary to describe as fully as possible the results own studies of the author. The student should assess the completeness and reliability of results, the ability to compare them with data of similar studies of domestic and foreign authors, to be able to properly describe the results of his/her research.

The information used for research must be correctly processed and issued in the form of tables, graphs, and charts. The processing of the information is recommended to do by computer programs.

The third section is performed modeling of processes studied in the use of economic-mathematical methods, statistical treatment of results, study findings.

The last paragraph of the third section is usually dedicated to grounding and development of recommendations for improvement of the research objects in accordance with the intended purpose or solution the problems of the research subject.

The second and third sections are based on conducting complex research of the object and subject of study, their condition at different times.

Presentation of the text of the master thesis is better to a third person. To describe thoughts, using the pronoun "I" is not correct.

In carrying out the master's thesis using methods of comparative analysis, economic-mathematical modeling, probability theory, mathematical statistics, methods of market research (surveys, questionnaires) etc.

If in the process is carried out a number of similar recurring payments, then the text can lead formula and an example of calculation. The results are summarized in the last table and include them in the text of the main sections or in the appendix. Results of computational work done in large amounts are reflected in the table and placed in the appendix.

The research results should be used for justification of specific proposals and recommendations. The material of the main part of the master thesis is devoted to one leading idea, agreed with the topic and purpose.

When performing calculations, processing of results, the analysis of the results and evaluating of their effectiveness it is necessary to use modern computer technology.

2.6. Conclusions

Conclusions suggest a separate section of the master thesis, where are the most important scientific and practical results that were obtained in the work. Conclusions should contain wording solved problems of the master thesis, major research findings

and recommendations for improvement investigated problem or some areas of the organization. They should be clearly stated, reasoned and correlated with known scientific and practical developments.

2.7. References

References is recommended in the following ways:

- in order of their mention in the text;
- alphabetically first author or title;
- in chronological order.

Bibliographic description of the sources is in accordance with current standards of librarianship and publishing, international and national standards with mandatory guided of the work's title.

Number of bibliographic sources in the list of literature depends on the topic and tasks of the study, and may be at least 50-60 references. Do not include in the list of the sources to which no reference in the text of the master's thesis.

References in the text of the master's thesis are placed in brackets after the appropriate references, for example [14]. "14" is number on the list of references of the publications referred by author.

2.8. Applications

Applications are not a mandatory element of the master's thesis. Applications conclude render auxiliary material for completeness of perception (tables, figures, algorithms, calculations, etc., up more than one page):

- information materials that are the basis of analytical studies under the topic of the work;
- intermediate math formulas;
- samples of questionnaires, tests;
- volumetric tables and figures;
- material that is not directly related to the topic of the study;
- instructions and techniques;
- description of algorithms and programs developed in the implementation of the master thesis;
- illustrations of auxiliary character;
- the actual documents of the company;
- promotional materials (catalogs, brochures, booklets) etc.

Applications are a continuing of master's thesis. They should be placed in order of mention in the text. Every application starts with a new page. As required by the

application is called as follows: "Appendix A", "Appendix B" alphabetically. Illustrations, tables, formulas are numbered according to the application name such as "Fig. A.3. "

Application materials are not included in the total master's thesis and are not limited to the number. Their selection should be based on ensuring the fullest disclosure and justification of the research.

3. RULES AND REQUIREMENTS FOR TEXT FORMATTING OF MASTER'S THESIS

Due to regulatory requirements, you must follow the order of presentation of certain types of texts, tables, formulas and illustrations, as well as the rules of the master's thesis.

3.1. Making text

Master's thesis must be designed according to the requirements of the university and the department, developed on the basis of and comply with the requirements of the State Standard of Ukraine ДСТУ 3008-95 "Documentation. Reports in science and technology, the structure and formatting rules."

Master's thesis must be printed on one side of a sheet of white A4 paper (210x297 mm). The main text should be write using computers by font text editor Word - Times New Roman Cyr size 14 with 1,5 spaced, thirty lines per page.

Text field of master thesis have the following dimensions: left - at least 2 cm, right - at least 1 cm, top - at least 2 cm, bottom - at least 2 cm. A new line begins by indentation of a line at 1,25.

Font printing must be clear and black. The density of the text must be the same.

