

SYLLABUS OF THE EDUCATIONAL COMPONENT

«ETHICS AND DEONTOLOGY IN PHARMACY»

(the name of the educational component)

for higher education applicants of 4th year of study day form of education (4,10д)

of educational program «Pharmacy»

(Educational Program Name)

in specialty «226 Pharmacy, industrial pharmacy»

(Code and Specialty Name)

field of knowledge «22 Health care»

(Code and Knowledge Field Name)

training for Master

(Higher Educational Level Name)

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, str. Valentynivska, 4, 3rd floor, 38057-67-91-72.

3. Web site of the department: [http:// http://mmf.nuph.edu.ua](http://mmf.nuph.edu.ua)

4. Information about teachers:

Pestun Iryna Volodymyrivna

Doctor of Pharmaceutical Sciences, Professor, Department of Pharmaceutical Management and Marketing of the National Pharmaceutical University. The experience of scientific and pedagogical activity-23 years. Reads courses: "Pharmaceutical Management and Marketing" (including in English), "Marketing tools for analyzing the pharmaceutical market" for the third (Doctor of Philosophy) higher education level 226 "Pharmacy, Industrial Pharmacy", "Ethics and Deontology in Pharmacy"; "Marketing studies in pharmacy"; "Preparation of the pharmaceutical representative". Scientific

interests: management of pharmaceutical marketing, theory and practice of marketing research in pharmacy.

Zhadko Svitlana Victorivna

Candidate of Pharmaceutical Sciences, Associate Professor, Department of Pharmaceutical Marketing and Management, National University of Pharmacy. Experience in teaching - 22 years, including scientific and pedagogical - 18 years. He teaches courses: “Pharmaceutical marketing and management”, “Ethics and deontology in pharmacy”, “Marketing management”. 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.

Bondarieva Iryna Vasylivna

Candidate of Pharmaceutical Sciences, Associate Professor, Department of Pharmaceutical Marketing and Management, National University of Pharmacy. Experience of scientific activity - 14 years, experience of scientific and pedagogical activity - 13 years. She teaches courses: “Pharmaceutical marketing and management”, “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.

5. Consultations: They take place online according to the schedule, which is posted on the website of the Department of Pharmaceutical Management and Marketing (<https://mmf.nuph.edu.ua/?p=5716>).

6. Brief summary of the educational component: the educational component «Ethics and deontology in pharmacy» is intended to nurture ethical values: honesty, kindness, conscientiousness, willingness to help the person responsible for assignments and such others. It introduces students to the ethical, bioethical and ethical principles and regulations that promote proper performance of professional duties during practice experts in the field of pharmacy.

7. The purpose statement of studying the educational component: to develop knowledge about systems of morality, pharmaceutical ethics, bioethics and pharmaceutical deontology for further proper performance of professional duties by a pharmacist.

8. Competences in accordance with the educational program «Pharmacy» in specialty «226 Pharmacy, industrial pharmacy».

Soft- skills / General competences (CG):

GC 1. The ability to act socially responsible and civic conscious.

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

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

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

GC 14. The ability to preserve and multiply the moral, cultural, scientific values and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, techniques and technologies, use different types and forms of physical activity for active recreation and a healthy lifestyle.

Hard-skills / Professional (special) competences (PC):

PC 2. Ability to provide medical advice on prescription and over-the-counter medications and other products of the pharmacy range; pharmaceutical care during the selection and sale of over-the-counter medications by assessing the risk / benefit, compatibility, indications and contraindications based on data on the health of a particular patient, taking into account biopharmaceutical, pharmacokinetic, pharmacodynamic and physicochemical characteristics of the medicine and other pharmaceutical products.

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

9. The program learning outcomes: (PLO):

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

PLO 5. To position your professional activities and personal qualities in the pharmaceutical labor market; to formulate the purposes 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 10. To adhere to the norms of communication in professional interaction with colleagues, management, consumers, work effectively in a team.

PLO 13. To carry out sanitary and educational work in professional activity in case of outbreaks of infectious, viral and parasitic diseases.

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 25. To promote health, including diseases prevention, rational prescription and use of medicines. To perform your professional duties in good faith, comply with the law on the promotion and advertising of medicines. To have psychological communication skills to build trust and understanding with colleagues, doctors, patients, consumers.

