



Факультет

**WORKBOOK
FOR PRACTICAL TRAINING
ON MANAGEMENT AND ORGANIZATION
FOR STUDENTS OF THE FACULTY OF FOREIGN
CITIZENS EDUCATION**

Workbook

for practical training

on Management and Organization for

students of the faculty of foreign citizens

education

Year _____group_____

(surname, name)

Place of the practical training: _____

(No. of the chemist's shop, address, telephone)

Time of the practical training: from _____201____ to _____201____.

Supervisor of the pharmacy institution:

(surname, name)

Supervisor of the practical training from the department:

(surname, name)

UDK: 615.1:65:050:339.138(075)

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*Recommended
method. prof. commission of economic and management disciplines NUPh (protocol
No._2_from _13.02.2022)*

Workbook for practical training on Management and organization for students of the faculty of foreign citizens education / V.V. Malyi, I.V. Timanyuk, O. Yu. Rogulia, L.P. Dorokhova, I.V. Pestun, S. V. Zhadko, I. V. Bondarieva, I. V. Sofronova . – Kharkiv: NUPh, 2022. – 16 p.

The report is developed in accordance with the program of production practice on Management and organization in Pharmacy (pharmaceutical management and marketing) is designed for foreign students.

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Theoretical bases of Management

Organization of pharmaceutical system as object of management. Internal and external environment of pharmacies

Management and successful management. The activities of head

Management functions. Management of decision-making process

Communicative processes in management. Organizational communication at the pharmacy

Management and entrepreneurship. Entrepreneurial activity in Pharmacy

Management of a manpower and staff of pharmaceutical companies. Group dynamics and leadership. Management of conflicts, stress.

Labour relations under market conditions

Evaluation of the effectiveness of the pharmaceutical organization and management..... **5**

CONTENT MODULE 2

Marketing in practical pharmacy

The main provisions of marketing in pharmacy. Management process of pharmaceutical marketing. The study pharmaceutical market

Marketing researches and Information Systems

Product in the marketing system. Assortment policy of pharmaceutical companies and pharmacy. Trade policy of pharmaceutical companies

Price, pricing, price policy of pharmaceutical companies

Marketing activities of pharmaceutical companies.

Marketing policy of communications. Sales promotion and other tools of marketing communications

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Introduction

One of the actual problems in the pharmaceutical industry is the problem of closely related of theoretical knowledge of students with practical skills in various enterprises. At the biggest part of companies dominated compensatory personnel policy, based on the selection of workers who already have certain experience. Therefore, the passage by the students of practice has great significance. One of the practices for foreign students of the specialty "Pharmacy" is a production practice. The bases of practice can be a pharmacy and pharmaceutical firms of different forms of farming.

Production practice is the last kind of practice that precedes to the master's work. During this period, the student has the opportunity to gain practical experience needed to solve most of management and marketing problems of company.

During of practice students are introduce with the industry characteristics, specific to a particular company, is studying the production, management, personnel and marketing subsystem. As an important part of the educational and training process, the practice is organized and conducted based on the approved program, in which a list of the issues necessary to perform the tasks.

The program of practical training on the subject “Management and Marketing in Pharmacy” provides a single module “Management in Pharmacy. Marketing as an integrative function of management”, which in turn is divided into two modules of content:

Content module:

1. The practical implementation of the theory of management in pharmacy.
2. Marketing in practical pharmacy.

The final control on a national scale, which provides differentiated credit.

CONTENT MODULE 1

PRACTICAL IMPLEMENTATION OF MANAGEMENT THEORY IN PHARMACY

Theoretical bases of Management

Organization of pharmaceutical system as object of management. Internal and external environment of pharmacies

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The description of pharmacy (practice base)

Describe the practice base and add copies of documents (licenses, trade patent, functional and job descriptions, plan of pharmacies, etc.).

