

**SYLLABUS OF THE EDUCATIONAL COMPONENT  
PHARMACEUTICAL MANAGEMENT AND MARKETING**  
for applicants for higher education of 4, 5 year of study day form of educational program  
«Pharmacy» (4,10 д)  
in specialty «226 Pharmacy, industrial Pharmacy»  
field of knowledge «22 Health care »  
training for master

**TEACHERS**



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- 1. The name of higher education establishment and department: the National University of Pharmacy, Department of Pharmaceutical Management and Marketing**
- 2. Address of the department:** Kharkiv, st. Valentynivska, 4th, 3rd floor, t. 0572-67-91-72
- 3. Web site of the department:** <http://mmf.nuph.edu.ua/>
- 4. Information about teachers:**

**Pestun Iryna Volodymyrivna**

Doctor of Pharmaceutical Sciences, Professor, Department of Pharmaceutical Management and Marketing, National University of Pharmacy. The experience of scientific and pedagogical activity – 22 years. She teaches courses: “Pharmaceutical Management and Marketing” (including in English), “Marketing tools for analyzing the pharmaceutical market” for the third (PhD), “Ethics and deontology in pharmacy ”; “Marketing research in pharmacy”. Research interests: pharmaceutical marketing management, theory and practice of marketing research in pharmacy.

**Sofronova Iryna Vadymivna**

Candidate of Pharmaceutical Sciences, Associate Professor, Department of Pharmaceutical Management and Marketing, National University of Pharmacy. The experience of scientific and pedagogical activity - 20 years. She teaches courses: “Pharmaceutical Management and Marketing”. Research interests: pharmaceutical marketing, management.

**Bondarievna Iryna Vasylivna**

Candidate of Pharmaceutical Sciences, Associate Professor, Department of Pharmaceutical Management and Marketing, National University of Pharmacy. Experience of scientific activity - 15 years, experience of scientific and pedagogical activity - 13 years. She teaches courses: “Pharmaceutical Management and Marketing”, “Ethics and deontology in pharmacy”, “Fundamentals of consumer behavior in pharmacy”, “Introduction to the specialty”, “Branding”, “Marketing audit”, “Consumer behavior”. Research interests: adaptive management, marketing, management.

**Zhadko Svitlana Victorivna**

Candidate of Pharmaceutical Sciences, Associate Professor, Department of Pharmaceutical Management and Marketing, National University of Pharmacy. Experience in teaching - 21 years, including scientific and pedagogical - 16 years. He teaches courses: “Pharmaceutical Management and Marketing”, “Ethics and deontology in pharmacy”. Research interests: management, marketing, marketing research, marketing communications, management of marketing activities of enterprises, in particular with a focus on the specifics of the pharmaceutical sector of the healthcare industry.

- 5. Consultations:** take place daily from 9.00 to 17.00 ZOOM

**6. Brief summary of the educational component:** the educational component “Pharmaceutical Management and Marketing” is compulsory for the second (master) level in the specialty 226 Pharmacy, Industrial Pharmacy, and the educational program “Pharmacy”. It is included in the list of educational components in KROC-2.

A feature of the educational component is the adaptation of management and marketing theory to the realities of the pharmaceutical market.

**7. The purpose statement of studying the educational component:** formation of knowledge about the basic categories of management and marketing, providing prospective

specialists with the opportunity to carry out functional duties, entrepreneurial activity in a market environment, as well as acquiring skills in general and marketing management of pharmaceutical enterprises, wholesale companies and pharmacies with various forms of property .

**8. Competences in accordance with the educational program:**

**Soft- skills / General competences (CG):**

GC 5. Ability to show initiative skills 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 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 12. Ability to conduct research at the appropriate level.

**Hard-skills / Professional (special) competences (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 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 the market processes in national and international markets, risk management in the pharmaceutical system.

**9. The program learning outcomes (PLO):**

PLO 4. To demonstrate the ability to independently search, analyze and synthesize information from various sources and use these results to solve typical and complex specialized tasks of professional activity.

