

National Pirogov Memorial Medical University, Vinnytsia


«APPROVE»

Higher Educational Institution  
Vice-Rector for Scientific,  
Pedagogical and Academic Affairs  
Irina ANDRUSHKO

"29" August 2025 year

«AGREED»

Head of the Department of Pharmacy

 Olena KRYVOVIAZ

"29" August 2025 year

**SYLLABUS**  
of academic discipline

**«TECHNIQUES OF THE COMMUNICATION WORK OF THE HEAD OF  
THE PHARMACEUTICAL ENTERPRISE»**

Specialty	226 Pharmacy, Industrial Pharmacy
Specialization	226.01 Pharmacy
Educational level	the second (master's) level
Educational programme	<i>EPP «Pharmacy», 2023</i>
Academic year	2025-2026
Department	Pharmacy
Lecturer (if lectures are given)	Prof. of HEI Olena KRYVOVIAZ, Ass. Prof. of HEI Yulia TOMASHEVSKA, PhD, Ass. Prof. Hanna KRAMAR
Contact information	<i>pharmacy@vnmU.edu.ua</i>
Syllabus compiler	prof. Olena KRYVOVIAZ

## 1. Status and structure of the discipline

Discipline status	optional courses
Discipline code in EPP/ discipline place in EPP	EC 48// optional courses, optional components of EP
Course / semester	4 rd course (VIII semester)
The amount of discipline ( the total number of hours / number of credits ECTS)	90 hours /3,0 credits ECTS
Number of content modules	1 modules
The structure of the discipline	Lectures - 10 hours Practical classes - 30 hours Independent work – 50 hours
Language of study	English
Form of education	Full - time (or remote/mixed according to the order)

### 1. Description of the course

#### **Brief annotation, actuality.**

Elective course «Techniques of the communication work of the head of the pharmaceutical enterprise» belongs to the cycle of disciplines for the professional-oriented training of specialists in specialty 226 "Pharmacy, Industrial Pharmacy".

Discipline lays the foundations of labor law, rational allocation of time, continuous professional development, the rules of successful performance, areas of activity of the head.

As a result of studying the elective course, higher education students should:

#### • **know:**

- the classification of management positions in the pharmaceutical industry
- the rights and responsibilities, qualification requirements of managers in the pharmaceutical industry

pharmaceutical industry

- the basics of labour law: working hours, holidays, compensation
- principles of personnel selection
- types of contracts
- areas of working time management
- rules for successful public speaking

#### • **be able to:**

- compile a portfolio
- draw up a contract
- create a presentation
- prepare a public speech
- manage working time

#### **Prerequisites**

The discipline is based on studying the basics of team management, job descriptions, sample documents, methods of continuous professional development, and also uses such disciplines of the curriculum as introduction to pharmacy, Technology of drug: pharmacy compounding, pharmaceutical management and marketing, pharmacoeconomics as prerequisites.

#### **The purpose of the course and its significance for professional activities.**

The purpose of teaching the discipline is to deepen professional knowledge in the field of labor law and successful pharmaceutical activities. To acquaint applicants for higher education with the basics of labor law, rational allocation of time, continuous professional development, the rules of successful performance, areas of activity of the head.

#### **Postrequisites**

The discipline is the basis for the study of disciplines: Drug technology:ITD, pharmacotherapy with pharmacokinetics, which involves the integration of teaching with the above

disciplines and the formation of skills to apply knowledge in further learning and professional activities.

### **Learning outcomes.**

*Integral competence (IC):* Ability to solve complex problems and critically comprehend and solve practical problems in professional pharmaceutical and / or research and innovation activities using the provisions, theories and methods of basic, chemical, technological, biomedical and socio-economic sciences; integrate knowledge and solve complex issues, formulate judgments on insufficient or limited information; clearly and unambiguously convey their own knowledge, conclusions and their validity to the professional and non-professional audience.

#### *General competencies (GC):*

GC 02. Ability to think abstractly, analyse and synthesise.

GC 03. Knowledge and understanding of the subject area and understanding of professional activity.

GC 04. Ability to adapt and act in new situations. Ability to show initiative.

GC 05. Ability to communicate in the official language, both orally and in writing, ability to communicate in a foreign language (preferably English) at a level that ensures effective professional activity.

GC 06. Skills in using information and communication technologies.

GC 07. Ability to choose a communication strategy, ability to work in a team and with experts from other fields of knowledge/types of economic activity.

GC 08. Ability to evaluate and ensure the quality of work performed.

