



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

**Department of Pharmaceutical Management and Marketing**

**ETHICS AND DEONTOLOGY IN PHARMACY**

(the name of educational component)

**WORK PROGRAM  
of educational component**

training for Master

(Higher Educational Level Name)

in specialty «226 Pharmacy, Industrial Pharmacy»

(Code and Specialty Name)

field of knowledge «22 Health»

(Code and Knowledge Field Name)

of educational program «Pharmacy»

(Educational Program Name)

Kharkiv-2022

(year of creation)

The work program of the educational component “Ethics and deontology in pharmacy” in specialty 226 Pharmacy, Industrial Pharmacy educational program Pharmacy for applicants for higher education of Faculty for Foreign Citizens’ Education 4th year of study, ФМ(4,10д)АНГЛ.

EDUCATIONAL COURSE TEAM :

**MALYI Volodymyr** – Head of the Department of Pharmaceutical Management and Marketing, D.S.in Pharmacy, professor

**SOFRONOVA Iryna** – associate professor of the Department of Pharmaceutical Management and Marketing, C.Sc. in Pharmacy, associate professor

Work program has been considered and approved at the Department of Pharmaceutical Management and Marketing meeting

Record from «30» August 2022 № 1

Head of the PhMM Department -



prof. Volodymyr MALYI

Work program has been approved at the meeting of the Methodical Commission of on the economic and management disciplines.

Examination Record from “30” August 2022 year No. 1

Head of Specialized Committee -



(підпис)

prof. Alla NEMCHENKO

## 1. Description of the educational component

**Language of study:** English

**Status of the educational component:** Compulsory

**Prerequisites for studying 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".

**The subject of educational component** «Ethics and deontology in pharmacy» is ethical, deontological and bioethical aspects and rules of professional conduct pharmaceutical workers.

**Information content of the educational component.** 3 ECTS credit 90 hours are assigned to the study of the educational component.

## 2. Objectives and tasks of the educational component

**The purpose of teaching the educational component** «Ethics and deontology in pharmacy» is to develop knowledge systems of morality, pharmaceutical ethics, bioethics and pharmaceutical deontology for further proper performance of professional duties by pharmacy experts.

**The main tasks** of the educational component «Ethics and deontology in pharmacy» " is the essence of mastering basic concepts of morality, pharmaceutical ethics, bioethics and pharmaceutical ethics, acquiring skills in the use of basic tools for successful communication and interaction, communication and solve moral problems associated with pharmaceutical practitioners employe.

## 3. Competence and planned educational outcomes

Educational component «Ethics and deontology in pharmacy» ensures the acquisition of applicants for higher education the following **competences**

- *Integral:*

Ability to solve typical and complex specialized tasks and critically comprehend and solve the practical problems in the professional pharmaceutical and/or research and innovation activity using provisions, theories and methods of the fundamental, chemical, technological, biomedical, socio-economic science; integrate knowledge and solve complex issues, formulate judgments in the presence of incomplete or limited information, clearly and unambiguously to convey their conclusions and use their knowledge, reasonably substantiating them, to professional and non-professional audience.

- *general:*

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 te 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.

•• *Special (professional, subject):*

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.

Integrative final program learning outcomes (PLO), the formation of which is facilitated by the educational component:

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.

As a result of studying the educational component, the applicant for higher education will be *know:*

- their social and civic rights and responsibilities.
- the methods of implementation knowledge in solving practical problems.
- the problem of preservation of the environment, requirements for sanitary conditions and treatment safety.
- the current trends in the industry and analyze.
- the laws and tendencies of modern economic development.

- the structure and characteristics of professional activity.
- the elements of production and social inclusion; to successful adaptation to the new environment;
- the tactics and strategies of communication, laws and ways of communication behavior;
- the methods of evaluation of performance indicators
- foundations of law and pharmaceutical law;
- basic mechanisms of state regulation of pharmaceutical activities;
- principles of providing pharmaceutical care;
- basic principles of pharmaceutical providing of population;
- legal and ethical pharmaceutical business;
- human Resources Management;
- social responsibility of organizations;
- ethical and legal standards of the pharmaceutical activities;
- basics of labor law;
- organizational structure of the pharmaceutical system in Ukraine, its goals, objectives and functions;
- basic mechanisms to ensure the availability of pharmaceutical care;
- principles of modern international practice of providing pharmaceutical care socially vulnerable groups: children, women, the elderly, patients with severe disease and orphan drugs;
- legal and ethical interaction of pharmaceutical systems support;
- basic principles of social management and marketing;
- foundations of social partnership and social responsibility in pharmacy;
- psychological aspects of pharmaceutical care to patients;
- principles of the pharmacovigilance system and recording data on adverse reactions and / or lack of efficacy of the medicinal product during its medical use;
- regulations governing the supply of non-prescription drugs;
- ethical aspects pharmacist-patient relationship.

