

3. STUDY PROGRAMME «PHARMACY BUSINESS MANAGEMENT»

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3.1 Profile of the study programme

3.1.1- GENERAL INFORMATION	
Full name of IHE and structural unit	State University of Trade and Economics, Faculty of Trade and Marketing, Department of commodity science and pharmacy
Academic degree and qualification title in the original	First (Bachelor's degree) cycle of higher education Qualification – Bachelor of Management
Field of knowledge	D Business, Administration and Law
Speciality	D3 Management
Study programme title	Pharmacy Business Management
Restrictions on education forms	No restrictions
Compliance with the standard of higher education of the Ministry of Education and Science of Ukraine	Conforms to the Higher Education Standard of the Ministry of Education and Science of Ukraine (Order No. 1165 of 29.10.2018 (as amended from June 13, 2024, No. 842))
Qualification title (degree), programme credits and duration	Bachelor's degree, single. Study programme credits – 240 ECTS credits. Standard training period – 3 years 10 months
Accreditation	Certificate of Accreditation issued by the Central Evaluation and Accreditation Agency Hannover (ZEvA) (Germany) valid until September 30, 2031 (Hanover, 22 November 2024, IP-0978-1/4)
Cycle/Level	NQF of Ukraine – level 6, FQ-EHEA – first cycle, EQF-LLL – level 6
Academic backgrounds	Complete general secondary education, Educational degree of junior bachelor
Language(s) of instruction	Ukrainian
Study programme duration	Valid till the approval of a new study programme edition
Study programme link	https://knute.edu.ua/

3.1.2- STUDY PROGRAMME AIM
Training of specialists capable, on the basis of mastering basic management concepts and principles, to carry out professional activities aimed at the formation of an effective management system of the pharmacy business, to ensure the adoption of effective management decisions regarding the formation of an optimal assortment, guaranteeing the safety and proper quality of goods presented in the establishments of the pharmacy business.
3.1.3. STUDY PROGRAMME DESCRIPTION
<i>Subject area</i>
Object of study and activity: management of organizations and their divisions, <i>in particular in the field of selection of assortment categories.</i> Objectives: training of highly qualified specialists capable of solving practical problems and complex specialized tasks, characterized by complexity and uncertainty of conditions, in the field of management of organizations and their units. Theoretical content of the field of study: paradigms, laws, regularities, principles, historical prerequisites of management development; concepts of systemic, situational, adaptive, anticipatory, anti-crisis, innovative, project management, etc.; functions, methods, technologies and managerial decisions in management. Methods, methodologies and technologies: general scientific and specific research methods (calculation-analytical, economic-statistical, economic-mathematical, expert evaluation, factual, sociological, documentary, balance, etc.); methods of implementing management functions (marketing research methods; methods of economic diagnostics, methods of forecasting and planning; methods of designing organizational management structures; methods of motivation; methods of control; methods of evaluating social, organizational and economic efficiency in management, etc.); management methods (administrative, economic, socio-psychological, technological); technologies for justifying management decisions (economic analysis, simulation modeling, decision tree, etc.). Tools: modern information and communication equipment, information systems and software products used in management.
<i>Study programme orientation</i>
Educational, professional, applied and research programme
<i>Study programme main focus</i>
Formation of professional competence in the ability to solve complex specialized tasks and practical problems in the field of pharmacy business management using modern strategies and methods. Key words: management, pharmacy business, range management, enterprise, system approach, trade, marketing, logistics, commodity science, safety, quality,