Print errors, spelling errors, which were at the time of writing, you can fix and paint white paint with drawing in the same place the corrected text. No more than two amendments on one page are allowed.

Text of the main part of the master thesis is divided into sections, subsections, paragraphs and subparagraphs.

Titles of structural parts "CONTENTS", "LIST OF SYMBOLS", "Introduction," "CHAPTER", "CONCLUSION", "REFERENCES", "Extended" should be typed by large capital letters symmetrically to the text. Titles of subsections should be printed in small letters (except the first large) with indentation and without the full stop at the end. Distance between the title (except section headings) and text should be 2 intervals.

Each section of the master's thesis should begin from a new page.

In the total volume of the master thesis does not include applications, list of references, tables and figures that completely cover the area of the page. But all the pages of these structural units should be sequentially numbered.

Master's thesis should be stitched in soft or hard cover.

3.2. Numbering of pages and sections

The first page of master's thesis is the title page that is included in the overall pagination. The page number on the title page is not typed. Number of all subsequent pages must be placed in the upper right corner without a point at the end.

The structural part of the work "CONTENT", "INTRODUCTION", "CONCLUSION", "REFERENCES", "APPLICATIONS" have not the number. All pages that are part of the structural mentioned, are numbered by usual way. You can not print: "1. INTRODUCTION" or "CHAPTER 4. CONCLUSIONS". Chapter number placed after the word "Chapter" without full stop. Then a new line print header section.

3.3. Graphic material

In the master thesis the graphic material (graphs, charts, drawings, diagrams, photographs) should be placed immediately after the text where they are mentioned for the first time, or on the next page.

Illustrations are indicated by the word "Fig." and numbered sequentially within the chapter, with the exception of figures presented in the appendix.

Number of illustrations should consist of chapter number and serial number of illustrations. For example, Fig.2.1 (first picture of the second section). Each illustration must necessarily have a name that is printed symmetrically to the text. Title of illustrations is suggested with plain type.

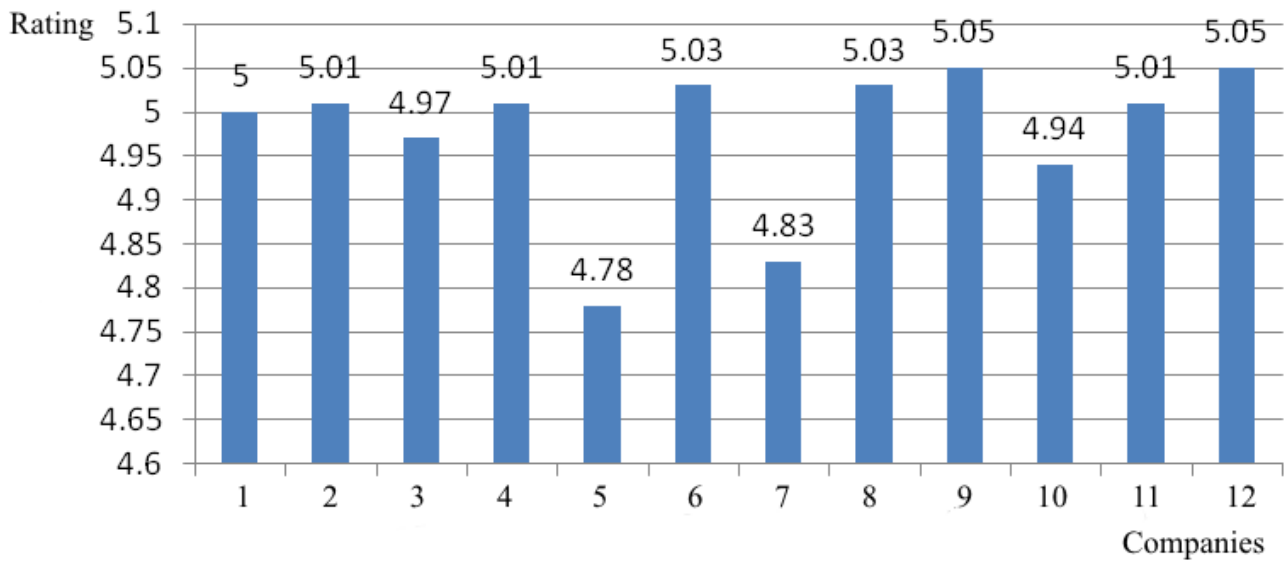


Fig. 2.1. Rating of companies-intermediaries

Number of illustrations, its name and explanatory captions are placed consecutively under the illustration. If section provides one illustration, it numbered according to general rules.