*be able to:*

- form their own civil consciousness, be able to act in accordance with it;
- use professional knowledge to solve practical situations in accordance with the rules and principles of bioethics;
- form the requirements for preserving the environment, observe the sanitary and hygienic regime and labor protection conditions; interpret the requirements of legislative and regulatory acts on labor protection; draw conclusions about the presence of harmful factors of influence in the performance of professional duties; ensure labor protection of pharmaceutical personnel;
- conduct an analysis of professional information, make reasonable decisions, acquire modern knowledge;
- apply knowledge for the modern development of the enterprise;
- carry out professional activities, taking into account the renewal and integration of knowledge;
- form an effective strategy for personal adaptation to new conditions;
- choose the methods and strategies of communication to ensure effective team work;
- ensure high -quality implementation of professional activities;
- provide consultations on the use of new dosage forms;
- Provide consultations on the rational use of over -the -counter drugs of various pharmacotherapy groups (manifestations of clinical action, method and time of administration, interaction with food, etc.)

- provide information on the regime, terms and requirements for storing medicines in various dosage forms at home (in accordance with the list 4, using the knowledge of chemical, physicochemical, properties);
- provide information on compatibility, indications and contraindications when using medicines, taking into account their biopharmaceutical, pharmacokinetic and pharmacodynamic properties;
- interpret the requirements of proper pharmacy practice (GPP);
- follow recommendations on proper promotion by pharmaceutical companies of medicines for health professionals.

*possess:*

- methods of culture of business communication with visitors to pharmacies, medical representatives, colleagues, leadership, representatives of regulatory authorities, etc.;
- Technologies for the standards of service of visitors (communication algorithms with a pharmacist's visitor), conflict settlement when communicating with unbalanced pharmacy visitors.

#### 4. The educational component structure

Names of content modules and topics	The amount of hours											
	the whole amount	full time study					part time study					
		including	l	sem	pc	lab	self-study	the whole amount	including	l	sem	pc
1	2	3	4	5	6	7	8	9	10	11	12	13
<b>CONTENT MODULE 1. Ethical, bioethical and deontological aspects –the components of morality pharmaceutical workers</b>												
<b>Topic 1.</b> Professional ethics of pharmaceutical workers.	6	1	1			4						
<b>Topic 2.</b> Professional morality of pharmaceutical workers.	6	1	1			4						
<b>Topic 3.</b> Basics of professional communication.	15	1	2			12						
<b>Topic 4.</b> The moral and psychological climate in the team.	8	1	1			6						
<b>Topic 5.</b> Stimulation of pharmaceutical workers.	8	1	1			6						
<b>Topic 6.</b> Bioethics as modern direction of medicine and pharmacy. Module control CM1	7	1	2			4						
<b>The whole amount of hours for the content module 1</b>	<b>50</b>	<b>6</b>	<b>8</b>			<b>36</b>						
<b>CONTENT MODULE 2. Ethical, bioethical and ethical foundations of interaction on pharmaceutical market</b>												

<b>Topic 7.</b> Ethical and bioethical principles of drugs promotion to the pharmaceutical market.	10	2	2		6						
<b>Topic 8.</b> Ethical aspects of the labor groups in pharmacy / pharmaceutical organizations.	7	1	2		4						
<b>Topic 9.</b> Business Ethics.	8	2	2		4						
<b>Topic 10.</b> The rights and responsibilities of pharmaceutical workers. Module control CM2	13	1	2		10						
<b>The whole amount of hours for the content module 2</b>	<b>38</b>	<b>6</b>	<b>8</b>		<b>24</b>						
<b>Семестровый зачет по модулю 1: «Этика и деонтология в фармации»</b>	<b>2</b>		<b>2</b>								
<b>Всего часов</b>	<b>90</b>	<b>12</b>	<b>18</b>		<b>60</b>						

## 5. Contents 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.**

Moral its functions. Raising ethical values: honesty, kindness, conscientiousness, responsibility for assignments and such others. The historical way of formation of ethics, pharmaceutical ethics. Deontology. The formation of pharmaceutical ethics. Past experience in medicine and pharmacy in the preparation of pharmaceutical workers. Hippocratic Oath. Concept Albert Schweitzer's "reverence for life". Bioethics in pharmacy.