GC 11. Ability to preserve and multiply the moral, cultural, scientific values and achievements of society based on an understanding of 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, technology and technologies, use various types and forms of physical activity for active recreation and a healthy lifestyle.

#### *Special (Professional, subject) competencies (PC):*

PC 01. Ability to collect, interpret and apply data necessary for professional activities, research and implementation of innovative projects in the field of pharmacy.

PC 02. Ability to integrate knowledge and solve complex pharmacy problems in broad or multidisciplinary contexts.

PC 04. Ability to use knowledge of regulatory and legislative acts of Ukraine and recommendations of good pharmaceutical practices in professional activities.

PC 05. Ability to demonstrate and apply communication skills, fundamental principles of pharmaceutical ethics and deontology based on moral obligations and values, ethical standards of professional conduct and responsibility in accordance with the Code of Ethics for Pharmaceutical Workers of Ukraine and WHO guidelines in practical activities.

PC 06. Ability to clearly and unambiguously convey one's knowledge, conclusions and arguments in the field of pharmacy to specialists and non-specialists, in particular to students.

PC 07. Ability to conduct health education among the population with the aim of preventing common diseases, preventing dangerous infectious, viral and parasitic diseases, as well as promoting the timely detection and maintenance of adherence to treatment of these diseases in accordance with their medical and biological characteristics and microbiological features.

PC 09. Ability to provide advice on prescription and over-the-counter medicines and other pharmacy products and aspects of healthy eating, pharmaceutical care in the selection and sale of natural and synthetic medicines by assessing the risk/benefit ratio, compatibility, taking into account their biopharmaceutical, pharmacokinetic, pharmacodynamic, physicochemical and chemical characteristics, indications/contraindications for use, based on data on the health status of a particular patient.

PC 11. Ability to ensure proper storage of medicines and other pharmacy products in accordance with their physical and chemical properties and Good Storage Practice (GSP) rules in healthcare facilities.

PC 12. Ability to organise the activities of pharmacy establishments to supply the population and healthcare institutions with medicines and other pharmacy products and to implement appropriate reporting and accounting systems (managerial, statistical, accounting and financial) in accordance with the requirements of the National Medicines Policy, Good Pharmacy Practice (GPP) and to carry out commodity analysis and administrative record keeping in accordance with the organisational and legal norms of pharmaceutical legislation.

PC 15. Ability to organise and implement general and marketing management of the assortment, product innovation, pricing, sales and communication policies of pharmaceutical market entities based on the results of marketing research and taking into account market processes in national and international markets, manage risks in the pharmaceutical supply system.

PC 16. Ability to develop and implement a quality management system for pharmaceutical companies in accordance with the requirements of current standards, to conduct quality audits and risk management for the quality of pharmaceutical products.

PC 22. Ability to organise and carry out quality control of medicinal products in accordance with the requirements of the current State Pharmacopoeia of Ukraine and good pharmacy practices, determine methods for sampling medicinal products for control and standardise them in accordance with current requirements, prevent the spread of counterfeit medicinal products.

### **Learning outcomes:**

**Integrative final program learning outcomes, the formation of which is facilitated by this elective course:**

#### *Program learning outcomes for the discipline:*

PL.O 01. Apply specialised knowledge and skills/abilities in general and professional disciplines in professional activities.

PL.O 02. Critically analyse scientific and applied problems in the field of pharmacy.

PL.O 03. Evaluate and ensure the quality and effectiveness of activities in the field of pharmacy.

PL.O 04. Comply with sanitary and hygienic regulations and safety requirements in the performance of professional activities.

PL.O 05. Plan and implement professional activities based on the regulatory and legal acts of Ukraine and recommendations of good pharmaceutical practices.

PL.O 07. Demonstrate the ability to independently search for, analyse and synthesise information from various sources, including professional literature, patents and databases, evaluate it, in particular using statistical analysis, and apply these results to solve typical and complex specialised tasks of professional activities, including the development and production of medicinal products.

PL.O 08. Develop and make effective decisions to solve complex/comprehensive pharmacy problems personally and based on the results of joint discussions; formulate the goals of one's own activities and those of the team, taking into account social and production interests, overall strategy and existing constraints, and determine the optimal ways to achieve these goals.

PL.O 09. Develop and implement innovative projects in the field of pharmacy, as well as related interdisciplinary projects, taking into account technical, social, economic, ethical, legal and environmental aspects.

PL.O 10. Conduct health education work in professional activities in the event of outbreaks of infectious, viral and parasitic diseases.

