



# FACULTY OF PHARMACY MEDICAL UNIVERSITY SOFIA

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Approved from the Faculty council with protocol: No 5/15.04.2004

DEAN:

/prof. Al.Zlatkov, DSc/

## DEPARTMENT “ORGANIZATION AND ECONOMICS OF PHARMACY”

### SYLLABUS

of

Elective subject “Pharmaceutical business”

INCLUDED IN “PHARMACY” EDUCATION CURRICULUM

DEGREE OF EDUCATION: “MASTER”

CREDITS (ECTS): 5

#### ANNOTATION

The changes in the economic environment let to the creation of new business activities. Studying the different aspects of economic relations in business operations Studying different aspects of economic relations and their understanding is important for pharmacy students to orient themselves in the complex business environment.

Specificity in the pharmaceutical business is in its strong governmental regulation, importance for human health and social functions.

Business operations education is important for almost all pharmaceutical activities – representatives, marketing, managerial, supply etc.

During the regular course students are educated on main legislation requirements but they could not go in details in different business activities.

This elective course aims at introducing the students the general knowledge of the functioning and participants in the pharmaceutical business, and to distinguish the responsibilities of different pharmaceutical positions.

The course is organized in lectures and practical. Most important is that they are held in pharmaceutical companies with the participation of the company staff with different responsibilities. We organize lectures in manufacturing units, in research companies, in generic companies, in professional units, wholesaling and retailing companies etc.

The major goal is to introduce the students the business environment.

**Type of control and evaluation:** Students will be evaluated on the basis of a comprehensive examination, participation in the learning process over the two semesters and an individual assignment.

### **English language training**

#### **SYLLABUS**

1. Contemporary pharmaceutical business – structure and main challenges. Specificity of the pharmaceutical business – scientific research, manufacturing, distribution, dissemination.
2. Structure and organization of the economic environment – macro and micro economics. Indicators for business evaluation.
3. Market theories – supply and demand. Influence on the manufacturing volume and prices.
4. Fiscal theories - money, financial flows.
5. Theories for the distribution of economic value and equity. Taxes and budget policy.
6. Company structures. Management theories
7. Free movement of people, goods and capitals. International agreements in intellectual property protection.
8. Supply and demand of pharmaceutical products. Pharmaceutical market in Bulgaria. Competitiveness of the pharmaceutical market - measurement.
9. Development of the contemporary pharmaceutical business – industrialization, separation of pharmaceutical distribution, changes in pharmacy functions. New tendencies – globalization, restructuring, harmonization.
10. Fiscal operation of the pharmaceutical companies. Capital structure, measurement of inflows and outflows, and company activities.
11. Participation of the pharmaceutical companies in the business, fiscal and budget relations. The role of the pharmaceutical business in the public development.
12. Specificity in business management in the area of scientific research and manufacturing.
13. Specificity in business management in the area of medicines distribution.

14. Specificity in business management in the area of medicines dissemination. Governmental role in the pharmaceutical business regulation.

15. Medicines and their role in market harmonization. Ethical business code.

Date .....

Program authors:

/Team of Department “Organization and economics of pharmacy/

Head of Department “Organization and economics of pharmacy”

/prof. Maria Dimitrova, PhD/