competitiveness, product promotion, demand forecasting.
<i>Programme features</i>
The program provides in-depth theoretical and special practical training of specialists to ensure effective pharmacy business, formation of the product range of pharmaceutical trade enterprises. Emphasis on the high level of professional training necessary for the practical activity of specialists in the field of pharmacy business, the involvement of practitioners in the educational process, the use of innovative technologies in the pharmacy business.
3.1.4 - EMPLOYABILITY AND FURTHER LEARNING
<i>Employability</i>
Graduates of this educational and professional programme can be employed at enterprises, institutions and organizations or carry out trade, management and entrepreneurial activities. The graduate is suitable for employment in the following positions according to the profession classifier DK 003:2010 with changes approved by the order of the Ministry of Economic Development and Trade of Ukraine dated December 13, 2024 No. 27751: 1222.1 Production director; head of production 1231 Heads of financial, accounting, economic, legal and administrative departments and other managers 1312 Managers of small enterprises without a management apparatus in industry 1314 Managers of small enterprises without a management apparatus in wholesale and retail trade 1452 Manager (manager) in wholesale trade. 1482 Managers (managers) in health care 1483 Managers (managers) in the social sphere 1493 Managers (managers) of quality systems 2224 Professionals in the field of pharmacy 2225 Professionals in the field of medical and preventive care 2471 Quality control professionals 2418.2 Specialist-analyst in commodity market research. 3436.1 Assistant to the head of the enterprise (institution, organization); head of the section. 3419 Trade inspector. 3419 Supply (sales) organizer. 3415 Trade representative. Under the conditions of acquiring relevant experience, there's an ability to adapt to the following areas of related professional activity: economic, marketing, foreign economic, educational, research.
<i>Further learning</i>

Graduates of this educational programme have an opportunity to continue their studies at the second (master's) level of higher education under the programme of the second cycle of FQ-EHEA, 7th level of EQF-LLL and 7th level of the NQR of Ukraine.

3.1.5- TRAINING AND ASSESSMENT

Teaching and learning

Teaching is focused on student-centered, problem-oriented learning and self-learning. A balanced combination of classroom studies (lectures-discussions, seminar classes, practical classes in small groups, independent work with information sources, teacher consultations), distance learning and independent work based on problem-oriented, interactive learning and self-study.

Assessment

The assessment of students' learning outcomes is carried out in accordance with 'The Regulations on Assessment of the SUTE Undergraduate and Postgraduate Students' Learning Outcomes' and provides for the following control measures: current and final assessment, certification.

The current assessment is carried out during practical/laboratory classes and it is also based on the results of independent work assignments. It suggests assessing students' theoretical knowledge during seminars and their practical skills acquired while completing laboratory/practical assignments.

The final assessment comprises control measures that involve establishing the conformity (measuring, assessing) of the learning outcomes achieved by a student with the requirements of the study programme in terms of the relevant educational component, which is carried out at the university in the form of a credit and an exam. The learning outcomes of SUTE students are assessed on a 100-point scale, where: 60-100 points are the learning outcomes entitling a student to obtain ECTS credits; 0-59 points are unsatisfactory learning outcomes not entitling a student to obtain ECTS credits.

3.1.6- PROGRAMME COMPETENCES

Integral competence

Ability to solve complex specialized assignments and practical problems, which are characterized by complexity and uncertainty of conditions, in the field of *pharmacy business* management or in the learning process, which involves the application of theories and methods of social and behavioral sciences.

General competences

- | | |
|---|--|
| 1 | Ability to exercise their rights and responsibilities as a member of society, to realize the values of a civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine |
|---|--|

2	Ability to preserve, promote, and increase moral, cultural, scientific values and achievements of the society by understanding the history and development patterns of the subject area, its place in the general system of knowledge about nature and society and in the development of the society, engineering and technologies, to practise various types and forms of exercise for active leisure and healthy lifestyle.
3	Ability to think abstractly, analyse and synthesize.
4	Ability to apply knowledge in practical situations.
5	Knowledge and understanding of the subject area and understanding of professional activity.
6	Ability to communicate in the national language both orally and in writing.
7	Ability to communicate in a foreign language.
8	Skills in using information and communication technologies.
9	Ability to learn and master modern knowledge.
10	Ability to carry out research at an appropriate level.
11	Ability to adapt and act in a new situation.
12	Ability to generate new ideas (creativity).
13	Appreciation and respect for diversity and multiculturalism.
14	Ability to work in an international context.
15	Ability to act on the basis of ethical considerations (motives).
16	Ability to make decisions and act in accordance with the principle of inadmissibility of corruption and any other manifestations of dishonesty.
<i>Special (professional, subject) competences (SC)</i>	
1	Ability to identify and describe characteristics of a company.
2	Ability to analyze results of a company's activities, to compare them with the factors of influence of the external and internal environment.
3	Ability to determine the prospects of a company's development.
4	Ability to determine functional areas of a company and connections between them.
5	Ability to manage a company and its divisions through the implementation of management functions.
6	Ability to act socially responsibly and consciously.
7	Ability to choose and use modern management tools.
8	Ability to plan the activities of the organization and manage time.
9	Ability to work in a team and establish interpersonal interaction when solving professional tasks.
10	Ability to evaluate the work performed, ensure its quality and motivate a company's personnel.
11	Ability to create and organize effective communications in the management process.
12	The ability to analyze and structure problems of a company, make reasonable decisions.