The full name of the pharmacy (practice base) – _____

Address – _____

Form of ownership (public, private) – _____

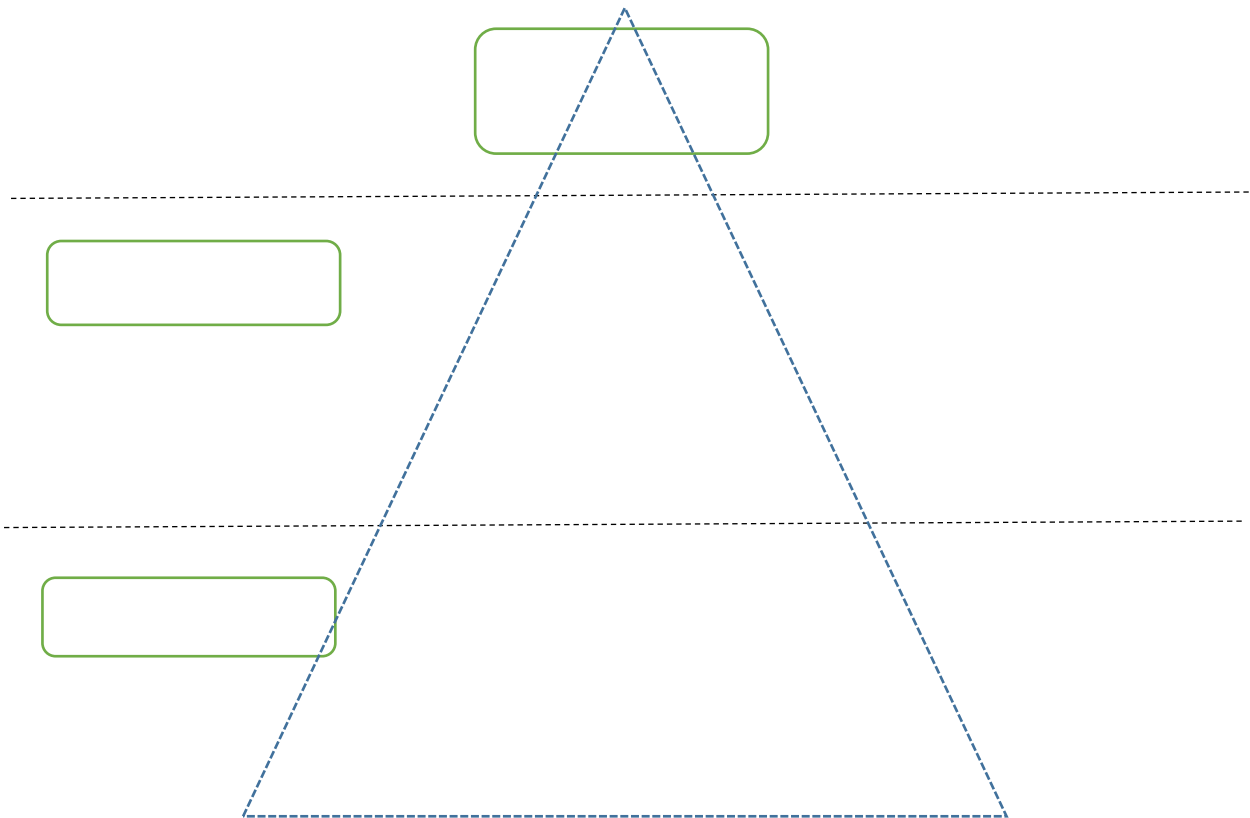
Operating mode of the pharmacy – _____

Location (presence of hospitals, clinics, health facilities, shops, transport interchanges, trading networks, etc.) – _____

