

073 MANAGEMENT

educational and professional program for the
second (master's) degree of higher education
«**MANAGEMENT OF HEALTHCARE AND
PHARMACEUTICAL BUSINESS**»



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|---------------------------|----------------------------------|
| Branch of knowledge | 07 Management and administration |
| Specialty | 073 Management |
| The volume of the program | 90 ECTS credits |
| The term of the program | 1 years 6 months |
| Form of study | part-time |

Educational and professional program «Management of healthcare and pharmaceutical business» is aimed at developing the ability to apply the acquired knowledge, proficiency and skills from the disciplines of professional training to address the typical tasks of the manager (administrator) in healthcare in the corresponding position, including the development of adequate market conditions for the development strategy of health facilities and subjects of pharmaceutical business; attraction of necessary financial resources; management of investment attractiveness of companies and projects; business planning of pharmaceutical companies; assessment and risk management; creation of an effective system of economic safety of companies and healthcare institutions; effective selection of highly skilled personnel; monitoring of activity of companies (organizations) and its complex financial and economic diagnostics; assessment and management of the strategic competitiveness of health facilities and pharmaceutical companies (organizations), taking into account the specifics of their activities in a changing market environment.

Features of the educational and professional program – an educational and professional program for the training of masters in management of healthcare and pharmaceutical business with academic and applied orientation. The uniqueness of the proposed educational and professional program consists in the complex preparation and formation of modern competencies of the manager in healthcare, which include a combination of fundamental economic and legal and managerial training with practical knowledge about the specifics of organization and management of various fields of pharmaceutical business and health care institutions. This opportunity is ensured by the presence at the National University of Pharmacy and management and economics of enterprise department unique specialists who have both education (economic (managerial) and pharmaceutical), candidates and

doctors of economical and pharmaceutical sciences, as well as involvement in the educational process of top-managers of leading pharmaceutical companies. Competitiveness of the educational and professional program for masters in management of healthcare and pharmaceutical business, unlike the traditional educational and professional programs of the economic and managerial profile, consists in acquiring precisely the applied knowledge and skills of economic, legal and managerial mechanisms that are inherent in the system healthcare and pharmaceutical business. It is envisaged to practice in leading pharmaceutical companies, pharmacy networks, wholesale pharmaceutical companies that have a progressive management system and implement European governance standards.

Components of the educational-professional program

| № | Name of the discipline |
|-------------------------------------|---|
| Obligatory components of EPP | |
| 1. | Economics and organization of the firm's activities |
| 2. | Organization of pharmaceutical provision of population and insurance medicine |
| 3. | Strategic management of the company |
| 4. | Human resources management and labor law |
| 5. | Business planning and controlling |
| 6. | Social economics and social management |
| 7. | Finance and investment |
| 8. | Accounting and Audit |
| 9. | Commercial and international private law |
| 10. | Project management |
| 11. | Assessment of medical technologies |
| 12. | Management of clinical trials and clinical study of drugs |
| 13. | Pharmaceutical technologies, pharmaceutical development and registration of medicines |
| 14. | Quality management in health and pharmacy |
| Selective components of EPP | |
| 15. | Substantiation of business decisions and risk management |
| 16. | Pharmaceutical logistics |
| 17. | Formation of business model of a company |
| 18. | Intellectual business and innovative development |
| 19. | Tax management |
| 20. | Management of pharmaceutical companies competitiveness |
| 21. | Management and marketing in health care |
| 22. | International marketing and brand management |
| 23. | Modern pricing and public procurement management |
| 24. | Pharmacoeconomic bases of medical standardization |
| 25. | Applied Pharmacoeconomics |
| 26. | Assessment of the quality and economic feasibility of pharmacotherapy |
| 27. | Cosmetic services and cosmetics |
| 28. | Policy of promotion and distribution of cosmetic preparations |
| 29. | Appropriate pharmaceutical practices |
| Practical training | |
| 30. | Production practice in specialty |
| 31. | Pre-diploma practice |