#### **Topic 2. Professional morality of pharmaceutical workers.**

Cases deetyzation and dehumanization in modern medicine and pharmacy. WHO (World Health Organization) and training requirements of pharmacists. Ethical Code of pharmaceutical workers in Ukraine. Good Pharmaceutical Practice. The concept of a drug, the original and generic drugs. Problematic issues present in the pharmacy, the commercial nature of pharmacies and their social function, revenues for the pharmaceutical market of substandard and counterfeit medicines, participation in the business of pharmacy and pharmaceutical institutions, and so on.

**Topic 3. Basics of professional communication.**

Ability to communicate with people – the path to success. Language and psychological keys determine the type of person. Differentiated approach to consumers. Communication with people-tern conflict. Service Standards (algorithm communication pharmacists / buyer of pharmacists in the pharmacy). Control of customer service pharmacies, and internal inspection method MYSTERY SHOPPING (mystery shopper). Appropriate pharmaceutical care. Records of pharmacist (pharmacist) in the dispensing of OTC medicines. Union or triad: the doctor – patient – pharmacist. Relations drove pharmacist and doctor. Relations between pharmacists in the team. Relations between the pharmacists and medical representatives.

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

The system of values, rules, psychological climate. Ethical codes. Corporate culture pharmacy/pharmaceutical institutions. The components of corporate culture. Image of pharmacies. Loyalty or engagement team. Types of corporate cultures. Monitoring corporate culture.

**Topic 5. Stimulation of pharmaceutical workers.**

Life values and priorities of pharmaceutical workers. Hierarchy of Needs pharmacist. The role of motivation in the pharmacist. Forms of work incentives. Methods of motivation: economic method, new challenges "enrichment work" involving management. Demotivational factors that interfere with pharmacies. Stress. Emotional exhaustion. The causes of dissatisfaction from work and ways to address them.

**Topic 6. Bioethics as modern direction of medicine and pharmacy. Module control TM1.**

The history of bioethics. The rules and principles of bioethics. Bioethical aspects of clinical trials of new drugs. Protecting the rights of patients in clinical trials of new and generic drugs. The role of ethics committees. The concept of «3R» Russell and Birch.

Module control TM1

*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.**

Unethical actions of the market. WHO criteria to promote drugs on the market. Objective criteria, sphere of use. Terms of promotion by pharmaceutical companies and medicines to healthcare professionals. Advertising of drugs among doctors and the public. Medical representatives. Symposia and scientific meetings as a way to promote drugs. Information requirements in the instructions for medical drugs. Packaging and labeling. Post-marketing studies. Self-treatment of OTC drugs.

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

Management ethics: definition, essence. The main features of the team. The restrictions that hinder the work of the team. Measure the maturity of the team for V.Zyhert and L. Lang. Formation of ethics and business culture in organizations. Ethical codes of employees. Ethical relations in the team general principles of communication manager with subordinates. Ethical aspects of adaptation of new employees and young professionals. Assessment staff. Personnel training.



**Topic 9. Business Ethics.**

Social responsibility of business "for" and "against." Difficulties and prospects of the pharmaceutical industry. Violations of ethical principles when promoting drugs to market. Ethics of business relations. Language and psychological culture of business communication. Non-verbal language in business practice. Features of doing business in other countries.

**Topic 10. The rights and responsibilities of pharmaceutical workers. Module control TM2**

The rights and duties of the pharmacist (pharmacist). Social protection pharmacist. Good performance of professional duties. Improper performance of professional duties. Offences and responsibility. Types of responsibility: disciplinary, material, moral, administrative and criminal. Iatrogenic illness and errors pharmacists. Preventing errors pharmacists.