In all illustrations should be referred in the work.

Illustrations featured on separate pages, are included in the total pagination.

3.4. Tables

Numerical material is recommended as tables. Tables should be placed immediately after the text where they are mentioned for the first time, or on the next page.

Tables are numbered consecutively within the section (except tables presented in the appendix). In the upper right corner of the relevant heading of the table is placed the inscription "Table" with list of the number. Table number must consist of numbers of section and serial number of the table. For example, Table 2.1 (the first table of the second section).

If the section is only one table, it numbered according to general rules.

Each table must have a name, which is placed below the word "Table" and is printed symmetrically to the text. Table names printed in bold. The word "Table" and the title starts with a capital letter, full stop at the end of the title is not posted. Titles column of the table should begin with capital letters subtitles from small, if the latter are subject title. Titles graph indicates the singular.

*Table 2.1***Methods of distribution according to the degree of exclusivity**

Method of distribution	Number of intermediaries	Sale volume	Product	Control level
Exclusive	One	Limited	Exclusive, innovative	High
Selective	Several	Serial	Requires after-sales service	Medium
Intensive	Any (no restrictions)	Significant	Mass, consumer goods	Low

Sales T L
h e
e v
e
k l
i
n o
d f

o c
f o
n
t t
h r
e o
l
g
o
o
d
s

The table is placed in the text so that it can be read without turning the unit or bound to turn clockwise. Table with many rows can be moved to the next page.

The table is placed in the text so that it can be read without turning the unit or bound to turn clockwise. Table with many rows can be moved to the next page.

When you transfer part of the table to another page the word "Table" and its number are pointed above the table. Over the rest the word "Cont. of Table 2.1" is written and indicate the number of the table. The name of the table is not repeated. If the names column of the table are large, they are not allowed to repeat. In this case, numbered column on the first page and repeat their numbering on the next page.

The text in the table is recommended to print by a size not less than 8 single-spaced.

All tables must be referenced in the text. In the case of repeated references to the table need to specify abbreviated word "see", for example: "see Table 1.2".

3.5. Formula

Formula should provide the text of the master thesis separately. Above and below each formula should leave at least one blank line.

Explanation of symbols and numerical coefficients should be presented directly under the formula in the order in which they are listed in the formula. The essence of each character and the numerical coefficient should be presented with a new line.

Formula (if more than one) are numbered within chapter. Number of formula consists of the partition number and serial number of the formula in section. Numbers of formulas are written at the right margin of the sheet. For example: (2.1) (the first formula of the second section).

Break-even point is given by formula:

$$BEP = \frac{F}{P - V_{per/unit}} \quad (2.1)$$

where *BEP.* – Break-even point (critical sales), natural units;

F – fixed costs, \$;

P – unit price, \$;

V_{per/unit} – variable costs per unit of output, \$.

Colon is before a formula only in cases under the rules of punctuation, a) in the text before generalizing the formula given word, b) required the construction of the text preceding formula.

Punctuation between the formulas can be comma or semicolon. All formulas should be referenced in the text.

3.6. Rules for a list of literature sources

At the end of the main text of the master's thesis titled "REFERENCES" provides a list of all sources of literature that have been used in the performance.

Sample of writing of bibliographic description of the literature in master's thesis is given in Appendix F).

4. PROCEDURE OF PREPARATION FOR DEFENSE OF MASTERS THESIS

After finalization of the master's thesis is preparation for its public defense: the collection of documents, preparation of reports and visual illustrations, previous protection on the department. The duration of the preparatory period is not less than one month before the state exam.