Attestation of applicants for higher education

32. Preparation of master's thesis

Employment and competitive advantage of graduates of the program

After obtaining a master's degree, the graduate is able to carry out the professional work specified in SC 003: 2010 in health care institutions, in enterprises (companies, organizations) of pharmaceutical, veterinary, microbiological, chemical, food industry, research institutes, higher education and state institutions of various departments and other fields of activity and may hold a corresponding primary post:

- 1482 Managers (administrators) in health care;
- 1482 Manager (administrator) of public health;
- 1483 Managers (administrator s) in the social sphere;
- 1452 Managers (administrator s) in wholesale trade and dealerships in trade;
- 1452 Manager (administrator) in wholesale trade;
- 1474 Manager (administrator) on regional development;
- 1492 Manager (administrator) of the health complex;
- 1229.5 Heads of units in health care;
- 1210.1 Head of the enterprise (institution, organization) of public health (general director, director);
- 1232 Head of the department of social development;
- 1319 Director (leader) of a small business (in the field of health care);
- 1210.1 Head of the pharmacy (pharmacy institution) – only if the pharmacist has a diploma;
- 1210.1 Head of the pharmacy base – only on condition that a pharmacist has a diploma;
- 2221.1 Scientific staff (medical service, except dentistry);
- 2222.1 Scientific staff (dentistry);
- 2223.1 Scientific staff (veterinary medicine);
- 2224.1 Scientific staff (pharmacy);
- 2225.1 Scientific staff in the field of medical and prophylactic affairs;
- 2229.1 Scientific staff in the field of medicine (except nursing and midwifery);
- 2230.1 Scientific staff (nursing, midwifery).

Program learning outcomes:

1. Demonstrate the ability to effectively communicate in professional and academic circles, create and maintain business relationships.
2. Effectively apply scientific, analytical, methodological tools for managing the competitiveness of health facilities and pharmaceutical companies (organizations).
3. To forecast the trends of socio-economic and demographic development of the healthcare system and the pharmaceutical market.
4. To make informed management decisions and to choose effective projects for the development of healthcare institutions and pharmaceutical companies (organizations).
5. Identify the socio-economic implications of management decisions and projects based on risk assessment.
6. To implement well-founded innovative strategies for ensuring the competitiveness of health facilities and pharmaceutical companies (organizations).

7. Present scenarios and strategies for sustainable socio-economic development healthcare institutions and pharmaceutical companies (organizations) and effective use of personnel.
8. To study and select the criteria for evaluating and selecting alternatives for making managerial decisions in order to optimize the use of resources. healthcare institutions and pharmaceutical companies (organizations).
9. To form the system of economic management of healthcare institutions and pharmaceutical companies, to monitor and diagnose the effectiveness of their activities, to timely adjust in accordance with changes in the external and internal environment of their functioning.
10. Timely implementation of anti-crisis measures on the basis of monitoring and diagnostics of the financial and economic state of health care institutions and pharmaceutical companies (organizations), to form an effective system of economic safety of companies (organizations).
11. Monitor the prices on the global pharmaceutical market in order to determine the reference prices drugs for implementation of reimbursement and implementation of the strategic health objectives in Ukraine.
12. To formulate a weighted financial policy of private health care companies and pharmaceutical companies on the principles of modern pricing and taking into account moral and ethical and fiscal and legal aspects of tax management in Ukraine.
13. To use technologies of blockchain in the field of health care and pharmaceutical logistics.
14. To model and implement effective business processes in healthcare facilities and pharmaceutical companies.
15. To substantiate optimal economic decisions and managerial alternatives based on the analysis of the current economic legislation.
16. To apply effective methods for the selection and management of the quality of medical and pharmaceutical personnel, to create a platform for social security of personnel within the framework of the current labor legislation.
17. To introduce modern technologies and tools of pharmaceutical logistics in the management of healthcare institutions and pharmaceutical business, to form effective supply chains of medicines and medical devices.
18. To develop partnership relations between the state and representatives of the pharmaceutical business for the implementation of socially important projects.