Specialization of pharmacy – _____

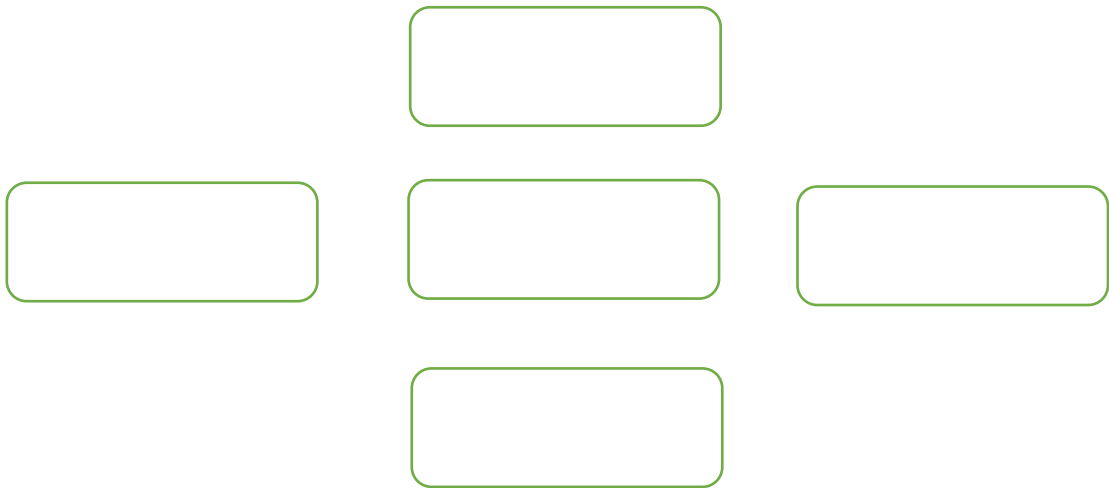
The main pharmacy staff – _____

Provide levels of management in the pharmacy (base-practice).



Make analyze and present is schematically internal variables of pharmacy.

Internal variables



Analyze the effectiveness of working time of the head of the pharmacy. Describe the hourly schedule of working time and fill in the table.

Table 1

Schedule of working time of the head of the pharmacy

| <i>Time</i> | <i>Types of work</i> |
|-----------------------------------|------------------------------------------------------|
| 8 ⁰⁰ - 8 ²⁰ | <i>Come to work. Conducting operational meeting.</i> |
| 9 ⁰⁰ | |
| 10 ⁰⁰ | |
| 11 ⁰⁰ | |
| 12 ⁰⁰ | |
| 13 ⁰⁰ | |
| 14 ⁰⁰ | |
| 15 ⁰⁰ | |
| 16 ⁰⁰ | |
| 17 ⁰⁰ | |
| 18 ⁰⁰ | |
| 19 ⁰⁰ | |
| 20 ⁰⁰ | |

Define the mission of the pharmacy _____

On the example of the pharmacy (base practices) schematically present organizational structure and define its type

Make a chart of organizational communications indicating elements and stages of the communication process.



Apply in block diagram form the structure of communicative connections of the pharmacy and describe the nature of information exchange at the level:

External Communications:

Horizontal communication:

Vertical communications:

Make a corporate dossier of the pharmacy (practice base) according to the scheme:

Sales of pharmaceutical products for 3 years (pack., \$.): _____

The profitability of the pharmacy for the last 3 years (%): _____

Total expenditure in the amount and in percentage: _____

Fixed assets: _____

Current assets: _____

Wage fund: _____

Production characteristics of the pharmacy: _____

CONTENT MODULE 2

MARKETING IN PRACTICAL PHARMACY

The main provisions of marketing in pharmacy. Management process of pharmaceutical marketing. The study pharmaceutical market
 Marketing researches and Information Systems
 Product in the marketing system. Assortment policy of pharmaceutical companies and pharmacy. Trade policy of pharmaceutical companies
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 Marketing activities of pharmaceutical companies.
 Marketing policy of communications. Sales promotion and other tools of marketing communications
 Marketing control
 International marketing in pharmacy

Analyze the external environment of the pharmacy and assign the basic subjects of marketing, which interact with a pharmacy.

Table 2

Subjects of Pharmaceutical Marketing

| Producers | Wholesale intermediaries (distributors) | Retail intermediaries (pharmacies competitors) | Organizations-consumer | End users |
|------------------|------------------------------------------------|-------------------------------------------------------|-------------------------------|------------------|
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Conduct research of assortment of medicine on the example of pharmacotherapeutic group (your choice). Calculate the share of medicine based on sales volume. Results put in Table 3.

Table 3

Study assortment of _____ medications

| Trade name | INN | Producer | Medical form | Price, UAH/\$ | Commodity stocks pack. | Volume of sales, pack. |
|------------|-----|----------|--------------|---------------|------------------------|------------------------|
| | | | | | | |
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Analyze the assortment policy of the pharmacy on such characteristics as the presence of the total number of product groups (width of assortment); the number of medications in each product group (depth of assortment); comparability (for the selected group); saturation.

The width of the assortment _____

The depth of assortment _____

Comparability _____

Saturation _____

Choose the one of medicine from the assortment of the pharmacy and fill the Table 4.