PLO 5. To position your professional activities and personal qualities in the pharmaceutical labor market; to formulate the purposes of own activity taking into account public and industrial interests.

PLO 6. To argue information for decision-making, to be responsible for it in standard and non-standard professional situations; to adhere to the principles of deontology and ethics in professional activities.

PLO 7. To perform professional activities using creative methods and approaches.

PLO 9. To carry out professional activities using information technologies, "Information Databases", navigation systems, Internet resources, software and other information and communication technologies.

PLO 10. To adhere to the norms of communication in professional interaction with colleagues, management, consumers, work effectively in a team.

PLO 20. To carry out a set of organizational and managerial measures to provide the population and health care facilities with medicines and other products of the pharmaceutical range. To carry out all types of accounting in pharmacies, administrative records, processes of commodity analysis.

PLO 22. To manage pharmaceutical organizations and determine its effectiveness using management functions. To make management decisions based on the formed leadership and communication skills of pharmaceutical personnel for strategic planning of enterprises.

PLO 29. To ensure a competitive position and effective development of pharmaceutical organizations on the basis of research work on all elements of the marketing complex.

**10. Status of the educational component:** *compulsory*

**11. Prerequisites of the educational component:**

The educational component “Pharmaceutical Management and Marketing” is based on the study by students of such social and special disciplines as "Pharmacology", "Technology of drugs in pharmacy production", "Pharmaceutical law and legislation", "Ethics and deontology in pharmacy", "Industrial technology of medicinal products", "Organization and economy of pharmacy" and others. It lays the foundations for the study of "Social Pharmacy", which involves the integration of teaching with these educational components and the formation of skills to apply knowledge of management and marketing in pharmacy in the process of further education and in professional activities.

**12. The volume of the educational component:** *8 ECTS credit, general 240 hours, lectures 32, practical classes 92, individual work 116*

**13. Organization of training:**

**The format of teaching the educational component**

**Content of the educational component:**

**Module 1. *Management in Pharmacy. Marketing as integrative function of management***  
***Content module 1.***

**Management as science and practice for organizations management**

**Topic 1.** Theoretical bases of management.

**Topic 2.** Organization as a management object. External environment of pharmaceutical organizations.

**Topic 3.** Successful management. Power. Leadership.

**Topic 4.** Management functions.

**Topic 5.** Management of decision making process.

**Topic 6.** Communication processes in the management

**Topic 7.** Management and office work of pharmaceutical organizations. Management and informatics.

***Content module 2.***

**Management and Entrepreneurship.**

**Management by labor resources and personnel of pharmaceutical organization.**

**Topic 8.** Management and entrepreneurship

**Topic 9.** Management of human resources and personnel of the pharmaceutical organization.

**Topic 10.** Group dynamics and management. Management by conflicts, stresses

**Topic 11.** Labor relations in market conditions

**Topic 12.** Evaluation of the pharmaceutical organization’s management effectiveness.

***Content module 3.***

**Bases of the pharmaceutical marketing. Process of management by the pharmaceutical marketing.**

**Topic 13.** Fundamentals of pharmaceutical marketing.

**Topic 14.** Management by the pharmaceutical marketing.

**Topic 15.** Marketing research and information.

**Topic 16.** Study of the market of medicines.

**Topic 17.** Product in the system of marketing. Formation of assortment policy of pharmaceutical organizations.

**Topic 18.** Product and Innovation Policy of Pharmaceutical Enterprises

## **Module 2. Marketing in pharmacy**

### *Content module 4*

**Marketing aspects of pricing of pharmaceutical enterprises and pharmacy. Sales activity in the pharmaceutical marketing system**

**Topic 19.** Marketing aspects of pricing of pharmaceutical enterprises and pharmacy

**Topic 20.** Distribution activity of pharmaceutical enterprises.

### *Content module 5.*

**Promotion of the goods. Strategy of marketing communications.**

**Topic 21.** Marketing policy of communications.

**Theme 22.** Advertising in the system of pharmaceutical marketing.

**Topic 23.** Sales promotion and other means of marketing communications.

**Topic 24.** "Public relations" as a means of marketing communications. Merchandising in pharmacies.

### *Content module 6.*

**Marketing control. International marketing.**

**Topic 25.** Marketing control.

**Topic 26.** International marketing in pharmacy

## **14. Forms and types of academic achievements supervision:**

*Control of knowledge at each lesson:* oral survey, written control, preparation of test tasks, solution of situational and calculation tasks.