PL.O 12. Promote health preservation, in particular disease prevention, rational prescription and use of medicines. Conscientiously perform professional duties, comply with legislation on the

promotion and advertising of medicines. Possess psychological communication skills to achieve trust and mutual understanding with colleagues, doctors, patients and consumers.

PLO 13. Predict and determine the impact of environmental factors on the quality and consumer characteristics of natural and synthetic medicines and other pharmacy products, organise their storage in accordance with their physical and chemical properties and Good Storage Practice (GSP) rules.

PLO 14. Identify the advantages and disadvantages of medicinal products of different pharmacological groups, taking into account their chemical, physicochemical, biopharmaceutical, pharmacokinetic and pharmacodynamic characteristics. Recommend over-the-counter medicines and other pharmacy products to consumers, providing advice and pharmaceutical care.

PLO 15. Formulate, argue, clearly and specifically convey to specialists and non-specialists, including higher education seekers, information based on their own knowledge and professional experience, major trends in the development of global pharmacy and related industries.

PLO 16. Record cases of side effects when using natural and synthetic medicines; assess factors that may affect the processes of absorption, distribution, storage, metabolism and excretion of medicines and are determined by the condition and characteristics of the human body and the pharmaceutical characteristics of medicines.

PLO 17. Implement appropriate organisational and managerial measures to provide the population and healthcare institutions with medicines and other pharmacy products; carry out all types of reporting and accounting in pharmacy institutions, administrative record keeping and commodity analysis.

PLO 18. Ensure competitive positions and effective development of pharmaceutical organisations, including taking into account the results of marketing research and market processes at the national and international levels.

PLO 20. Manage pharmaceutical organisations and determine their effectiveness using management functions. Make management decisions based on the leadership and communication skills of pharmaceutical personnel regarding strategic planning of enterprise activities.

PLO 26. Ensure and carry out quality control of natural and synthetic medicinal products and document its results: issue quality certificates and analysis certificates taking into account the requirements of the current edition of the State Pharmacopoeia of Ukraine, quality control methods (QCM), technological instructions, etc.; take measures to prevent the distribution of poor-quality, counterfeit and unregistered medicinal products.

### 3. Content and logistics of the discipline

<b>Module 1</b> «Techniques of the communication work of the head of the pharmaceutical enterprise»	VIII semester 90 hours /3 credits ECTS	Lectures №5 Practical classes №15 Extracurricular work №11
-----------------------------------------------------------------------------------------------------	-------------------------------------------	------------------------------------------------------------------

The course includes 14 topics, which are divided into 1 thematic module.

#### **Module 1 «Techniques of the communication work of the head of the pharmaceutical enterprise»**

Topic 1. Management positions in pharmacy. The concept of a '7-star' pharmacist

Topic 2: Fundamentals of labour law

Topic 3: Continuous professional development

Topic 4: Code of ethics for pharmaceutical workers

Topic 5: Styles of communication behaviour

Topic 6: Communication in pharmacist-patient and pharmacist-manager systems

Topic 7: Choosing an employer. Basic principles.

Topic 8: The concepts of 'team' and 'manager': goals and objectives. Interaction and roles in a team

Topic 10: Professional and communication skills of a manager

Topic 11: Time management for managers

Topic 12: Public speaking

Topic 13: Preparation of information materials in the work of a pharmaceutical industry specialist

Topic 14: The manager of the future

The topics of the lecture course cover problematic issues of the relevant sections of the discipline. Lecture methodology: lectures are not held in the classroom; materials are posted on the department's information resources.

Practical classes provide theoretical justification of the main issues of the topic and the acquisition of the following practical skills:

1. create a successful resume
2. plan working hours
3. follow job instructions
4. interact in a team
5. Be a successful leader

The student's independent work provides preparation for practical classes and intermediate tests, study of topics for independent extracurricular work, writing essays, preparation of presentations, tables. The control of mastering the topics of independent extracurricular work is carried out at the intermediate control classes and the final control of the discipline.

Individual work includes the study of scientific literature, preparation of reviews on the topics provided for presentation at the meetings of the student scientific circle, the implementation of scientific and practical researches, participation in specialized competitions, scientific and practical conferences and organization of students' research works.

Thematic plans of lectures, calendar plans of practical classes, thematic plan of independent extracurricular work, volume and directions of individual work are published on the website of the department.

The route for obtaining materials: Department of Pharmacy / for students / Full-time education / Pharmacy, industrial pharmacy / 4 course / Educational materials / or through the link

<https://www.vnmdu.edu.ua/кафедра-фармації/>.. Access to the materials is carried out through the student's corporate account [s000XXX@vnmdu.edu.ua](mailto:s000XXX@vnmdu.edu.ua).

