

DEREE COLLEGE SYLLABUS FOR:		US CREDITS: 3/0/3							
HM 4144 MANAGING PHARMACEUTICALS – LEVEL 6		UK CREDITS: 15							
(June 2015)									
PREREQUISITES:		HM 1001 Introduction To Healthcare Management							
CATALOG DESCRIPTION:		Characteristics and relevance of the pharmaceutical sector for the healthcare industry. Discussion of different management functions, including supply chain management, operations, and marketing in the context of pharmaceutical firms.							
RATIONALE:		The course familiarizes students with the particularities, complexities and challenges of management in the context of the pharmaceutical sector. Students acquire in-depth knowledge and critical understanding of the structure of the pharmaceutical industry, as a key sector of the healthcare industry and the role of key stakeholders and key processes in the development, marketing and distribution of pharmaceutical products. The course also discusses the regulation and ethics of clinical research and practice in relation to the pharmaceutical sector. Drawing upon case studies from companies and markets across the world it offers a deep insight in the developing trends and challenges faced by pharmaceutical companies.							
LEARNING OUTCOMES:		As a result of taking this course, the student should be able to: 1. Discuss the impact of external influences and internal considerations on the management of firms in the pharmaceutical sector. 2. Analyse and evaluate the application of various management concepts and business functions in the context of pharmaceutical firms. 3. Apply and discuss relevant theoretical frameworks in analysing the effectiveness of management practices and associated challenges evidenced in the pharmaceutical industry.							
METHOD OF TEACHING AND LEARNING:		In congruence with the teaching and learning strategy of the college, the following tools are used: ➤ Lectures and class discussions. ➤ Office hours held by the instructor to provide further assistance to students. ➤ Use of the Blackboard Learning platform to further support communication, by posting lecture notes, assignment instruction, timely announcements, and online submission of assignments.							
ASSESSMENT:		<div>Summative:</div> <table><tr><td>Midterm Examination, 2 hours, essay-type questions</td><td>50%</td></tr><tr><td>Individual written project, 2.300– 2.500 words</td><td>50%</td></tr></table> <div>Formative:</div> <table><tr><td>Coursework: case problems</td><td>0%</td></tr></table> <p>The formative assessments aim to shape teaching along the semester and prepare students for the summative assessments. The Midterm Examination tests Learning Outcomes 1 and 2.</p>		Midterm Examination, 2 hours, essay-type questions	50%	Individual written project, 2.300– 2.500 words	50%	Coursework: case problems	0%
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Individual written project, 2.300– 2.500 words	50%								
Coursework: case problems	0%								

	The written project tests Learning Outcomes 1, 2 and 3, with emphasis placed on 3.
INDICATIVE READING:	<p>REQUIRED READING:</p> <ul style="list-style-type: none"> • Jacobsen, T., & Wertheimer, A. (Eds.). (2009). <i>Modern Pharmaceutical Industry: A Primer</i>. Jones & Bartlett Learning. <p>RECOMMENDED READING:</p> <ul style="list-style-type: none"> • Campbell, J.J. (2008) <i>Understanding Pharma: The Professional's Guide to How Pharmaceutical and Biotech Companies Really Work</i>, Pharmaceutical Institute. • de Vries, J., and Huijsman, R. (2011). Supply chain management in health services: an overview. <i>Supply Chain Management: An International Journal</i>, 16(3), 159-165. • Ellery, T., & Hansen, N. (2012). <i>Pharmaceutical lifecycle management: making the most of each and every brand</i>. John Wiley & Sons. • Narayana, S. A., Pati, R. K., & Vrat, P. (2014). Managerial research on the pharmaceutical supply chain—A critical review and some insights for future directions. <i>Journal of Purchasing and Supply Management</i>, 20(1), 18-40. • Rees, H. (2011). <i>Supply chain management in the drug industry: delivering patient value for pharmaceuticals and biologics</i>. John Wiley & Sons. • Rossetti, C. L., Handfield, R., and Dooley, K.J., (2011). Forces, trends, and decisions in pharmaceutical supply chain management. <i>International Journal of Physical Distribution & Logistics Management</i>, 41(6), 601-622. • Susarla, N., & Karimi, I. A. (2012). Integrated supply chain planning for multinational pharmaceutical enterprises. <i>Computers & Chemical Engineering</i>, 42, 168-177. • Whewell, R. (2012). <i>Supply chain in the pharmaceutical industry: strategic influences and supply chain responses</i>. Gower Publishing, Ltd.
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	<p>REQUIRED MATERIAL: N/A</p> <p>RECOMMENDED MATERIAL: N/A</p>
COMMUNICATION REQUIREMENTS:	Daily access to the course's site on the College's Blackboard CMS. Effective presentation skills using appropriate terminology.
SOFTWARE REQUIREMENTS:	MS-Office latest edition (Ms-Word, Ms-Excel, Ms-Access, Ms-PowerPoint)
WWW RESOURCES:	<p>Students are expected to use the internet at their own discretion to select information on the course. Useful sources include:</p> <p>http://www.ema.europa.eu/ema/ http://www.fda.gov/ http://www.mhra.gov.uk/</p>

INDICATIVE CONTENT:	<ol style="list-style-type: none">1. Drug discovery, pharmaceutical product formulation2. Analytical testing and development3. Manufacturing and production4. Ethics in clinical research5. Regulatory affairs and drug safety6. Managing compliance with regulatory frameworks7. Sales and marketing of pharmaceutical products8. Financial management in pharmaceutical firms9. Pharmaceutical operations and the supply chain10. Managing supply chain technology in pharmaceuticals11. Holistic supply chain management12. Sustainable change
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