For defense of the master thesis in the State Examination Commission it is necessary to submit work and documents generated as follows:

1. The title of signatures of the student, supervisor and reviewer (Appendix B)
2. List of Tasks (Appendix K)
3. Abstract
4. Contents (page number 2)
5. Introduction
6. Chapter 1
7. Chapter 2

8. Chapter 3
9. General conclusions
10. References
11. Applications
12. Clean sheet, which is glued envelope.

A separate envelope fixed at the end of the master thesis includes:

1. Review of the supervisor (with the signature)
2. Submission (Appendix A)
3. Review (signed by reviewer lighted seal the main job)
4. Extract from the order approving the topic (given by the Dean)
5. Document about Implementation or results of masters thesis (signed by responsible for the implementation and seal)
6. Scientific thesis (signed by all authors)
7. Two CD discs with diploma work (signed with the topic, name of the supervisor and graduate year)
8. CD disc with multimedia slides (Power point Presentation) (signed with "slide", topic, name of the student, year)
9. CD disc with scientific thesis of conferences (signed with "slide", topic, name of the student, year, place of publication)

The student presents finalized a master's thesis to scientific supervisor a month before the state exam. The supervisor shall prepare a review after reviewing the final version of the work within ten days.

The ready master thesis with supervisor's review is responded to the Head of the Department, who determines the date of the previous defense of the master thesis at the Department. Previous defense at the Department is a form of testing results of the study and provides an opportunity to identify the strengths and weak points of the work, the argument proposed regulations.

Extract from the Protocol of the meeting of the Department is recommendation of master's thesis to defense in the SEC. After that work is transferred to external review. Composition of reviewers of master theses is approved by the Dean.

In external review should be evaluated the relevance of the chosen topic, the adequacy of methods to study the subject, purpose, tasks, degree of validity of the conclusions and practical recommendations, novelty and practical significance of the results, the presence of the author's opinion, these positive aspects of the research and its shortcomings, evaluated the degree of completeness and quality of design and compliance to speciality. Author of the Master's thesis must be provided with a review for the defense.

4.1. Preparation of presentation

Preparation of presentation is writing of the text of the report on the study and design of additional illustrative material: charts, tables, figures.

Preparation of the text of the report helps to formulate briefly, clearly and logically the basic provisions of the research submitted for defense, to achieve the most clear and correct interpretation of scientific language. This speech is expedient to build according to the logic of the research process. Thus, the report should consist of three semantic parts:

- Disclosure of relevance of the chosen topic, object, subject, purpose and tasks of the study, the methods and techniques by which the actual material was obtained (for an introduction to the work);
- Coverage of the contents of the main results obtained in the study (a brief review of the chapter);
- A statement of the general conclusions of the study and practical recommendations.

Duration of the report should not exceed 10 minutes. The speaker should always remember that if the report is too long, the chairperson of the SEC may interrupt the speaker, leading to disruption of the logic of presentation of research results and experiences from the work.

Oral presentation of research results it is necessary to illustrate with tables, drawings, diagrams according to comments in the report. Illustrative material is recommended to be submitted in the form of slides or posters. It is also recommended to submit illustrations in printed form for members of the SEC (2-3 copies).

After the preparation of reports and illustrations there is a need to read the text aloud and carefully in a moderate pace with all logical pauses. It is necessary to check whether the performance prescribed regulations.

5. PROCEDURE OF PUBLIC DEFENSE

The public defense of master's thesis conducted at the meeting of the State Examination Commission. The defense is a scientific debate and should be conducted under conditions of high standards, objectivity, and adherence to principles of scientific ethics. The purpose of the defense is to estimate the level of submitted work (reliability and validity of the alleged scientific statements, conclusions and recommendations, its compliance to the works of this type), competence speaker during a speech and answer questions. Mistakes and inaccuracies in the report, the inability to answer the questions the committee members may negate all the previous work of a student.

The procedure for public defense include:

1. Message of chairperson of the meeting the topic of master's thesis, name and surname of the student, clarifying that the Commission submitted all the necessary documents, and features most of the facts of academic and scientific biography of the student.
2. Speech of the student.
3. Questions of members of the SEC and presents about related research; answers of the student.

Summing up the defense and the decision on its assessment is conducted at a closed meeting of members of the SEC. The supervisor and reviewer have a deliberative vote, but their presence at the defense is not mandatory. Then the Chairman announces to all present the final results. Masters, whose works are valuable in theoretical and practical terms for the development of various branches of science, can be recommended for admission to graduate school. This decision should be adopted at the meeting of the SEC and declared to present and recorded in the protocol.