#### 4. Forms and methods of monitoring academic performance

Current control in practical studies	Methods: <i>oral or written survey, testing, electronic survey, solving situational problems, conducting laboratory studies, interpreting them and evaluating their results (drawing up a protocol in a workbook)</i>
Final control of the discipline (credit) at the end of the 4th semester	Methods: <i>oral questioning</i> (according to the Regulation of the Academic process in VNMU named after M.I. Pirogov (link <a href="https://www.vnmdu.edu.ua/General information">https://www.vnmdu.edu.ua/General information</a> ))
Earning success diagnostic tools	Theoretical questions, tests, practical tasks, practical skills demonstration

#### 5. Assessment criteria

Knowledge assessment is carried out in accordance with the Regulations of the Academic process in VNMU named after M.I. Pirogov ( link <https://www.vnmdu.edu.ua/General information>)

Continuous assessment	On a four point system of traditional assessments 5 «excellent», 4 «good», 3 «satisfactory», 2 «unsatisfactory»
Credit	On a 200-point scale (the arithmetic average grade for the semester is converted into points) Credited: 122 to 200 points Not credited: less than 122 points (See Grading Scale)

#### Discipline Score Scale: National and ECTS

The sum of grades for all types of educational activities	Score I C T S	Score on a national scale	
		For exam, course project (work), practice	for credit test
180-200	A	excellent	credited
170-179,99	B	good	
160-169,99	C	satisfactory	is not credited with the possibility of reassembling
141-159,99	D		
122-140,99	E	satisfactory	is not credited with mandatory reexamination of discipline
0-121,99	FX	unsatisfactory with the possibility of reassembly	
	F	unsatisfactory with a mandatory reexamination of discipline	

#### 6. Policy of discipline / course

The student has the right to receive high-quality educational services, access to contemporary scientific and educational information, qualified advisory assistance during the study of discipline and mastering practical skills. The policy of the department during the providing of

educational services is a student-centered, based on normative documents of the Ministry of Education and the Ministry of Health of Ukraine, the Statute of the University and the Procedure for the Providing of Educational Services regulated by the main principles of the organization of the educational process in VNMU named after M.I. Pirogov and the principles of academic integrity (link [https://www.vnmu.edu.ua/General information](https://www.vnmu.edu.ua/General%20information)).

**Adherence to the rules of VNMU, safety techniques in practical classes.**

Safety instruction is given at the first practical lesson by the teacher. The briefing is registered in the Safety Briefing Journal. A student who has not been instructed is not allowed to practice.

In the event of the announcement of the "Air Alert" signal or other warning signals, the teacher stops the class, informs the students of the need to go to the civil defense shelter and stay there until the signal is canceled. The teacher informs higher education students of further actions after the signal is canceled: to continue the class or to recommend that they independently finalize the material with a subsequent survey at the next class (Order No 92 of 03.09.2024).

**Requirements for preparation for practical classes.** The student must be prepared for a practical lesson, tasks to prepare for the current topic must be completed.

A student should come to class on time, without delay. A student who is late is not allowed to study and must work it in the prescribed manner.

In practical classes, the student must be dressed in a work uniform. Students who do not have a work uniform are not allowed to study.

The student must follow the rules of safety in practical classes and during the stay in the department.

When discussing theoretical issues, students should demonstrate tolerance, courtesy and respect for their colleagues and the teacher; when performing practical tasks, the workplace should be kept in order and be cleaned after performing practical work.

**Usage of mobile phones and other electronic devices.** The use of mobile phones and other electronic devices in the classroom is allowed only on the instructions of the teacher.

**Academic integrity.** When studying the discipline, the student must be guided by the Code of Academic Integrity and Corporate Ethics of VNMU named after M.I. Pirogov (link : [https://www.vnmu.edu.ua/General information](https://www.vnmu.edu.ua/General%20information))/ Code of Academic Integrity). In case of violation of the norms of academic integrity during the current and final controls student receives a grade of "2" and must work it out to his teacher in the prescribed manner within two weeks after receiving an unsatisfactory assessment).

**Missed classes.** Missed classes are working out in the manner prescribed by Regulations of the Academic process in VNMU named after M.I. Pirogov (link [https://www.vnmu.edu.ua/General information](https://www.vnmu.edu.ua/General%20information)) at the time of work out schedule to the teacher on duty.