13	Understand principles and norms of law and use them in professional activity.
14	Understand principles of psychology and use them in professional activities.
15	Ability to develop and demonstrate leadership qualities and behavioral skills.
16	<i>Ability to develop strategies for the development of the pharmacy business, to organize the main and auxiliary processes in pharmacy chains, to develop measures to optimize their commercial and production activities.</i>
17	<i>Ability to create a product mix and control the quality of medicinal products, choose the price and assortment policy of enterprises for medicinal products, improve the systems of their purchase, sales, quality control and safety.</i>
3.1.7 – PROGRAMME LEARNING OUTCOMES	
1	To know one's rights and responsibilities as a member of society, to be aware of the values of civil society, the rule of law, the rights and freedoms of a person and a citizen in Ukraine.
2	To preserve moral, cultural, scientific values and multiply the achievements of society, to use various types and forms of physical activity to lead a healthy lifestyle.
3	To demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership.
4	To demonstrate skills in identifying problems and justifying management decisions.
5	To describe the content of functional areas of a company.
6	To demonstrate skills of searching, collecting and analyzing information, calculating indicators to substantiate management decisions.
7	To demonstrate organizational design skills.
8	To apply management methods to ensure the effectiveness of a company.
9	To demonstrate interaction, leadership and teamwork skills.
10	To have skills to justify effective tools for motivating company's personnel.
11	To demonstrate skills in situation analysis and communication in various areas of a company.
12	To assess legal, social and economic consequences of a company's functioning.
13	To communicate orally and in writing in state and foreign languages.
14	To identify causes of stress, adapt yourself and team members to a stressful situation, find means to neutralize it.
15	To demonstrate the ability to act socially responsibly and socially conscious on the basis of ethical considerations (motives), respect for diversity and interculturality.
16	To demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.
17	To conduct research individually and/or in a group under the guidance of a leader.

18	<i>To develop strategies for the development of pharmacy business, organize basic and auxiliary processes in pharmacy chains, develop measures to optimize their commercial and production activities.</i>
19	<i>To develop a product mix and quality control of medicinal products, choose the price and assortment policy of enterprises for medicinal products, improve the systems of their purchase, sales, quality control and safety.</i>

3.1.8 - RESOURCE SUPPORT FOR PROGRAMME IMPLEMENTATION

Academic staff

The academic staff are fully compliant with Licensing requirements for carrying out educational activities. To implement the study programme ‘Marketing’, there are engaged academic staff who possess scientific degrees and/or academic titles, meet the requirements of the current legislation of Ukraine and have a sufficient level of scientific and professional qualifications. Practitioners, representatives of professional associations and foreign partners are also involved in the educational process.

All the academic staff members undergo advanced training and professional development courses every five years.

Facilities

The facilities are fully compliant with Licensing requirements for carrying out educational activities. For the students’ convenience, there is a corporate distance learning system and the ‘MIA: Osvita’ automated educational process management system. The university boasts modern computer classrooms equipped with specialised software, a Business Simulation Training and Research Centre, and a Smart Library. There have been created all conditions for training students with disabilities. Social and domestic facilities are also available at SUTE.

Information, teaching and learning materials

An ECTS Information Package is developed for each study programme at the university.

Using their personal ‘MIA: Osvita’ account, each student can review and create their own individual plan, view the curriculum, the points obtained for each course, and their class schedule. They can also communicate with other participants of the educational process.

Course summaries, course outlines and syllabi, along with assessment criteria for educational components, are available on the corporate distance learning platform.

The university’s electronic repository provides full-text access to SUTE scientific and educational literature, qualification paper manuscripts and doctoral and postdoctoral theses.

For the students’ convenience, the university has developed a Catalogue of Academic Courses, according to which students are entitled to choose elective educational components.

3.1.9 - ACADEMIC MOBILITY

National credit mobility

National credit mobility is implemented within the framework of memoranda of cooperation between SUTE and other higher education institutions (research institutions) of Ukraine in accordance with the law.