*Supervision of content modules:* oral survey or written control, preparation of test tasks, solution of situational, calculation problems.

*Semester exam:* answers to theoretical questions, solving situational or calculation problems.

*Semester control form:* semester credit, semester exam

*Conditions for admission to the supervision of content modules:* For example, for admission to the supervision of content module 2, it is necessary to have a minimum number of points for the topics (classes) of content module 1, for the supervision of content module 1

*Conditions for admission to semester supervision:* For admission to the control of content modules, a minimum number of points per lesson is required.

## **15. Evaluation system of the educational component:**

***Evaluation system of the educational component:*** *The results of the semester supervision in the form of a semester credit are evaluated on a 100-point, non-differentiated scale ("passed", "failed") and on the ECTS scale.*

*The results of semester supervision in the form of a semester exam are evaluated according to the ECTS scale, a 100-point scale and a four-point scale ("excellent", "good", "satisfactory", "unsatisfactory")*

*Points from the educational component are calculated according to this ratio:*

Types of evaluation	Maximum number of points (% of the number of points per module - for content modules)
<b>Module 1</b>	
Content module 1: - <i>evaluation of topics (1-7) (work in classes 1-6): work in classes (oral survey, writing test tasks, solving situational (calculation) problems);</i> - <i>supervision of content module 1 (writing test tasks, solving situational (calculation) tasks)</i>	40 (40%)
Content module 2: - <i>evaluation of topics (8-12) (work in classes 7-10): work in classes (oral survey, writing test tasks, solving situational (calculation) problems);</i> - <i>supervision of content module 2 (writing test tasks, solving situational (calculation) tasks)</i>	20 (20%)
Content module 3: - <i>evaluation of topics (13-18) (work in classes 11-15): work in classes (oral survey, writing test tasks, solving situational (calculation) problems);</i> - <i>supervision of content module 3 (writing test tasks, solving situational (calculation) tasks)</i>	40 (40%)
Semester Supervision of Module 1	100
<b>Module 2</b>	
Content module 4: - <i>evaluation of topics (19-20) (work in classes 1-3): work in classes (oral survey, writing test tasks, solving situational (calculation) problems);</i> - <i>supervision of content module 4 - work in classes 4 (writing test tasks, solving situational (calculation) tasks)</i>	30 (30%)
Content module 5: - <i>evaluation of topics (21-24) (work in classes 5-9): work in classes (oral survey, writing test tasks, solving situational (calculation) problems);</i> - <i>supervision of content module 5 - work in classes 10 (writing test tasks, solving situational (calculation) tasks)</i>	40 (40%)
Content module 6: - <i>evaluation of topics (25-26) (work in classes 11-12): work in classes (oral survey, writing test tasks, solving situational (calculation) problems);</i> - <i>supervision of content module 6 - work in classes 13 (writing test tasks, solving situational (calculation) tasks)</i>	30 (30%)
Semester Supervision of Module 2	100

The individual work of applicants for higher education is evaluated during the progress supervision and during the content module supervision

**16. Academic policies of the educational component:**

*Academic Integrity Policy.* It is based on the principles of academic integrity stated in the POL "On measures to prevent cases of academic plagiarism at the National University of Pharmacy". Cheating during the evaluation of an applicant for higher education during supervision activities in practical (seminar, laboratory) classes, supervision of content modules and the semester exam is prohibited (including the use of mobile devices). Abstracts must have correct text references to the used literature. The detection of signs of academic dishonesty in the student's written work is a reason for the teacher not to credit it.