**The procedure for admission to the discipline final control** is given in the Regulations of the Academic process in VNMU named after M.I. Pirogov (link [https://www.vnmu.edu.ua/General information](https://www.vnmu.edu.ua/General%20information)). To the final control allowed students who do not have missed practical classes and lectures and received an average traditional grade of at least "3".

**Additional points.** Individual points in the discipline (from 1 to 12) that student can receive for individual work, the amount of which is published on the website of the department in the educational methodical materials of the discipline, the number of points is determined by the results of IRS according to Regulation of the Academic process in VNMU named after M.I. Pirogov.

**Conflict resolution.** In case of misunderstandings and complaints to the teacher because of the quality of educational services, knowledge assessment and other conflict situations, student should submit his / her claims to the teacher, in VNMU named after M.I. Pirogov.

Politics in terms of remote learning. Distance learning regulated by the Regulations of the elements of remote learning in VNMU named after Pirogov M.I. The procedure for conducting practical classes and lectures, practicing and consultations during distance learning is published on the department's website.

**Feedback from teachers** carried out through a distance learning platform (Microsoft Teams) is via messengers or e-mail (at the teacher's choice) during working hours.

Higher education applicants have the right to receive quality educational services, access to up-to-date scientific and educational information, qualified advisory assistance in the study of the discipline and mastery of practical skills. The policy of the department in the provision of educational services is student-centered, based on the regulations of the Ministry of Education and the Ministry of Health of Ukraine, the university charter and the procedure for the provision of educational services, regulated by the basic provisions of the organization of the educational process at the Pirogov National Medical University and the principles of academic integrity.

#### **7. Educational resources.**

Educational and methodological support of the discipline is published on the website of the department (<https://www.vnmu.edu.ua/кафедра-фармації#> / for students). Consultations are held twice a week according to the schedule.

8. The timetable and distribution of groups with assigned teachers are published on the web page of the department (<https://www.vnmu.edu.ua/кафедра-фармації#> / for students).

9. **Questions to the intermediate and final semester control (credit)** of the discipline are published on the web page of the department (<https://www.vnmu.edu.ua/кафедра-фармації#> / for students).

#### **Training and methodological literature**

1. Venkateswara Reddy Boya K. S. Sekhara Rao. (2022) Effective Communication Role in Accomplishing Operational Excellence in Pharmaceuticals. International Journal of Innovative Technology and Exploring Engineering, №8 (9). P. 242-245.

2. Venkateswara Reddy Boya. K. S. Sekhara Rao (2019) An Effective Time Management System will play a Vital Role in Achieving Operational Excellence in Pharmaceuticals. International Journal of Recent Technology and Engineering, №8 (1). P. 2572-2575.

3. Halchynskiy, M., Syliz, A. and Polusmiak, Y. (2024) "The use of an integrated marketing communications approach in promoting in the pharmaceutical market". Management and Entrepreneurship: Trends of Development, 3(29), pp. 72-81.

4. Kabir Ahluwaliaa,b , Michael J. Abernathya , Jill Beierlea, et al. (2022) The Future of CMC Regulatory Submissions: Streamlining Activities Using Structured Content and Data Management. Journal of Pharmaceutical Sciences, 111. P. 1232-1244.


5. Nakayama, M., Hustad, E., & Sutcliffe, N. (2021). Agility and system documentation in large-scale enterprise system projects: a knowledge management perspective. *Procedia Computer Science*, 181, 386–393.


6. Klein, B., Perfetto, E. M., Oehrlein, E. M., Weston, F., Lobban, T. C. A., & Boutin, M. (2024). Measuring and demonstrating the value of patient engagement across the medicines lifecycle: A Patient Engagement Impact Measurement Framework.

### Information resources

1. E-mail address of the university website: <http://vnmuedu.ua>
2. E-mail address of the university library website: <http://library.vnmuedu.ua>
3. E-mail address: Department of Pharmacy, Pirogov National Medical University  
<http://www.vnmuedu.ua>
4. World Health Organization <http://www.who.int/en/>
5. Testing center <https://www.testcentr.org.ua/uk/>
6. Ministry of Health of Ukraine <https://moz.gov.ua/>
7. Center for Public Health of the Ministry of Health of Ukraine  
<https://phc.org.ua/kontrol-zakhvoryuvan>

The syllabus of the discipline «Techniques of the communication work of the head of the pharmaceutical enterprise» was discussed and approved at the meeting of the department Department of Pharmacy (record № 1, dated August "26" 2025)

Responsible for the academic discipline  Olena KRYVOVIAZ  
(signature)

The Head of the Pharmacy Department  Olena KRYVOVIAZ  
(signature)