Module control CM2

**6. Topics of lectures**

№	Name of topic	The amount of hours	
		full time study	part time study
1	Professional ethics of pharmaceutical workers.	1	
2	Professional morality of pharmaceutical workers.	1	
3	Basics of professional communication.	1	
4	The moral and psychological climate in the team.	1	
5	Stimulation of pharmaceutical workers.	1	
6	Bioethics as modern direction of medicine and pharmacy.	1	
7	Ethical and bioethical principles of drugs promotion to the pharmaceutical market.	2	
8	Ethical aspects of the labor groups in pharmacy / pharmaceutical organizations.	1	
9	Business Ethics.	2	
10	The rights and responsibilities of pharmaceutical workers.	1	
<b>The whole amount of hours</b>		<b>12</b>	

**7. Topics of seminars**

№	Name of topic	The amount of hours	
		full time study	part time study
1	Professional ethics of pharmaceutical workers.	1	
2	Professional morality of pharmaceutical workers.	1	
3	Basics of professional communication.	2	
4	The moral and psychological climate in the team.	1	
5	Stimulation of pharmaceutical workers.	1	
6	Bioethics as modern direction of medicine and pharmacy. Ethical and bioethical principles of drugs promotion to the	2	

	pharmaceutical market. CM1 control		
7	Ethical aspects of the labor groups in pharmacy / pharmaceutical organizations.	2	
8	Business Ethics.	2	
9	The rights and responsibilities of pharmaceutical workers.	2	
10	Professional ethics of pharmaceutical workers. CM2 control	2	
11.	Semester credit	2	
<b>The whole amount of hours</b>		<b>18</b>	

### 8. Topics of practical lessons

*Not provided in working curriculum*

### 9. Topics of laboratorial lessons

*Not provided in working curriculum*

### 10. Self-study work

№	Name of topic	The amount of hours	
		full time study	part time study
1	Professional ethics of pharmaceutical workers.	4	
2	Professional morality of pharmaceutical workers.	4	
3	Basics of professional communication.	12	
4	The moral and psychological climate in the team.	6	
5	Stimulation of pharmaceutical workers.	6	
6	Bioethics as modern direction of medicine and pharmacy. Ethical and bioethical principles of drugs promotion to the pharmaceutical market. CM1 control	4	
7	Ethical aspects of the labor groups in pharmacy / pharmaceutical organizations.	6	
8	Business Ethics.	4	
9	The rights and responsibilities of pharmaceutical workers.	4	
10	Professional ethics of pharmaceutical workers. CM2 control	10	
11	Semester credit	-	
<b>The whole amount of hours</b>		<b>60</b>	

### Students' Individual Work Tasks

1. Consider tasks of the ethics.
2. Analyze features ethics of the ancient period, medieval era and modern times.
3. Describe the religious and naturalistic origin of morality.
4. Consider the moral conscience.
5. Consider the structure of morality.
6. Analyze good and evil as a category of moral consciousness.
7. Analyze the validity of a category of moral consciousness.
8. Describe the duty of moral consciousness as a category.
9. Describe the concept of "conscience" as a category of moral consciousness.

10. Consider the essence of happiness as the moral consciousness of categories.
11. Consider the meaning of life as a category of moral consciousness.
12. Analyze justice as a category of moral consciousness.
13. Describe the moral ideal moral consciousness as a category.
14. Describe the action.
15. Analyze the concept of moral conflict situations.
16. Describe the consumer personality type.
17. Analyze the principles of professional ethics.
18. Describe the subject matter of pharmaceutical ethics.
19. Describe the features of pharmaceutical ethics and historical aspects of development.
20. Describe the algorithm of communication pharmacist (pharmacist) of customers depending on the type of man: aural, visual, kinesthetic.
21. Consider the main legal provisions on consumer protection.
22. Analyze the purpose and scope of use ethical criteria of WHO promote drugs on the market.
23. Consider the advertising of medicines according to WHO criteria.
24. Consider the role of medical representatives in promotion of drugs for market.
25. Analyze the significance of conferences, symposia on drugs as a way of promoting drugs on the market.
26. Analyze the ethical significance of post-marketing clinical trials of medicines in accordance with WHO.
27. Describe a "self-treatment". Consider the role of self-medication OTC drugs on the WHO. Consider classification of drugs for self-treatment.
28. Describe the good pharmacy practice (NAP). Analyze composition and the basic elements.
29. Analyze the role of business ethics in business.
30. Consider define managerial ethics.
31. Describe the main areas of corporate culture.
32. Describe the essence and importance of non-verbal means of business communication.
33. Describe the main components of language culture of business communication.
34. Analyze the main components forming the image of a business person.  
Preparation of reports, essays, reports and presentations.