*Class attendance policy.* An applicant for higher education is obliged to attend classes (POL "On the organization of the educational process of the National University of Pharmacy ") according to the schedule (<https://nuph.edu.ua/rozklad-zanyat/>), to observe ethical norms of behavior.

*Policy regarding deadlines, working out, rating increase, liquidation of academic debts.* The completion of missed classes by an applicant for higher education is carried out in accordance with the POL "Regulations on the completion of missed classes by applicants and the procedure for eliminating academic differences in the curricula of the National University of Pharmacy" in accordance with the schedule for working out missed classes established by the department. Increasing the rating and liquidating academic debts from the educational component is carried out by the applicants in accordance with the procedure specified in the POL "On the procedure for evaluating the results of training of applicants for higher education at the National University of Pharmacy ". Applicants of higher education are obliged to comply with all deadlines set by the department for the completion of written works from the educational component. Works that are submitted late without valid reasons are assessed at a lower grade - up to 20% of the maximum number of points for this type of work.

*Policy on appeals of evaluation of the educational component (appeals).* Applicants for higher education have the right to contest (appeal) the evaluation of the educational component obtained during control measures. The appeal is carried out in accordance with the POL "Regulations on appealing the results of the final supervision of knowledge by applicants of higher education at the National University of Pharmacy".

**17. Information and educational and methodical support of the discipline:**

<p><b>The main reading suggestions</b></p>	<p>1. Management and Marketing in Pharmacy [Electronic resource]: the textbook for foreign students of higher pharmaceutical schools : in 2 parts / Z. Mnushko [at al.], ed. by prof. Z. Mnushko ; National University of Pharmacy. – Electronic text data. – Kharkiv: Publishing center “Dialog”, 2016. – Part I : Management in Pharmacy. – 1 electronic opt. disk (CD-R). – 2,5 Mb. – System requirements: Adobe Acrobat Reader. – Title from the disk label.</p> <p>2. Management and Marketing in Pharmacy [Electronic resource]: the textbook for foreign students of higher pharmaceutical schools : in 2 parts / Z. Mnushko [at al.], ed. by prof. Z. Mnushko ; National University of Pharmacy. – Electronic text data. – Kharkiv : Publishing center “Dialog”, 2016. – Part II : Marketing in Pharmacy. – 1 electronic opt. disk (CD-R). – 3,7 Mb. – System requirements: Adobe Acrobat Reader. – Title from the disk label.</p>
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	<p>3. Working book. Pharmaceutical marketing and management: educational -methodical manual / V.V. Malyi, I.V. Pestun, I.V. Sofronova, et al. – Kh. : NUPh, 2020. – 276 p.</p> <p>4. Pharmaceutical marketing and management: educational manual / V. V. Malyi, S. V. Zhadko, I. V. Bondarieva and others; edited by V.V. Malyi. – Kharkiv : NUPh, 2022. – 226 p.</p>
<p><b>Supplementary reading suggestions for in-depth study of the educational component</b></p>	<p>1. Aghazadeh, Hashem. Strategic marketing management: Achieving superior business performance through intelligent marketing strategy. <i>Procedia-Social and Behavioral Sciences</i>, 2015, 207: 125-134.</p> <p>2. Alves, Helena; Fernandes, Cristina; Raposo, Mário. Social media marketing: a literature review and implications. <i>Psychology &amp; Marketing</i>, 2016, 33.12: 1029-1038.</p> <p>3. Armstrong, Gary, et al. Principles of marketing. Pearson Australia, 2014. 989p.</p> <p>4. Armstrong, Michael; Taylor, Stephen. Armstrong's handbook of human resource management practice. 2020. 763p.</p> <p>5. Bocconcelli, Roberta, et al. Smes and marketing: a systematic literature review. <i>International Journal of Management Reviews</i>, 2018, 20.2: 227-254.</p> <p>6. Boris, Olga A., et al. "Generating models for innovation development strategy of the industrial complex with references to its management, structure and policies." <i>Growth Poles of the Global Economy: Emergence, Changes and Future Perspectives</i>. Springer, Cham, 2020. 615-625.</p> <p>7. Charlesworth, Alan. Digital marketing: A practical approach. Routledge, 2014. 326p.</p> <p>8. Christopher, Martin; Payne, Adrian; Ballantyne, David. Relationship marketing. Routledge, 2013. 264p.</p> <p>9. Delen D., Dorokhov O., Dorokhova L., Dinçer H., Yüksel S. Balanced scorecard-based analysis of customer expectations for cosmetology services: a hybrid decision modeling approach. <i>Journal of Management Analytics</i>. 2020. Vol. 7, No 4. P. 532-563.</p> <p>10. Egan, John. Marketing communications. Sage, 2014. 440p.</p> <p>11. Grönroos, Christian. Relationship marketing and service: An update. <i>Journal of Global Scholars of Marketing Science</i>, 2017, 27.3: 201-208.</p> <p>12. Homburg, Christian; Jozić, Danijel; Kuehnl, Christina. Customer experience management: toward implementing an evolving marketing concept. <i>Journal of the Academy of Marketing Science</i>, 2017, 45.3: 377-401.</p> <p>13. Hunt, Shelby D. Controversy in Marketing Theory: For Reason, Realism, Truth and Objectivity: For Reason, Realism, Truth and Objectivity. Routledge, 2016. 360p.</p> <p>14. Jackson, Graham; Ahuja, Vandana. Dawn of the digital age and the evolution of the marketing mix. <i>Journal of Direct, Data and Digital Marketing Practice</i>, 2016, 17.3: 170-186.</p> <p>15. Jobber, David, et al. Ebook: Principles and Practice of Marketing. Mcgraw Hill, 2016.</p>