10. Status of the educational component: compulsory

11. Prerequisites of the educational component: «Ethics and deontology in pharmacy» is intended to nurture ethical values: honesty, kindness, conscientiousness, willingness to help the person responsible for assignments and such others. Introduces students to the ethical, bioethical and ethical principles and regulations that promote proper performance of professional duties during practice experts in the field of pharmacy. The educational component "Ethics and Deontology in Pharmacy" is based on the study of higher education applicants of such social components as "History of World and Ukrainian Culture", "Religious Studies", "Philosophy, Ethics and Aesthetics".

12. The volume of the educational component: 3 ECTS credits, 90 hours (12 hours of lectures, 18 hours of seminar classes, 60 hours of individual work).

13. Organization of training:

The format of teaching the educational component: lectures and seminars

Content of the educational component:

Content module 1. Ethical, bioethical and deontological aspects –the components of morality pharmaceutical workers

Topic 1. Professional ethics of pharmaceutical workers.

Topic 2. Professional morality of pharmaceutical workers.

Topic 3. Basics of professional communication.

Topic 4. The moral and psychological climate in the team.

Topic 5. Stimulation of pharmaceutical workers.

Topic 6. Bioethics as modern direction of medicine and pharmacy.

Content module 2. Ethical, bioethical and ethical foundations of interaction on pharmaceutical market

Topic 7. Ethical and bioethical principles of drugs promotion to the pharmaceutical market.

Topic 8. Ethical aspects of the labor groups in pharmacy / pharmaceutical organizations.

Topic 9. Business Ethics.

Topic 10. The rights and responsibilities of pharmaceutical workers.

14. Forms and types of academic achievements supervision:

Forms and types of academic achievements supervision

Control of knowledge at each lesson: oral survey, writing test tasks, solving situational problems.

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

Semester control form: semester credit.

Conditions for admission to the supervision of content modules: for admission to the supervision of content modules 1-2, it is necessary to have a minimum number of points for the seminar classes.

Conditions for admission to semester supervision: a current rating of more than 60 points, absence of missed seminar classes, fulfilment of all requirements stipulated in the work program of the educational component.

15. 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.*

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)
Module 1	
Content module 1: Ethical, bioethical and deontological aspects – the components of morality pharmaceutical workers - evaluation of topics (1-6) (work in classes 1-68): work in classes (oral survey, writing test tasks, solving situational problems); - supervision of content module 1 (writing test tasks, solving situational tasks)	50 (50 %)
Content module 2: Ethical, bioethical and ethical foundations of interaction on pharmaceutical market - evaluation of topics (7-10) (work in classes 7-10): work in classes (oral survey, writing test tasks, solving situational problems); - supervision of content module 2 (writing test tasks, solving situational tasks)	50 (50 %)
Semester Supervision of Module 1	100

The individual work of applicants for higher education is evaluated during the control of knowledge at each lesson 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 educational component:

<p>The main reading suggestions</p>	<p>1. Basics of bioethics and biosafety : manual for students of higher schools / V. A. Moroz [et al.] ; ed. by V. A. Moroz ; NUPh. - Kharkiv : NUPh : Golden Pages, 2013. - 127 p.</p> <p>2. Ethics and deontology in pharmacy: texts of lectures // I.V. Sofronova, V.V. Malyi, I.V. Timanyuk, M.N. Kobets – Kharkiv: NUPh, 2015. 66 p.</p> <p>3. Malyi V.V. Ethics and deontology in pharmacy: meth. recom. for seminar classes / V.V. Malyi, I.V. Timanyuk, Z.R. Safiulina – Kh.: NUPh, 2015. 50 p.</p>
<p>Supplementary reading suggestions for in-depth study of the educational component</p>	<p>1. Bađurová B. Evolution and ethics. <i>E-LOGOS</i>. 2015. Vol. 2015. P. 71-76</p> <p>2. Boila Lacrima Rodica. The role of the legal norm in bioethics. <i>The Juridical Current</i>. 2018. Vol. 75. P.146-158</p> <p>3. Boudreau R.G. Pharmaceutical Ethics and Health Care Access. Archway Publishing, 2021. 252 p.</p> <p>4. Brendan Maher. Genomics: Bioethics on stage. <i>Nature</i>. 2015. Vol. 524, issue 7565. P.289-289</p> <p>5. Burcea N., Croitoru I. Business Ethics. <i>Journal of Public Administration. Finance and Law</i>. 2014. Vol. 6. P. 139-143</p> <p>6. Canadian Medical Association, CMA Policy: Physicians and the pharmaceutical industry / Canadian Medical Association. <i>Canadian Medical association Journal</i>. 2013. № 164. P. 1339-1341.</p> <p>7. Foster G. Ethics in Economics. <i>A Journal of Policy Analysis and Reform</i>. 2018. Vol. 24, N 1. P.61-75</p> <p>8. Hayes K. Ethics and Change. <i>Business Journalism</i>. 2014. P. 47-58</p> <p>9. Jakobus B., Henrique P., Sena L., Souza C. Ethics // Leadership Paradigms for Remote Agile Development, Springer, 2022, pp 133-145.</p> <p>10. Katual M, Singh G. Text Book of Pharmacy Law & Ethics. Narain Publishers, 2022, 360 p.</p> <p>11. Knight F.H. The Ethics of Competition. <i>History of Economic Thought Articles</i>. 2022. Vol. 37. P.579-624</p> <p>12. Lache C. Ethics im marketing. <i>Institute of economic research</i>. 2013. Vol. 22, N 1. P.39-52</p> <p>13. Lachmann P. Ethics Evolve. <i>European Review</i>. 2013. Vol. 21. P.109-113</p> <p>14. Malik A. Professionalism and Ethics. <i>Strategic Human Resource Management and Employment Relations</i>. 2022. P. 69-78</p> <p>15. Murugesh N., Sambath K. Pharmacy Law and Ethics. Sathya Publishers, 2022. 344p.</p> <p>16. Nunes M.F., Park C. L. Additional contact information Business Ethics. <i>Business Ethics and Environmental Fraud</i>. 2021. P. 1-45</p> <p>17. Panda S. Pharmaceutical Jurisprudence - Ethics and Laws. 2021. 107 p.</p> <p>18. Pearce Russell G., Wilson Brendan M. Business ethics. <i>Handbook on the Economics of Reciprocity and Social Enterprise</i>. 2013. P. 49-58.</p> <p>19. Sasu C., Pravăț G.C., Luca F. Ethics and advertising. <i>Practical Application of Science</i>. 2015. N 7. P.513-517</p> <p>20. Silvia Camporesi S., Cavaliere G. We cannot all be ethicists. <i>Nature</i>, 2019. Vol. 575. P.596-596.</p> <p>21. Schubert M. Knowledge and ethics. <i>CBU International Conference Proceedings</i>. 2018. Vol. 6. P. 739-745.</p> <p>22. Sipp D., Pei D. Bioethics in China: No wild east. <i>Nature</i>. 2016. Vol. 534, issue 7608. P. 465-467</p> <p>23. Studying the components of corporate social responsibility in the activity of pharmaceutical company: магiст. робота / Ель Шемалi Мохамед Алi ;</p>

	<p>наук. кер. С. В. Жадько ; НФаУ, Каф. ФММ. - X. : 2015. - 74 с.</p> <p>24. Sullivan D. M., Anderson D. C., Cole J.W. Ethics in Pharmacy Practice: A Practical Guide. Springer, 2021. 235 p.</p> <p>25. The analysis of social, psychological and ethical aspects of pharmaceutical workers: магіст. робота англ. мовою / Бурезза Мохамед Амін ; наук. кер. А. В. Беліченко ; НФаУ, Каф. соц. фармації. - X., 2015. - 69 с.</p> <p>26. Thompson Paul B. Ethics and Equity. <i>Socio-Economic Considerations in Biotechnology Regulation</i>. 2014. P.97-107</p> <p>27. Ushir Yogesh V. Fundamentals of Pharmacy Law and Ethics. Everest Publishing House, 2022. 292 p.</p> <p>28. Wasieleski David M., Weber J. Business Ethics. Emerald Group Publishing Limited, 2019, 370 p.</p> <p>29. William A. Douglas The Ethics of Offshoring. <i>Challenge</i>, 2017, Vol. 60, issue 1. P. 83-97.</p> <p>30. York R. Energy ethics. <i>Nature Climate Change</i>. 2015. Vol. 5, N 5. P.409-409</p>
<p>Current electronic information resources (magazines, websites) for in-depth study of the educational component</p>	<p>1. Weekly pharmacy: http://www.pharm-info.com</p> <p>2. Site WHO: http://www.who.int</p>
<p>Moodle distance learning system</p>	<p>https://pharmel.kharkiv.edu/moodle/course/view.php?id=4140</p>

18. Material and technical support and software of the educational component: Technical support – computer, multimedia projector, Google Workspace for Education Standard, ZOOM, MOODLE.