### 11. Criteria and evaluation order of educational outcomes

Assessment of current learning activities (carried out during each lesson) is control of theoretical knowledge, practical skills in the form of solving a situational problem. When assimilating each topic of modules for the current educational activities of students, points are set for all types of activities that are summarized at the end of the study of the module.

#### Calculation of marks

Routine testing and independent work											Total
Content module 1						Content module 2					
T1	T2	T3	T4	T5	Control CM1	T6	T7	T8	T9	Control CM2	
6	6	6	6	6	20	7	7	7	7	22	100

T1, T2 ... T10 – topic content modules.

Such an assessment system is used: for each lesson of the module, the applicant of higher education should dial: Content module 1: min - 4 points, max – 6 points, Content module 2: min - 5 points, max – 7 points.

Rating, points		Evaluation criteria
CM1	CM2	
4	5	It is presented to the student who, at the answer to a question has found comprehensive systematized, deep knowledge of a program material, is able to interpret the received results competently; demonstrate knowledge of basic and additional literature provided at the level of creative use
5	6	It is exposed to the student if at the answer to a question the student has found full knowledge of a program material provided at the level of similar reproduction, but has made some insignificant errors.
6	7	It is exposed, if at the answer to a question the student has found insufficient knowledge of the basic program material, in the volume necessary for the further training and work provided by the program at the level of reproductive reproduction.

Control of the content modules 1-2 (cm1, cm2) is carried out in the latest classes of studying the topics of the substantial modules. The means of diagnosing knowledge of higher education applicants are test control using a computer program and 2 theoretical issues.

CM 1-2 controls are allowed only by higher education applicants who have completed all types of work provided for by the curriculum (missed seminars, etc. have been worked out). The amount of points on CM contains points received during seminars and in the control of assimilation for cm.

Content modules	Minimum marks	Maximum marks
Content module 1	<b>31</b>	<b>50</b>
Content module 2	<b>30</b>	<b>50</b>

#### Accrual of points for monitoring the assimilation of substantive modules

Ticket structure:

- 20 test tasks - 10 points;
- 2 theoretical questions.

Higher Education applicant is a score on the scale

Marks		National scale	Evaluation criteria
CM1	CM2		
<b>18 - 20</b>	<b>19 - 22</b>	<i>perfectly</i>	It is presented to the student who, at the answer to a question has found comprehensive systematized, deep knowledge of a program material, is able to interpret the received results competently; demonstrate knowledge of basic and additional literature provided at the level of creative use
<b>16 - 17</b>	<b>15 - 18</b>	<i>fine</i>	It is exposed to the student if at the answer to a question the

			student has found full knowledge of a program material provided at the level of similar reproduction, but has made some insignificant errors.
<b>12 - 15</b>	<b>11 - 14</b>	<i>satisfactorily</i>	It is exposed, if at the answer to a question the student has found insufficient knowledge of the basic program material, in the volume necessary for the further training and work provided by the program at the level of reproductive reproduction.
<b>0 - 11</b>	<b>0 - 10</b>	<i>unsatisfactorily</i>	It is exposed that when answering the question the student found serious gaps in knowledge of the main material, made fundamental mistakes.

The sum of points for the semester consists of current points of each practical lesson and control of content modules.

### Assessment scale

The sum of points for all types of educational activities	ECTS assessment	National scale	Score on a national scale
90-100	A	<i>perfectly</i>	credited
82-89	B	<i>fine</i>	
74-81	C	<i>satisfactorily</i>	
64-73	D		
61-63	E		
35-60	FX	<i>unsatisfactorily</i>	Not credited
1-34	F		

### 12. The form of current and final control of performance

1. Oral control
2. Written control
3. Monitoring practical skills
4. Didactic tests

The form of control is a semester test.

### 13. Methodological support

1. Educational work program.
2. The calendar-thematic plan of lectures and practical seminars.
3. Syllabus.
4. Calendar-thematic plans for lectures, seminars.

5. Additional lecture plans.
6. Materials of computer presentations of lectures.
7. Plans of seminars.
8. Tasks for independent work of students.
9. The list of theoretical questions for the test.
10. Test tasks.

## 15. Bibliographical Guidance

### Main

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### Auxiliary

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### **16. Information resources , including Internet**

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