	<p><a href="https://books.google.com.ua/books?id=IMovEAAAQBAJ&amp;pg=PA433&amp;lpg=PA433&amp;dq=17.%09Jobber,+David,+et+al.+Ebook:+Principles+and+Practice+of+Marketing.+Mcgraw+Hill,+2016&amp;source=bl&amp;ots=4Q1gMar3Kb&amp;sig=ACfU3U2_aRjuebykbJ1rkXE3jvypT61pQ&amp;hl=uk&amp;sa=X&amp;ved=2ahUKEwiAstXZ0_L0AhVThP0HHb3KCQQQ6AF6BAgTEAM#v=onepage&amp;q=17.%09Jobber%2C%20David%2C%20et%20al.%20Ebook%3A%20Principles%20and%20Practice%20of%20Marketing.%20Mcgraw%20Hill%2C%202016&amp;f=false">https://books.google.com.ua/books?id=IMovEAAAQBAJ&amp;pg=PA433&amp;lpg=PA433&amp;dq=17.%09Jobber,+David,+et+al.+Ebook:+Principles+and+Practice+of+Marketing.+Mcgraw+Hill,+2016&amp;source=bl&amp;ots=4Q1gMar3Kb&amp;sig=ACfU3U2_aRjuebykbJ1rkXE3jvypT61pQ&amp;hl=uk&amp;sa=X&amp;ved=2ahUKEwiAstXZ0_L0AhVThP0HHb3KCQQQ6AF6BAgTEAM#v=onepage&amp;q=17.%09Jobber%2C%20David%2C%20et%20al.%20Ebook%3A%20Principles%20and%20Practice%20of%20Marketing.%20Mcgraw%20Hill%2C%202016&amp;f=false</a></p> <p>16. Kozlenkova, Irina V., et al. The role of marketing channels in supply chain management. <i>Journal of Retailing</i>, 2015, 91.4: 586-609.</p> <p>17. Luxton, Sandra; Reid, Mike; Mavondo, Felix. Integrated marketing communication capability and brand performance. <i>Journal of Advertising</i>, 2015, 44.1: 37-46.</p> <p>18. Park, Seohee. <i>Marketing management</i>. Seohee Academy, 2020. 103p.</p> <p>19. Pestun I. V., Mnushko Z. M. The impact of the legal and regulatory framework on the marketing activity of wholesale and retail pharmaceutical organizations// <i>Соціальна фармація в охороні здоров'я</i>. – 2020. – Т. 6, № 3. – С. 49-59</p> <p>20. Pestun Iryna V , Mnushko Zoya M, Ievtushenko Olena M, Babicheva Ganna S, Zhadko Svitlana V, Rohulia Olha.. Research of self-medication among population in Ukraine. <i>Azerbaijan Pharmaceutical &amp; Pharmacotherapy Journal</i> / 21 (2): 34-41</p> <p>21. Quality Efficiency Indicators of Pharmacy Management: Characteristics, Current Features, Opportunities and Threats of the Development /I.V. Pestun, Z.M. Mnushko, I.V. Timanjuk, O.M Ievtushenko1, H.S.Babicheva1// <i>Journal of Global Pharma Technology</i>.- 2020.- Vol.12- №2(S) – P. 259-269</p> <p>22. Samborskyi O.S., Slobodyanyuk M.M., Rogulya O.Y. Scientific comprehension of the necessity of pharmaceutical tourism development in Ukraine and the research of organizational and economic approaches as to its implementation in the healthcare system. <i>World Science</i>. 2020. Vol. 2. No 5(57). P. 37 – 48. DOI: <a href="https://doi.org/10.31435/rsglobal_ws/31052020/7079">https://doi.org/10.31435/rsglobal_ws/31052020/7079</a>.</p> <p>23. Saunders, Mark, and Philip Lewis. <i>Doing research in business and management</i>. Pearson, 2017. 280p.