6. EVALUATION OF MASTER'S THESIS ACCORDING REQUIREMENTS OF ECTS

Evaluation of master thesis carried out after completion of protecting by members of the SEC. The maximum number of points is 100. During estimation of a master's thesis should be taken into account the general requirements of the structure; design and formatting of the work in accordance with the rules and general requirements; correspondence between the topic and content; magnitude of the experimental part; validity of the results; defense of the work. Evaluation is carried out according to ECTS (Table. 6.1).

Table 6.1

Grading scale of a master thesis: National and ECTS

Number of points (ECTS)	National scale
90-100 A	Excellent
82-89 B	Good
74-81 C	
64-73 D	Satisfactorily
60-63 E	
35-59 FX	Unsatisfactorily
15-59 F	

If defense the master thesis is recognized unsatisfactory, the Commission shall determine: the possible further development of this topic or is necessary to develop a new topic. If it is necessary to develop a new topic, the student deducted from the magistracy with the right of recovery to further defense the master's thesis at a meeting of the SEC. Rector of the university can extend the study period to the next SEC, but not more than one year for undergraduates who failed to appear in defense of a good cause, the appropriate documents.

7. Literature

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8. APPENDIX

APPENDIX A

APPROXIMATE TOPICS OF MASTER THESES

1. Planning of marketing research in companies and estimation of their effectiveness.
2. Forecasting of demand for pharmaceutical products in retail.
3. Marketing management of pharmaceutical business.
4. Modeling of consumer behavior.
5. Elaboration of the marketing mix in pharmacies.
6. Forecasting trends in consumption of goods.
7. Management by marketing strategy of a company.
8. Strategic Management and Marketing of a pharmaceutical company.
9. Current State and Prospects of the pharmaceutical market.
10. Formation of consumer preferences of pharmaceutical goods.
11. Management by trading and economic efficiency of a pharmaceutical company.
12. Justification of structure and effectiveness of marketing decisions for wholesale pharmaceutical company.
13. Analysis of the effectiveness of marketing strategy and areas for its improvement.
14. Office of enterprise product policy.
15. Management by product policy of a pharmaceutical company.
16. Modeling the influence of environmental factors on increasing the competitiveness of pharmaceutical products.
17. Scientific and methodical study of ways to increase the competitiveness of a pharmacy.
18. Analysis and development of measures to improve product policy of a pharmaceutical company.
19. Optimization of assortment policy of wholesale pharmaceutical company.
20. Directions of distribution policy of a pharmaceutical company.
21. Evaluation of marketing distribution policy of a pharmaceutical company.

22. Modeling the impact of seasonal fluctuations in demand to forecasting of sales.
23. Marketing decisions for promotion system of wholesale pharmaceutical company.
24. Management by promotion system of a pharmaceutical company.
25. Management by sales of pharmaceutical products in wholesale and retail businesses.
26. Areas of improvement of service policy of a pharmaceutical company.
27. Development and improvement of wholesale system in pharmaceutical market of a state.
28. Analysis of problems and improvement ways of distribution system of pharmaceutical company.
29. Forecasting of commercial effectiveness of new medicines.
30. Marketing Management when creating a new product.
31. Optimization of management by innovation activity of a pharmaceutical company.
32. The study of the status and prospects of development of innovation policy.
33. Management by prices in the marketing system of a pharmaceutical company.
34. Optimization of marketing pricing policy of a pharmaceutical company.
35. Marketing strategy of promoting brands on the market.
36. Planning of advertising activities in the system of pharmaceutical care.
37. Management by advertising campaign of a pharmaceutical company.
38. Planning of components of the image improving of the company and estimation of their effectiveness.
39. Control of marketing activities and business efficiency of pharmaceutical company.
40. Estimation of quality of commercial and logistics services at the wholesale of pharmaceutical market.
41. Logistic decisions of wholesale pharmaceutical company.
42. Justification of efficiency of logistics functions at pharmaceutical enterprise.
43. Management by risks in the system of distribution of pharmaceutical products.
44. Forecasting and management crisis activities at commercial enterprises.
45. System of complex estimation of risks in the process of development of innovative medicines.

46. Risk management in the system of pharmaceutical marketing.
47. Marketing management of insurance services in Ukraine.
48. Methods and ways of prevention and minimizing of an economic risk.