Table 4

Analysis of the indicators of the drug _____

| Indicators | |
|----------------------------------|--|
| <i>Price of purchase, UAH/\$</i> | |
| <i>Selling price, UAH/\$</i> | |
| <i>Volume of sales, pack.</i> | |
| <i>Discounts, %</i> | |

Calculate the elasticity of demand, determine the type of demand for two medications from selected groups, which are realized in the pharmacy (for 3 months)

Table 5

The coefficient of elasticity of demand

| Name of the medicinal product | Price, UAH/\$ | Demand, pack. | The coefficient of elasticity of demand, type of demand |
|-------------------------------|---------------|---------------|---------------------------------------------------------|
| | | | |
| | | | |
| | | | |
| | | | |

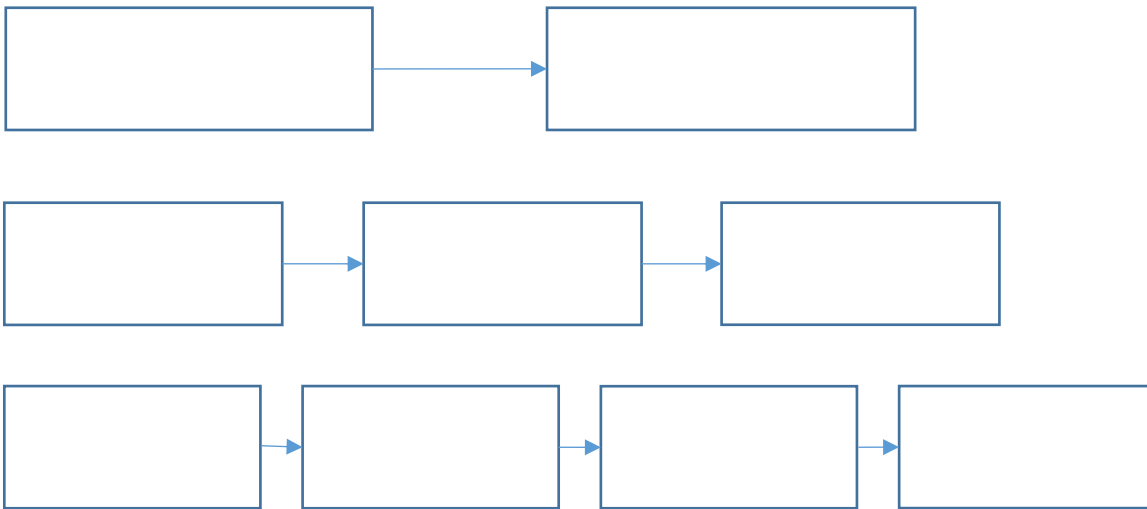
ADDITIONAL INFORMATION

$$\varepsilon = \frac{D_2 - D_1}{D_1 + D_2} \div \frac{P_2 - P_1}{P_2 + P_1}$$

D_1, D_2 – are the size of demand with the old and new prices;

P_1, P_2 – are the previous and the new prices, respectively.

Represents variants of distribution channels, which are used our pharmacy.



List the a means of stimulating buyers of pharmaceutical products, which are used in pharmacy _____

Provide examples of means of stimulating the staff at the pharmacy _____

Describe PR activities, which is held management of the pharmacy during the calendar year, and suggest your own _____

Analyze how apply the rules of merchandising in the pharmacy (facades, windows, shelves, etc.). _____

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Звіт розроблено відповідно до програми виробничої практики з менеджменту та організації у фармації (фармацевтичний менеджмент та маркетинг), призначений для іноземних студентів.

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РОБОЧИЙ ЗОШИТ ВИРОБНИЧОЇ ПРАКТИКИ З УПРАВЛІННЯ ТА ОРГАНІЗАЦІЇ ДЛЯ СТУДЕНТІВ ФАКУЛЬТЕТУ ІНОЗЕМНИХ ГРОМАДЯН

Англійською мовою

Формат 60x84/16. Ум. друк. арк. 1. Тираж _____ пр.

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вул. Пушкінська, 53, м. Харків, 61002
Свідоцтво суб'єкта видавничої справи серії ДК № 3420 від 11.03.2009.