</p> <p>24. Shmalko O. O., Pestun I.V., Vyshnevskaya L. I. Marketing substantiation of introduction of a new herbal medicine for the treatment of inflammatory bowel diseases into the pharmaceutical market of Ukraine / <i>Research Journal of Pharmacy and Technology</i>.2000. Vol:13No:11: November: 5431-5437</p> <p>25. Spichak Irina V., Zhirova Irina V., Pestun Iryna V., Ievtushenko Olena M., Varenykh Galina V. A study of the extent and interrelations of risks in the system of goods flow in wholesale pharmaceutical organizations. Volume 11, Issue 06, June2020, pp. 1205-1214. Articleid: IJM_11_06_109 Available online at <a href="http://www.iaeme.com/ijm/issues.asp?Itype=IJM&amp;vtype=11&amp;iotype=6">http://www.iaeme.com/ijm/issues.asp?Itype=IJM&amp;vtype=11&amp;iotype=6</a></p>
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	<p>26. Stadler, Hartmut, et al. Supply chain management and advanced planning: concepts, models, software, and case studies. Springer, 2015. 505p.</p> <p>27. Verma, Varsha; Sharma, Dheeraj; SHETH, Jagdish. Does relationship marketing matter in online retailing? A meta-analytic approach. Journal of the Academy of Marketing Science, 2016, 44.2: 206-217.</p> <p>28. Winston, William; Mintu-Wimsatt, Alma T. Environmental marketing: strategies, practice, theory, and research. Routledge, 2013. 415p.</p> <p>29. Wroblewski, Lukasz. Culture Management: Strategy and marketing aspects. 2017. 196p.</p> <p>30. Zhadko S. V., Pestun I. V., Mnushko Z. M., Babicheva G. S., Rohulia O. Yu. The assessment of awareness about the rational use of medicines among Ukrainian pharmacy students. Вісник фармації. 1 (105). 2023. 82-92.</p> <p>31. Zimmerman, Alan; Blythe, Jim. Business to business marketing management: A global perspective. Routledge, 2017. 528p.</p> <p>32.</p>
<p><b>Current electronic information resources (magazines, websites) for in-depth study of the educational component</b></p>	<p><i>Provide a list of electronic information resources (magazines, websites) with electronic links</i></p> <p>Library of NUPh  <a href="http://nuph.edu.ua/ukrayins-ka-biblioteka/">http://nuph.edu.ua/ukrayins-ka-biblioteka/</a>          Business dictionary  <a href="http://www.businessdictionary.com/definition/management.html">http://www.businessdictionary.com/definition/management.html</a>          Management <a href="#">Information and</a> Management <a href="#">News</a>  <a href="http://www.forbes.com/fdc/welcome_mjx.shtml">http://www.forbes.com/fdc/welcome_mjx.shtml</a>          The Wall Street Journal  <a href="http://online.wsj.com/public/page/management.html">http://online.wsj.com/public/page/management.html</a>          Management <a href="#">Issues : News, advice, opinion &amp; resources</a>  <a href="http://www.management-issues.com/">www.management-issues.com/</a>  <a href="#">Free Management Library</a>  <a href="http://managementhelp.org/">managementhelp.org/</a>          Management <a href="#">Science: INFORMS</a>  <a href="http://pubsonline.informs.org/journal/mnsc">pubsonline.informs.org/journal/mnsc</a>          Journal <a href="#">of</a> Management  <a href="http://jom.sagepub.com/http://translate.google.com.ua/translate?hl=ru&amp;sl=en&amp;u=http://jom.sagepub.com/&amp;prev=/search%3Fq%3Dmanagement%2Bjournal%26biw%3D1361%26bih%3D806">jom.sagepub.com/http://translate.google.com.ua/translate?hl=ru&amp;sl=en&amp;u=http://jom.sagepub.com/&amp;prev=/search%3Fq%3Dmanagement%2Bjournal%26biw%3D1361%26bih%3D806</a>          European Management Journal  <a href="http://www.journals.elsevier.com/european-management-journal/http://translate.google.com.ua/translate?hl=ru&amp;sl=en&amp;u=http://www.journals.elsevier.com/european-management-journal/&amp;prev=/search%3Fq%3Dmanagement%2Bjournal%26biw%3D1361%26bih%3D806">www.journals.elsevier.com/european-management-journal/http://translate.google.com.ua/translate?hl=ru&amp;sl=en&amp;u=http://www.journals.elsevier.com/european-management-journal/&amp;prev=/search%3Fq%3Dmanagement%2Bjournal%26biw%3D1361%26bih%3D806</a>          Strategic Management Journal  <a href="http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1467-6486">onlinelibrary.wiley.com/journal/10.1111/(ISSN)1467-6486</a>          Academy of Management  <a href="http://aom.org/">aom.org /</a> <a href="#">Journals &amp; Publications</a></p>

	<p>Journals in Business &amp; Management  <a href="http://www.springer.com/business+%26+management/journals?SGWID=0-40528-0-0-0">http://www.springer.com/business+%26+management/journals?SGWID=0-40528-0-0-0</a>  <a href="http://www.springer.com/?SGWID=5-102-0-0-0">http://www.springer.com/?SGWID=5-102-0-0-0</a>                      International journal of management &amp; information technology  <a href="http://cirworld.org/journals/index.php/ijmit?gclid=CPyS4MfQsMECFamWtAodrUYAyQ">http://cirworld.org/journals/index.php/ijmit?gclid=CPyS4MfQsMECFamWtAodrUYAyQ</a>                      American Marketing Association</p>
<b>Moodle distance learning system</b>	<p>4 Course  <a href="https://pharmel.kharkiv.edu/moodle/course/view.php?id=4147">https://pharmel.kharkiv.edu/moodle/course/view.php?id=4147</a>                      5 Course  <a href="https://pharmel.kharkiv.edu/moodle/course/view.php?id=2723">https://pharmel.kharkiv.edu/moodle/course/view.php?id=2723</a></p>

**18. Technical support and software of the educational component:**

computer, multimedia projector, Google Workspace for Education Standard, ZOOM, MOODLE.