(name of the educational organization)

(name of the faculty)

(name of the department)

Explanatory notes to master thesis

(educational level)

topic

Executor: student ___ course, group _____
 of specialty "Pharmacy"

 (code and name of specialty)

(name and surname)

Supervisor _____

 (name and surname)

Reviewer _____

 (name and surname)

Kharkiv – 20__ year

Example of design of the contents of the master thesis

CONTENTS

	Page
Introduction
Part 1. Review of the literature. Name of the section
1.1. Name of the paragraph
1.2. Name of the paragraph
1.3. Name of the paragraph
Розділ 2. Practical part. Name of the section
2.1. Name of the paragraph
2.2. Name of the paragraph
2.3. Name of the paragraph
2.3.1. Name of the sub-paragraph
...	
Conclusions
Literature
Appendixes

Example of design of the list of symbols

LIST OF SYMBOLS

ATC	– Anatomical Therapeutic Chemical
MIS	– Management information system
CRM	– Customer Relationship Management
GDP	– Good Distribution Practice

Example of design of literature sources

Type of the source	Example of design
Book: one, two or three authors	Benton, D. M. Marketing: Communicating with the consumer / D. M. Benton. – London : Mercury books, 2009. – 198 p.
	Hasty, R. Retail management / R. Hasty, J. Redron. – New-York : Allyn and Bacon, Inc, 2007. – 633 p.
	Boyd, H.W. Marketing Research: Text and Cases / H. W. Boyd, R. Westfall, S. F. Stasch. – Boston : Harvard University Press, 1991. – 137 p.
Book: < three authors	Marketing Management / A. R. Smith, F. D. Ronn, S. A. Cooper, G.T. Aniston. – New-York : Allyn and Bacon, 2013. – 739 p.
Several volumes	Bond, B. G. Mathematical statistics. Vol.1 / B. G. Bond, U. S. Kanns. – Boston : Harvard University Press, 2006. – 125 p.
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NATIONAL UNIVERSITY OF PHARMACY

Faculty PharmacyDepartment Pharmaceutical marketing and managementEducational-Qualification level MasterDirection 1102Specialty 8.110201 Pharmacy for foreign students (Language of Instructions – English)

(code and name)

APPROVED

Head of the Department

“ _____ ” _____ 20 __ year

T A S K

for master thesis to the student

(name and surname)

1. Topic of the master thesis _____

Supervisor of the master thesis _____,

(name, surname, degree, academic title)

approved by a Decree of the higher education institution from “ _____ ” 20 ____ year № _____

2. Term of submittal of the master thesis _____

3. Baseline data for the master thesis _____

4. Content of explanatory notes _____

5. List of the graph material _____

6. Supervisors of sections of the master thesis

Section	Surname, initials, academic title	Sign, date	
		The task was given	The task was taken

7. Date of the task issuance _____

CALENDAR PLAN

№	Name of stage of the master thesis	Term of implementation of the stage	Notes

Student

_____ (sign) _____ (Surname and initials)

Supervisor of the master thesis

_____ (sign) _____ (Surname and initials)

National University of Pharmacy

 (full name of educational organization)

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TO THE HEAD OF THE STATE EXAMINATION COMMISSION
ABOUT DEFENSE OF MASTER THESIS**

The student _____ is addressed for defense of master thesis
 (name and surname)
 of direction 1102 Pharmacy
 Specialty 8.110201 Pharmacy for foreign students (Language of Instructions – English)
 (code and name of specialty)
 on the topic: _____

 (name of the topic)

 Explanatory notes and review are added.

 Dean of Faculty of Foreign Students _____
 (sign)

Information about the progress

_____ during the period of study in NUPh,
 (name and surname of the student)
 department _____ from 20__ year to 20__ year
 has realized the educational plan of preparation direction fully with such marks:
 National scale: Excellent __%, Good __%, Satisfactorily __%;
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The student

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The master thesis is considered. The student _____
(Surname, initials)

is admitted to defense of the master thesis to State Exam Commission.

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Educational edition

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Malyi Volodymyr Valentinovich

**METHODICAL RECOMMENDATIONS
FOR THE IMPLEMENTATION OF MASTER THESES
AT THE DEPARTMENT OF PHARMACEUTICAL
MARKETING AND MANAGEMENT**

for English speaking students of speciality "Pharmacy"

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