

Course title	Pharmaceutical business management					ECTS code	14.03.5363				
						ECTS credits	5				
						max. students	25				
Name of unit administrating study	KMakr	Field of study	Economics/MSG**	Field of specialisation	NONE;						
Teaching staff	Andrzej Poszewiecki, Ph.D.										
Number of hours											
Lectures	30	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0
Forma aktywności						Year&Type of studies*	2 SS2,				
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	4,				
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional				
Total number of hours:						0	Language of instruction:	English			
Teaching form	blended learning										
Teaching methods	E-learning,										
Prerequisites (required courses and introductory requirements)											
Required courses	None.										
Introductory requirements	Good knowledge of English.										
Assessment method, forms and criteria											
Assessment method	Course completion (graded)										
Assessment criteria	The basic criteria for evaluation 5 91-100% 4,5 81-90% 4 71-80% 3,5 61-70% 3 51-60% 2 50% and below										
Course objectives											
This course enables students to learn about basic fundamentals of management in pharma industry.											
Learning outcomes											
Knowledge	MSG2_W04	Student has an in-depth knowledge of different types and elements of economic structures and institutions, including institutions, organisations and economic entities; understands the causes, course, scale and consequences of changes occurring in them, as well as relations between them on a national, international and intercultural scale; knows the theories explaining relations among them;									
	MSG2_W09	Student has an in-depth knowledge of selected areas of the functioning of a modern enterprise in the national and international environment; understands the conditions, principles and consequences of decisions taken in its structures aiming at the development, and the dependencies among enterprises on the international market;									
	MSG2_W11	Student has a theoretically grounded, in-depth knowledge of the key issues of managing a business entity on the national and international market and of selected detailed issues of the international supply chain;									
	MSG2_W12	Student has an in-depth knowledge and understanding of the principles of establishing and development of business entities, including forms of individual entrepreneurship;									
	E2_W03	Student has an in-depth knowledge of relations between economic phenomena, entities and organisations as well as public institutions functioning in the national, international and intercultural spheres									
	E2_W07	Student has an in-depth knowledge of economic and financial principles governing the functioning and management of economic entities and organisations, as well as of systems of legal, organisational, professional, moral and ethical norms and rules									

		organising public structures and institutions, both in the national and international spheres
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Verification of learning outcomes - Knowledge

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_W04					X						
MSG2_W09					X						
MSG2_W11					X						
MSG2_W12					X						X
E2_W03					X						
E2_W07					X						X

Skills	MSG2_U09	Student can innovatively solve problems in the field of international economic relations and the functioning of economic entities on the international market, adapting existing or developing new methods and tools;
	E2_U02	Student can use acquired knowledge to describe and analyse the causes and course of economic and social processes and phenomena, and can formulate his/her own opinions and critically select data and analysis methods based on the achievements of economic and social sciences

Verification of learning outcomes - Skills

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_U09					X						
E2_U02					X						X

Attitudes	MSG2_K04	Student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects;
	E2_K04	Student is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; can assess risks and threats and find ways of counteracting their effects

Verification of learning outcomes - Attitudes

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
MSG2_K04											X
E2_K04											X

Course contents

1. Healthcare environment.
2. The Pharmaceutical Industry Environment.
3. The Pharmaceutical Marketing Environment.
4. Marketing Strategy.
5. Marketing Research.
6. Market Segmentation.
7. Situational Analysis.
8. Positioning Targeting and Profiling.
9. New Product Development.
10. Product Life Cycle and Portfolio Management.



- 11. Distribution Strategy.
- 12. Pricing Strategy.
- 13. Communication strategy.
- 14. Personal Selling.
- 15. Advertising.
- 16. Public Relations and Sales Promotion.

Recommended reading lists

Obligatory:

Sudhinder Singh Chowhan, *Strategic Marketing Management Practices of Pharmaceutical Management*, LAP LAMBERT Academic Publishing, 2018

Additional:

Kotler, Philip, *Marketing Management: Analysis, Planning, Implementation, and Control* Latest Edition, Prentice Hall.

Best, Roger J., *Market-Based Management - Strategies for Growing Customer Value and Profitability* (3rd Edition), Prentice Hall 3).

Lehmann, Donald R. and Russell S. Winer, *Product Management* (2005 4th Edition). McGraw-Hill/Irwin.

Contact

andrzej.poszewiecki@ug.edu.pl

* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies
** MSG - International Economic Relations