International credit mobility

The university has signed cooperation agreements between SUTE and foreign higher education institutions which provide for partnership exchanges and student training under international programmes and projects within the Erasmus+ programme.

Training of foreign students

Training of foreign students is carried out in accordance with the current legislation requirements.

3.2. LIST OF THE STUDY PROGRAMME COMPONENTS AND THEIR LOGICAL ORDER

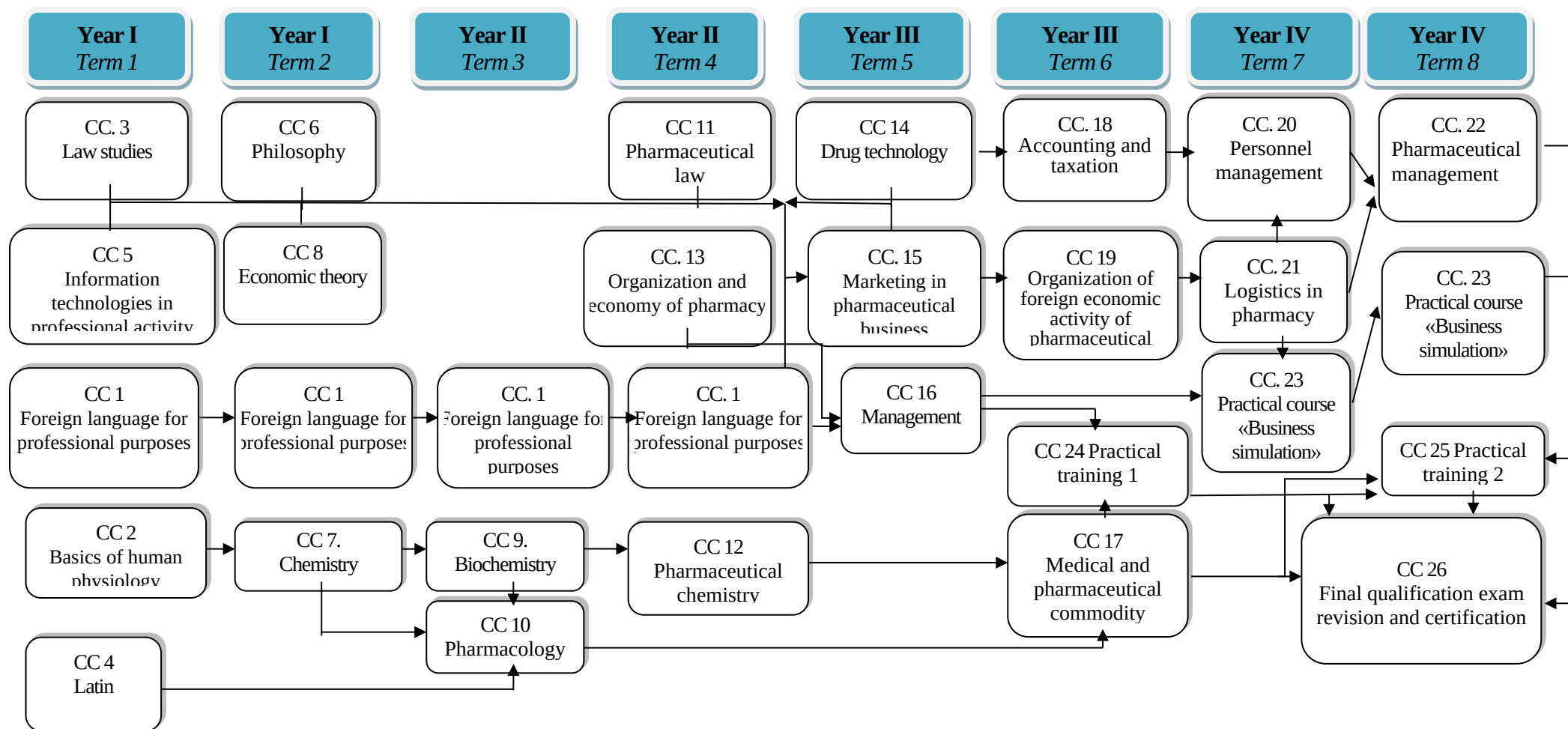
3.2.1 List of the SP components

Code	Programme educational components	ECTS credits	Form of control
<i>Compulsory components</i>			
CC 1.	Foreign language for professional purposes	24	Credit, exam
CC 2.	Basics of human physiology	6	Exam
CC 3.	Law studies	6	Exam
CC 4.	Latin	6	Exam
CC 5.	Information technologies in professional activity	6	Exam
CC 6.	Philosophy	6	Exam
CC 7.	Chemistry	6	Exam
CC 8.	Economic theory	6	Exam
CC 9.	Biochemistry	6	Exam
CC 10.	Pharmacology	6	Exam
CC 11.	Pharmaceutical law	6	Exam
CC 12.	Pharmaceutical chemistry	6	Exam
CC 13.	Organization and economy of pharmacy	6	Exam
CC 14.	Drug technology	6	Exam
CC 15.	Marketing in pharmaceutical business	6	Exam
CC 16.	Management	6	Exam
CC 17.	Medical and pharmaceutical commodity science	9	Exam
CC 18.	Accounting and taxation	6	Exam
CC 19.	Organization of foreign economic activity of pharmaceutical market subjects	6	Exam
CC 20.	Personnel management	6	Exam
CC 21.	Logistics in pharmacy	6	Exam
CC 22.	Pharmaceutical management	6	Exam
CC 23.	Practical course "Business simulation"	9	Exam
CC 24.	Practical training 1	3	Exam
CC 25.	Practical training 2	6	Credit
CC 26.	Final qualification exam revision and certification	9	Certification
Total credits for compulsory components		180	
<i>Elective components</i>			
EC 1.	Educational component 1	6	Exam
EC 2.	Educational component 2	6	Exam

EC 3.	Educational component 3	6	Exam
EC 4.	Educational component 4	6	Exam
EC 5.	Educational component 5	6	Exam
EC 6.	Educational component 6	6	Exam
EC 7.	Educational component 7	6	Exam
EC 8.	Educational component 8	6	Exam
EC 9.	Educational component 9	6	Exam
EC 10.	Educational component 10	6	Exam
Total credits for elective components		60	
TOTAL CREDITS FOR THE STUDY PROGRAMME		240,0	

Students choose elective courses through their personal accounts on the ‘MIA: Osvita’ portal. The description and prerequisites of the academic courses are provided in the SUTE Catalogue of Academic Courses.

3.2.2. THE SP STRUCTURAL AND LOGIC NETWORK



3.3. CERTIFICATION OF GRADUATES

Certification is carried out in the form of public defense of qualification work.

Qualification work should involve solving a complex specialized task or practical problem in the field of management, characterized by complexity and uncertainty of conditions, with the application of theories and methods of economic science.

There can be no academic plagiarism, falsification, or plagiarism in the qualification work.

The qualification work must be published on the official website of SUTE.

3.4. THE PROGRAMME COMPETENCES AND THE SP COMPULSORY COMPONENTS MATRIX

Competences \ Components		CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC 11	CC 12	CC 13	CC 14	CC 15	CC 16	CC 17	CC 18	CC 19	CC 20	CC 21	CC 22	CC 23	CC 24	CC 25	CC 26
General	1	+			+		+					+									+	+			+	+	+
	2	+	+		+	+	+					+		+	+	+		+			+	+			+	+	+
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3.5. THE PROGRAMME LEARNING OUTCOMES AND THE SP COMPULSORY COMPONENTS MATRIX

Components Programme learning outcomes	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC 11	CC 12	CC 13	CC 14	CC 15	CC 16	CC 17	CC 18	CC 19	CC 20	CC 21	CC 22	CC 23	CC 24	CC 25	CC 26
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LIST OF RECOMMENDED ELECTIVE COMPONENTS

Code	Educational Components	Credits ECTS
EC 1	Safety of pharmacological agents	6
EC 2	Biosafety and bioethics	6
EC 3	Biotechnology	6
EC 4	Ecology	6
EC 5	Electronic commerce in pharmacy	6
EC 6	Protection of consumer rights	6
EC 7	Critical thinking	6
EC 8	Medical insurance	6
EC 9	Microbiology with the basics of immunology	6
EC 10	Good pharmaceutical practices	6
EC 11	Resource science of medicinal plants	6
EC 12	Social pharmacy	6
EC 13	Standardization of medicines	6
EC 14	Technology of procurement and processing of medicinal plant raw materials	6
EC 15	Pharmacognosy	6
EC 16	Target communicative English language course	6